CCMMUNICATION ACTIVISTS

The name **The Store** is no coincidence. It pays tribute to artist Claes Oldenburg, who in 1961 turned his studio into a shop of handmade everyday objects. With this act, he questioned consumerism and the culture of repetition, highlighting what truly matters.



Inspired by Oldenburg's radical gesture, we embrace the challenge of transforming communication into an honest, creative, and transformative tool. The Store is an agency where communication reclaims its original value—standing against empty, prefabricated strategies. We advocate for a new model of communication: more human, conscious, crafted, and genuinely valuable.

COMMUNICATES. EVERYTHING HAS VALUE

Strategy with vision.



We search for the essence of your brand and turn it into a clear, coherent direction with long-term potential.

MANIFEST

Committy with purpose.

Ideas aren't decoration—they're tools for transformation. We want what you communicate to resonate and leave a mark.

MANIFEST

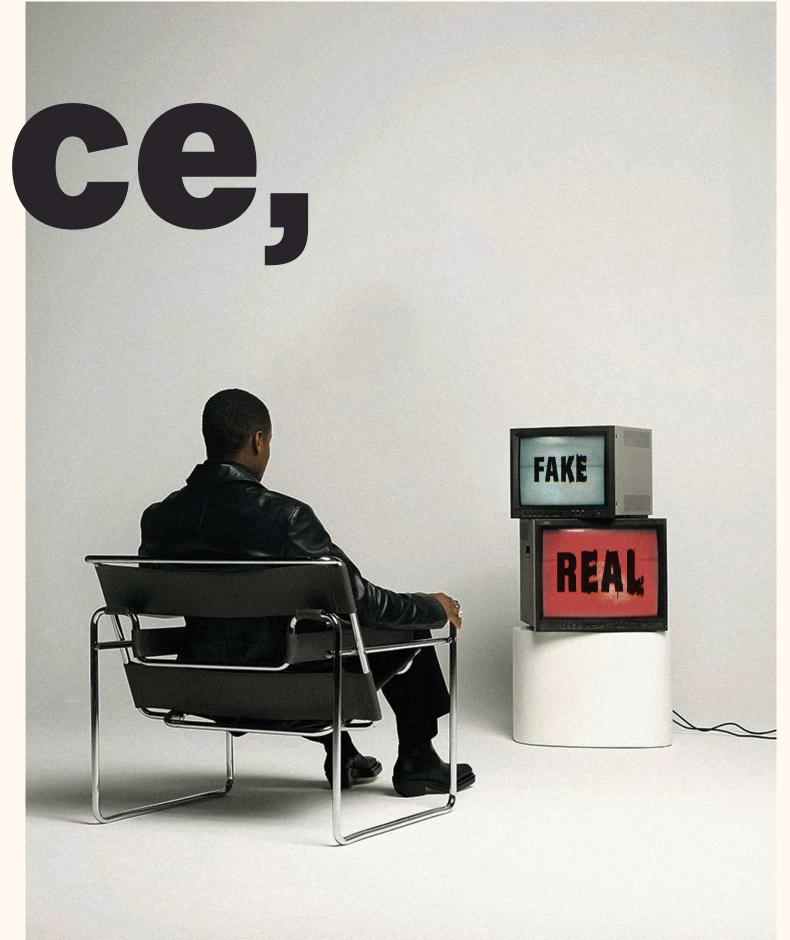
Tangible Impact.



Every piece, action, or campaign has a purpose. We create connection, reputation, and competitive advantage.

MANIFEST

Emics, coherence, truthfullness.



We don't work with brands that just want to "appear." We work with brands that are. If you claim to be responsible, we'll make it credible. If you're transformative, we'll make it visible.

We don't make noise. We spark conversations.



We don't want you to be the loudest. We want you to be the most relevant. We believe in narratives that inspire and build community.



Oldenburg turned the everyday into art and challenged what is truly valuable.

At The Store, we do the same with communication.

- Every idea is a unique, meaningful piece.
- We reject empty creativity and copycat strategies.
- We value what is authentic.

In our display window, you won't find mass-produced messages. You'll find strategy, creativity, and commitment.

