



Saltykova

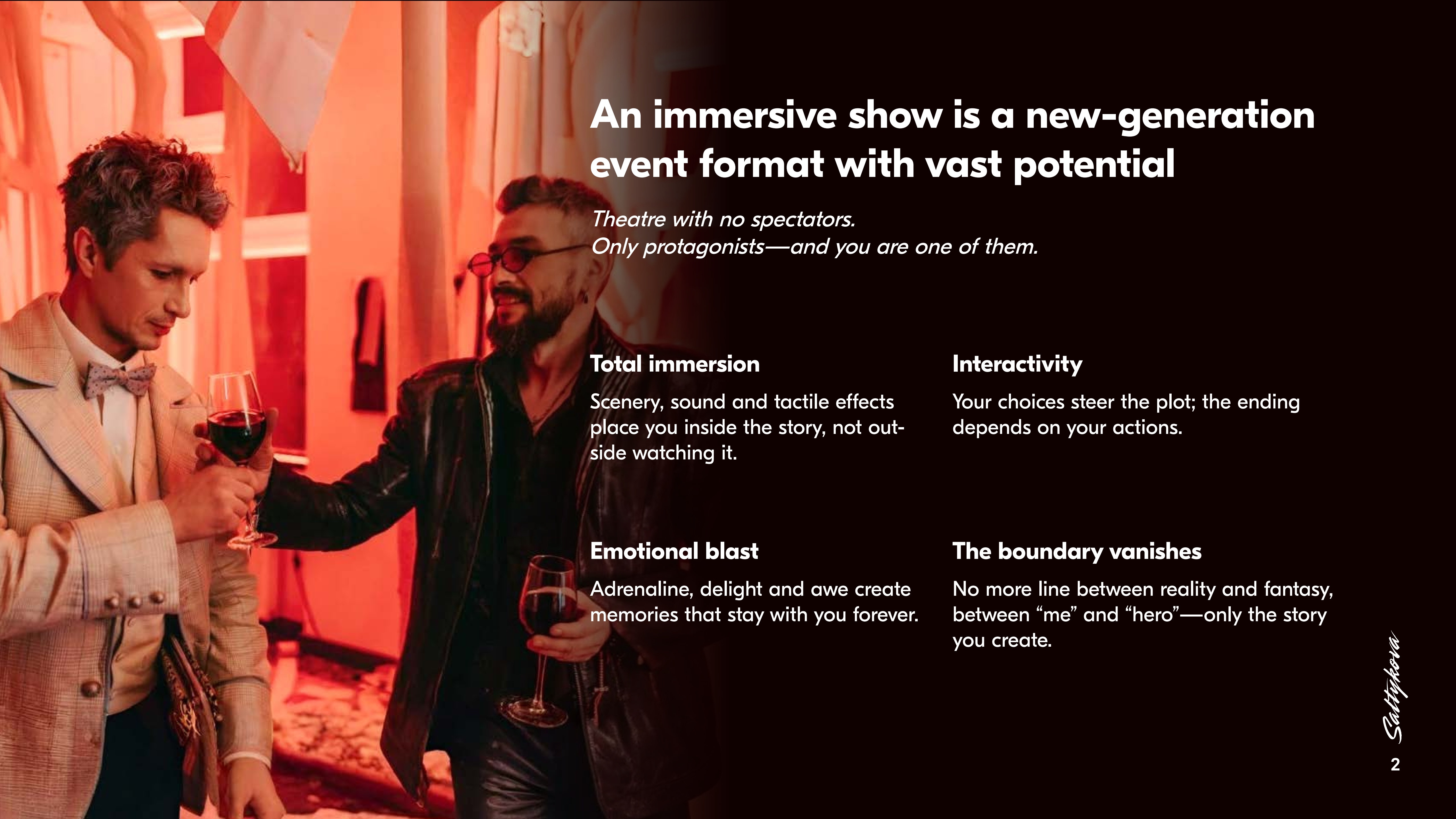
Immersive shows

*Welcome to a reality where boundaries disappear
and anything is possible!*



Anastasia Saltykova

Director & Creative Producer



An immersive show is a new-generation event format with vast potential

*Theatre with no spectators.
Only protagonists—and you are one of them.*

Total immersion

Scenery, sound and tactile effects place you inside the story, not outside watching it.

Emotional blast

Adrenaline, delight and awe create memories that stay with you forever.

Interactivity

Your choices steer the plot; the ending depends on your actions.

The boundary vanishes

No more line between reality and fantasy, between “me” and “hero”—only the story you create.



Anastasia Saltykova

*I fuse a spectacular event with deep emotional experience.
Just like theatre.*

Formats I Work In

Private immersive shows

A birthday party staged
as a mission to save the
world.

Corporate team-building

Colleagues become agents
on a secret mission.

Urban performances

The street itself
becomes the stage.

Theatrical quests

Shakespeare + an escape
room - Romeo and Juliet's fate
is in your hands.

VR, audio & exhibition formats

Full dives into digital and museum spaces.



For Business

When Ordinary Off-sites Aren't Enough

Immersive formats combine training and art in one powerful happening.

Deep engagement

Total immersion imitates a real situation; information is remembered better through experience.

Networking 2.0

New, unfamiliar roles erase hierarchies and build informal bonds.

Soft-skill revelation

Leadership appears in unconventional circumstances.

Emotional intelligence grows through partner interaction.

Creative thinking blossoms under tight decision-making deadlines.

After-effect

Vivid emotions forge strong neural links; scenes are recalled on the job.

Participants unconsciously repeat successful behaviours; the shared adventure becomes part of corporate culture.

A woman with short dark hair, wearing a shiny, metallic silver dress and a headset microphone, is performing on stage. She is holding a microphone in her right hand and gesturing with her left hand. The background is dark with blue and purple stage lighting. A circular mirror or reflection is visible in the background.

For Private Clients

Moments Become Part of Your Biography

*Not exotic drinks or dishes
but unique moments and impressions craft your personal legend.*

Your guests will value it highly:

Uniqueness of experience

Each show is tailor-made
for guests' tastes and per-
sonalities.

Full immersion effect

First-person emotional involve-
ment makes the show unforget-
table.

Shift in perception

New modes of interaction
leave astonishing impres-
sions.

For you, an immersive show is social capital:
the event itself becomes a talking point and underscores the host's status.



Case Study

Once Hotel “Afterhalloween”

*My journey on the Afterhalloween project:
from actress to director of a large-scale performance
on mass culture and double standards.*

1920s NEP (2022)

- Assistant director & actress

The Roaring Twenties (2023)

- Second director & actress

Master and Margarita: Ball of Shadows (2024)

- Director-producer, casting director, actress, host

My solutions:

- ✓ Designed a full-floor concept for Wall&Dark production, basing it on today’s media industry that manipulates viewers’ attention even more deftly than TikTok, replacing meanings and narratives.
- ✓ Chose a “longing for the Sixties” variety-show aesthetic—bright lights, red carpets and palm trees—spiked with gothic-noir details.



Case Study

“Alice vs Everybody”

A full immersive play from scratch in one week—our challenge to time itself.

- Served as second director.
- Executive producer.

My solutions:

- ✓ Managed the entire process: venue search to final rehearsal.
- ✓ Cast and coordinated actors on an extreme timetable.
- ✓ Created stage space and visual design.
- ✓ Devised interactive mechanics for spectators.

The production continues to run and draw audiences.

'borderline'



Case Study

“Irony of Fate” Immersive New Year

A family New Year celebration inside a beloved Soviet film—ending next morning with a première of the guests’ own movie.

- Idea author.
- Director-producer.
- Host and organiser.

My solutions:

- ✓ Developed a “cinematic immersion” system.
- ✓ Assigned roles and prepared simplified scripts for participants.
- ✓ Organised a film crew and real-time editing.

The immersive format pushed the familiar boundaries of a holiday, created a personal movie for every participant, and gifted the guests a brand-new family heirloom.

Case Study

Team Recruitment & Training for the “Russia” Expo at VDNKh

The previous contractor left two weeks before launch; we stepped in.

- Director, second director.
- Organiser, casting director.

My solutions:

- ✓ Recruited a 50-actor team, formed groups, appointed leads and kept records.
- ✓ Organised the production: costumes, set construction, rehearsals.
- ✓ Successfully launched a project that ran for more than six months.

Our zone was cited as one of the expo’s brightest and most engaging. The team stayed together and moved on to other projects.



Anastasia Saltykova

With You from Idea to Realisation

- Immersive-show director
- Creative producer
- First, second AD & casting director for large-scale events
- Visual curator


Education:

- Acting
M. Rozovsky Workshop
- Directing
Industry Film School
- Screenwriting
A. Mitta Film School

Creative path:

- Actress at Russia's largest immersive theatre.
- Co-author of scripts and curator for major projects.
- World-builder where audiences become heroes.

When you feel you've answered every question, it only seems so. Keep searching—always.



Let's Create an Event Everyone Will Talk About!

Full cycle

from wild idea to
flawless execution

20+

successful
projects

Passion for the impossible

plus the skill
to make it happen

Anastasia Saltykova

With you from concept to completion

+7 916 309 79 21
saltykova.info
mail@saltykova.info

