

portfolio · selected work · 2018 — 2026

ADELE NURBAYEVA

creative producer

berlin, germany
adele@tolk.earth · tg adelenur · ig adelle.weiss

ABOUT

i am a berlin-based creative producer and project manager. my work spans brand campaigns, photo and video production, cultural programmes and live events.

i take an idea into production: define the scope, build the team, plan the budget and schedule, and carry the work through to delivery.

i have led 30+ agency projects and crews of 20+, working with artists, clients, technical teams and production partners.

the work needs a clear plan and room for the idea. i keep both in view, whether it is a brand launch, a theatre performance or a site with no infrastructure.



6+

years in production

€150k

largest project budget

20+

crew led

3,000

total ŞUAQ attendance

CORE SKILLS

event production

scope, schedules, crew, suppliers and on-site delivery

photo & video production

briefs, casting, call sheets, approvals and post

budgeting & cost control

€10k-€150k budgets, forecasting, margins and reporting

team leadership

resourcing, clear roles and production crews of 20+

concept development

idea, programme, artistic direction and format design

artist booking

selection, fees, contracts, riders and logistics

partners & sponsors

sponsor packages, brand integrations and vendor coordination

pr & communications

media outreach, creator partnerships and campaign delivery





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SELECTED PROJECTS



ŞUAQ

2025-present | almaty, kazakhstan

co-founder • executive producer

i co-founded ŞUAQ to give experimental electronic music a place in kazakhstan. the series combines music, audiovisual work and productions built around unusual sites.

for the canyon edition, i led the programme and production: power, sound, staging, camp, access, medical support, permits and risk planning. the production had to be built from zero.

four editions | 3,000 total attendance | 75+ artists
15m+ reach | production crew of 20+

the xternal domain showcase brought producer slikback and artists from his label into a programme with musicians from central asia. i produced the showcase and managed the production around it.

brand partners: jägermeister, red bull, carlsberg
45+ media features

[watch the film - youtube](#)

ŞUAQ — THE SITE

projection mapping · open-air staging · camp





ADIDAS TERREX

HIKE & BASS

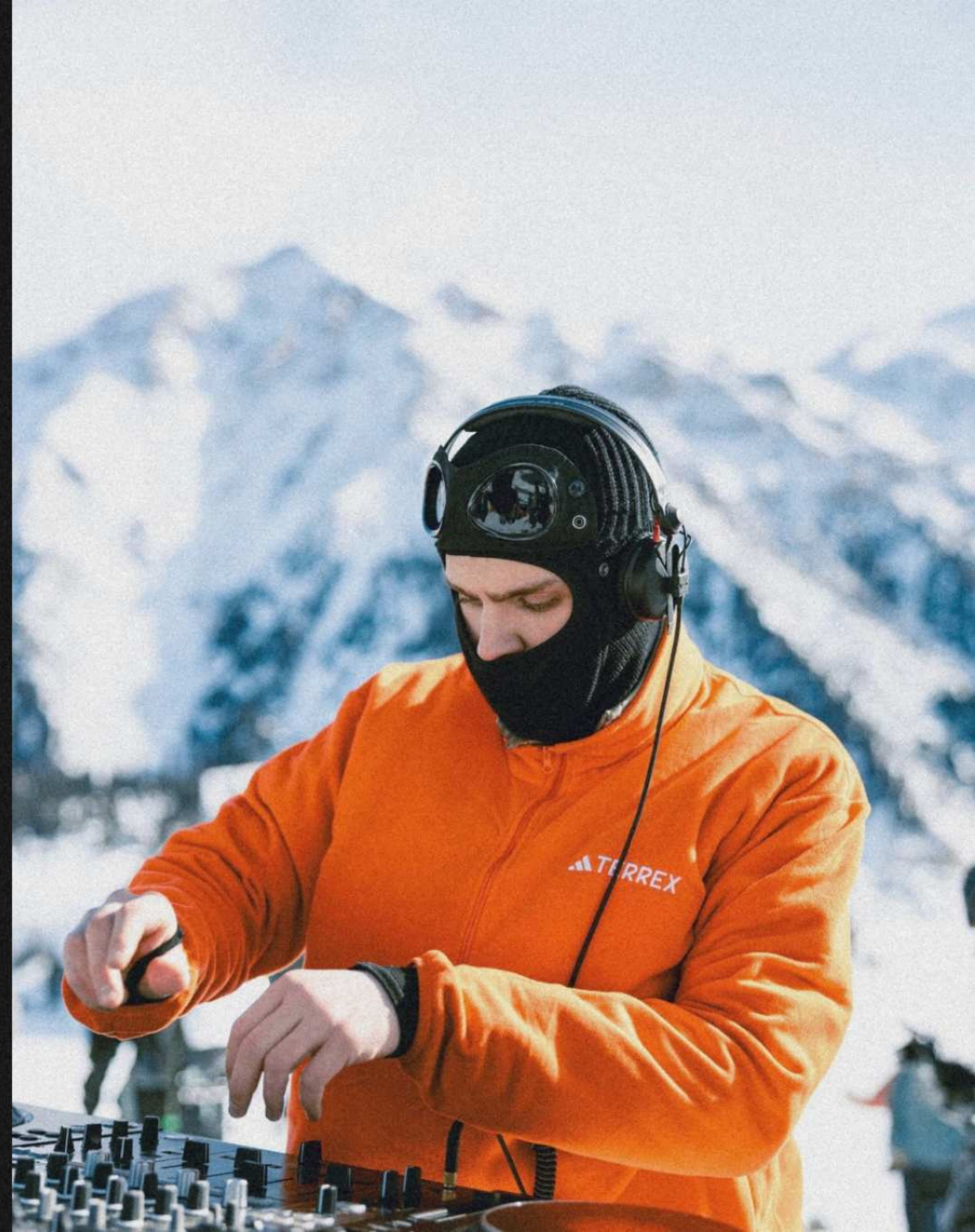
december 2025 – february 2026 · bbdo kazakhstan

music programmer · artist booking lead

a hiking-and-music activation for adidas terrex with bbdo kazakhstan, at big almaty lake, 2,500 metres up.

i led music programming and booking for one guest artist. we worked through several rounds of options to find the right fit for the brand, audience and mountain setting.

i handled fee negotiation, contracting, the rider and logistics, coordinating with the production, technical and brand teams. the wider project team numbered 15+.





VAN CLEEF & ARPELS

private event & floral zone

dazzz universe – creative agency · munich // frankfurt am main

event supervisor · feb 2026

a spring client-engagement programme for van cleef & arpels, with floral installations across german cities and vienna, and a private dinner in frankfurt.

my role covered on-site delivery in munich and frankfurt. i coordinated vendor teams, installation of the floral activation zone and production of the private client event for 50 guests.

the job was making each setup work on site while keeping the materials, presentation and guest experience consistent with the brand.



FIRST & RED

private event with Alexander Bublik

astana, kazakhstan

program & production lead · dec 2025 – feb 2026

a private event at the st. regis astana, created in collaboration with professional tennis player alexander bublik. a tennis-inspired tasting menu and an intimate live music set shaped the programme.

i assembled the local production team and led programme delivery, technical setup and artistic execution. my scope also covered catering, décor and spatial setup, in coordination with the main production team.



BI GROUP — NEXPO BUSINESS

the canyon table

almaty, kazakhstan · closed investor presentation, ritz-carlton almaty · 2026

producer · interactive installation

an interactive installation for the private launch presentation of bi group's nexpo business development at the ritz-carlton almaty. the building's identity drew from the charyn canyon.

the contractor joined late, leaving one week for production. i coordinated a four-person team across table fabrication, Kinect-based interaction and visual content, then on-site calibration and the presentation.



real stones from the canyon sat on a projection-mapped table. a Kinect camera tracked guests' hands; picking up or moving a stone triggered light and patterns across the projected terrain.

the table, interaction and visual content were produced within the one-week window. my scope also included sourcing and transporting the stones and coordinating the interactive build for the private presentation.



AUDIO-VISUAL PERFORMANCE

üi küii

tolk creative studio × qazaq indie

executive producer • 2024

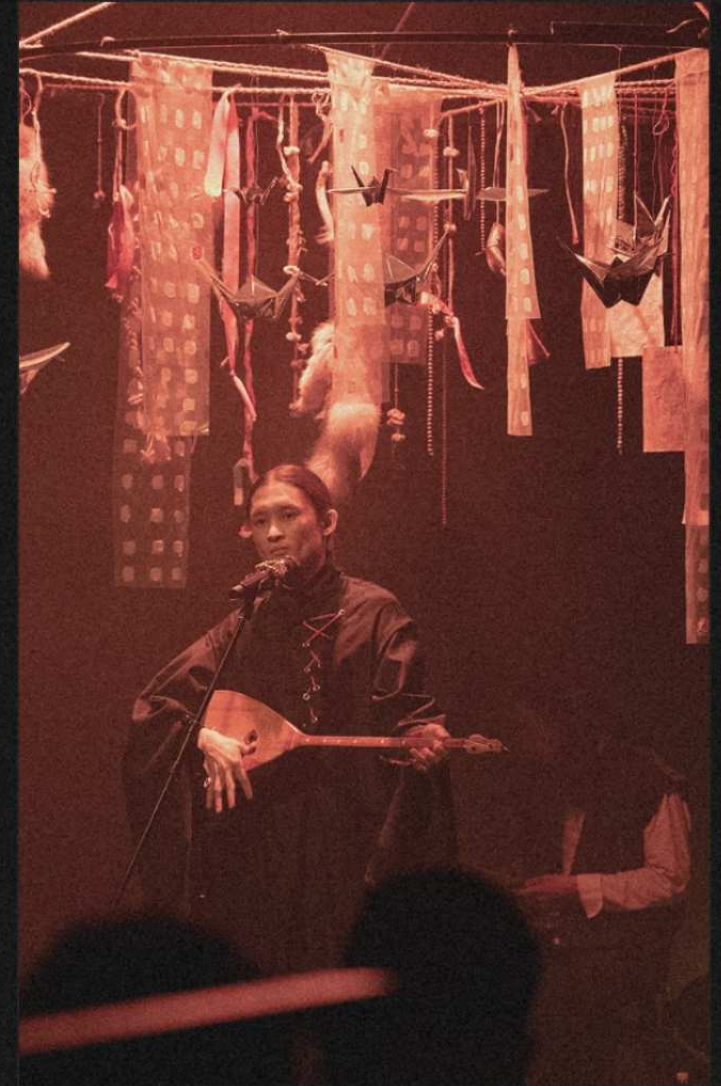
an audiovisual performance built on kazakh instrumental music, created by tolk × qazaq indie and staged in a theatre in almaty.

as executive producer, i owned the budget, venue, crew, rehearsal schedule and technical rider, through to both performances.

two sold-out shows | 1,000 total attendance
10 in-house team members | 15 artists

the work was holding the line between the artists' ambition and what the room, schedule and budget could carry.

watch the full performance - [youtube](#)



STEPPE FREQ

an AI rune reading

almaty, kazakhstan · closing night, international hackathon

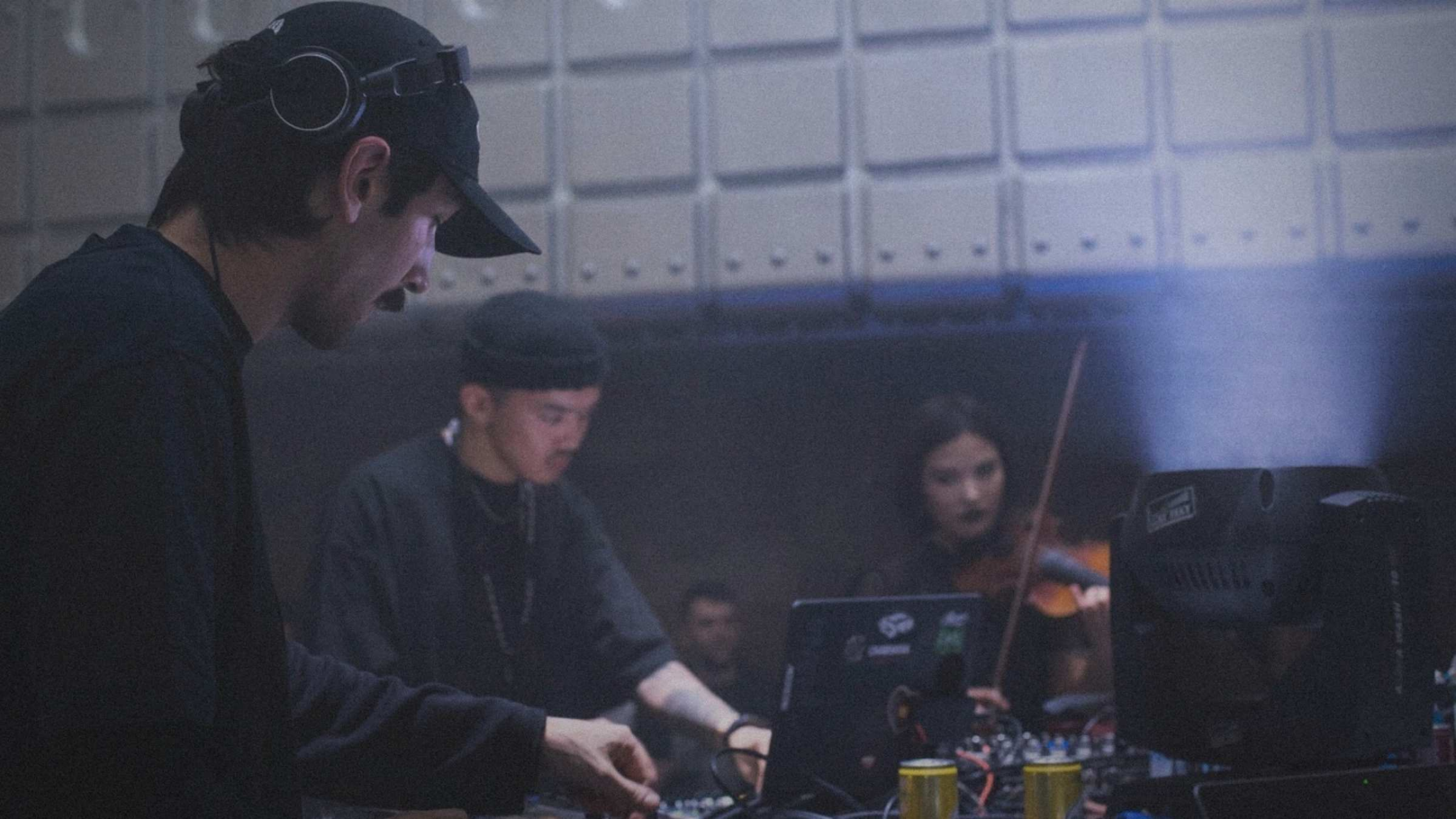
producer · 2022

a live installation for the closing night of an international hackathon in almaty, co-produced with qazaq indie.

the project paired turkic rune divination with an AI model interpreting the runes in real time. the reading became a performance combining generative text and sound.

i led concept and production, from research into the ritual through the live technical build. the work had to be ready within the compressed hackathon schedule, with the artistic and technical parts developed together.





HOW I WORK

structure first

a scope, a budget, a schedule and a named owner

meaning before form

understand the project before choosing how it should look

flag it early

raise what will not work, with a workable alternative

the crew is the project

brief people clearly, pay them properly, credit their work

plan for the site

let access, infrastructure and technical constraints shape the plan

it has to land

the audience should feel something; the production makes room for that

scope

production

schedules, crews, suppliers and live delivery

creative direction

concept, programme and the production setup

artist booking

first approach, negotiation, contract and rider

budgets

€10k-€150k, forecasting, margins and cost control



THANK YOU

adele@tolk.earth

telegram @adelenur

instagram @adelle.weiss

+49 152 02817849

berlin — working across europe

