

“SYMPHONY OF SEVEN SINS”

CLIENT: LHV PRIVATE BANKING

PURPOSE: To grow and strengthen the community of LHV private banking clients.

FOCUS: LHV Private Banking prioritizes the creation of artistic content and emotional value over traditional branding.

In a world where finance is often seen as rational numbers, transactions, and logic, we dared to create something profoundly different - an experience that transcends wealth and explores the depths of human nature itself.

Hosted in an unexpected location of the hauntingly beautiful ruins of an ancient monastery - Padise Klooster - our exclusive event **“Symphony of Seven Sins”** was more than just a gathering - it was a masterful orchestration of desire, indulgence and introspection. A symphonic dance on the border of **earthly and otherworldly decadence**.

As the orchestra played, shadows danced across the ancient stone walls, illuminated by the glow of an LED cross - a striking symbol of the eternal struggle between indulgence and restraint. An installation of dark, feathered wings stood as a testament to both fallen grandeur and the possibility of redemption. **The serpentine tables** - S referring to the **symbol of the Seven Sins**, and the biblical snake motif - were set with ethereal elegance, inviting guests to indulge in lavish decadence.

This was more than an event; it was a bold statement. A reflection on power and temptation, - a humble reminder of our shared humanity - and the **responsibilities that come with privilege**. In the world of private banking, understanding human nature is just as crucial as understanding the financial markets. True wealth lies in the ability to balance the sins we indulge with the virtues we cherish.

“SYMPHONY OF SEVEN SINS”

RESULTS: Guests expressed emotional and intellectual engagement - resulting in new clients onboarded and new investments made into wealth management and other investment products as a trust in LHV Private Banking vision and mission.

Guests shared their experiences across social media and elevated perception of the private banking's ability to blend art, philosophy and finance into a holistic wealth management approach.

**Due to the respect for our guests' privacy, we unfortunately do not have any professional video material of our event.*

Project Lead: Tõnis Saar Gastronomy

Client: LHV Private Banking

Creative: Kaie-Liis Asu & Kris Kose

Producer: Robert Kürsa

Culinary Lead & Hospitality: Tõnis Saar

Technical Production: Erki Kukk & Cuuclub

Floral & Decorations: Aet Viisitamm

Artists: ÜENSO orkester x Yasmyn, Ewert Sundja, GENKA

Choreography: Alisa Tsisteronova

Musical curators: Kris Kose & dj Quest

Monastery hosts: Ingmar Jõela & Utopia Entertainment