

FRAMELESS®

TIKTOK PUBLISHER SUMMIT



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About TikTok

TikTok is a leading social media App. Its mission is to inspire creativity and bring joy to more than 1 billion users worldwide. TikTok empowers creators, publishers and brands to share stories that spark connection and cultural moments across entertainment, sport, and news. To learn more, visit

www.tiktok.com or [@TikTok_UK](https://www.tiktok.com/@TikTok_UK)



The Brief

TikTok's Publisher Summit is an annual event designed to connect the platform's leadership with the UK's top publishers, broadcasters, and creative partners. For 2025, TikTok tasked creative agency Order + Chaos to deliver an experience that would move beyond traditional presentations — a format that would show, not tell, the power of TikTok.

To achieve this, TikTok sought a venue capable of combining massive 360 high-end projection, cinematic sound, and live storytelling within a single cohesive environment. FRAMELESS London was selected for its multi-gallery capability and ability to deliver large-scale, real-time visual immersion.

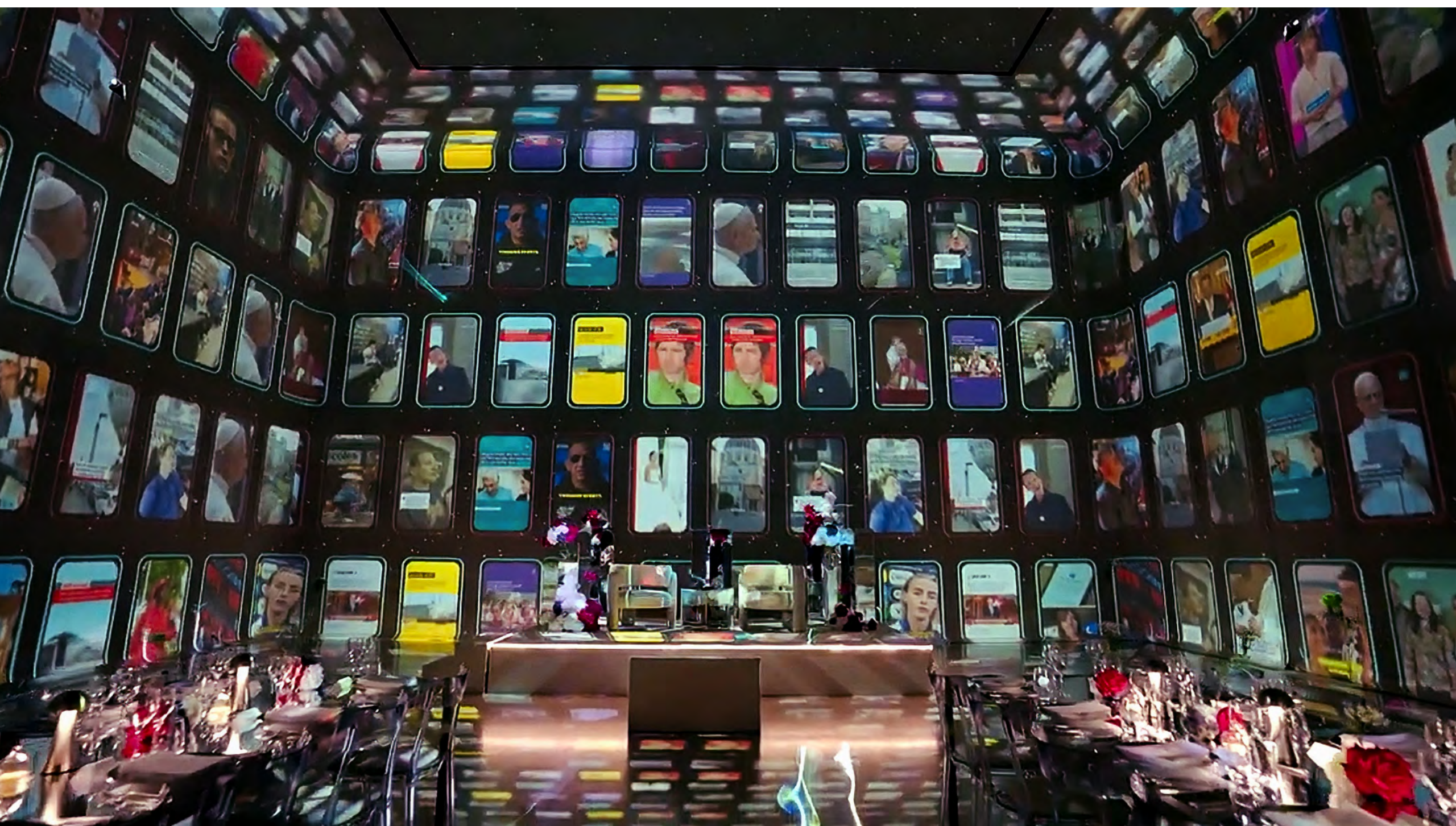
Objectives

- **Reimagine TikTok's annual summit as a live, multi-sensory journey**
- **Seamlessly blend brand storytelling with networking and hospitality**
- **Transform digital culture into a physical, shareable experience**
- **Demonstrate TikTok's credibility as a publishing and storytelling partner**

Creative Solution – “Everything Begins with a Spark”

Working with Order + Chaos, Frameless transformed Gallery 3 – “The World Around Us” into a vast, living version of the TikTok For You Page. The evening followed a five-act narrative titled “Everything Begins with a Spark,” mirroring TikTok’s new visual identity.

Guests were welcomed with a cinematic intro sequence projected floor-to-ceiling, voiced by TikTok’s Global Content Lead. The narrative journeyed from the dawn of storytelling to the digital present, concluding with TikTok as the new epicentre of cultural creation.



Each course of the evening revealed a new environment aligned with TikTok’s verticals:

- **Newsroom** – real-time journalism and live storytelling
- **Club World Cup** – sport, fandom, and global connection
- **Black Mirror** – entertainment and innovation in partnership with Netflix
- **Britcore** – music, culture, and audience participation
- **Speakeasy** – a warm, social finale for networking and reflection

TikTok



Experience & Challenges

- One continuous 360 narrative – Unlike a standard conference, this event had to operate as a single flowing performance. Frameless' AV team integrated Pixera media servers, QLab show control, and Dante audio to seamlessly link visual transitions, speeches, and music.
- Projection design – Content created by FRAMELESS was optimised for the 360° projection environment. High-contrast visuals with dark negative space preserved readability and avoided over-immersion.
- Complex load-in – The venue remained open to the public until the day of the event. A well-planned execution enabled a rapid installation by multiple supplies of projection, sound and staging.
- Collaborative testing – Multiple test sessions with TikTok and Order + Chaos ensured the final show was pixel-perfect and synchronised to cue.



Testimonial

“You were phenomenal, creative from start to finish; thoughtful, detail-driven, and endlessly patient. It was clear in every moment how much care you put into elevating the experience, not just for us as partners but for every single attendee, and they really did notice!! The way you balanced creative flair with flawless TECHNICAL logistics (actually madness at FRAMELESS) made the event feel effortless and very memorable. That kind of craft is rare, and it doesn’t go unnoticed. You and the team should be so so proud.”

TikTok

“Frameless provided the perfect stage to turn TikTok’s story into a living, breathing experience. Every transition, every cue, every sound felt effortless — a true partnership between creative, technology and storytelling.”

Order + Chaos

Creative Director

A Unique Approach

FRAMELESS continues to offer brands the opportunity to immerse their audiences in narrative storytelling through cutting-edge projection, sound and control systems. With four distinct galleries and an in-house content and creative team that develops bespoke content, the venue can transform from corporate summit to live performance in hours — turning ideas into fully realised brand worlds.



**FOR EVENT ENQUIRIES,
CONTACT: EVENTS@FRAMELESS.COM**

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