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**WE MAKE
IDEAS
VISIBLE.**

Visual Concept Engineering
Strategy • Story • Visuals • Reality

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INTERVIEW / SOFIA, BULGARIA

"We Make Ideas Visible" - An Interview with GoSo Founder Christer Berggren

From Sofia, Bulgaria, Swedish concept developer and production professional Christer Berggren is building a new way to transform unfinished ideas into strategic, visual and presentation-ready concepts. His company, GoSo Visual Concept Engineering, combines modern digital tools with decades of hands-on experience from festivals, concerts, film, television, touring productions, scenography, logistics and project management.

After developing the GoSo system for approximately one year, Christer is now presenting it to cities, venues, investors, sponsors, cultural organisations and entrepreneurs in Bulgaria, Scandinavia, the Balkans and the wider European market.

We spoke with him about Visual Concept Engineering, the Living Pitch and why a good idea must become visible before it can become real.

Christer, what is GoSo?

GoSo transforms unfinished ideas, places and opportunities into clear, visual and presentation-ready concepts.

A person, company, venue or municipality may have identified an interesting opportunity but still struggle to explain it. The idea may exist as a conversation, a collection of references, a location or

a general vision. The potential is there, but the project has not yet found a clear identity or direction.

That is where GoSo enters the picture.

We help turn the opportunity into something that other people can see, understand and discuss. The objective is to create a credible foundation that can support meetings with decision-makers, municipalities, sponsors, investors, venues and potential partners.

GoSo does not simply make an idea look attractive. We make its potential visible.

You describe the service as Visual Concept Engineering. What does that mean?

Visual Concept Engineering connects creative ambition with strategic and practical judgement.

The word "visual" is important because many ideas are difficult to understand through text alone. When people can see the identity, environment, scale and atmosphere of a future project, they can respond to it in a completely different way.

The word "engineering" is equally important. GoSo is not only about creating attractive images, logos or presentations. A concept must also have an internal logic and a relationship with reality.

A festival, for example, is much more than a poster and a stage. It involves an audience, a location, movement, access, production, logistics, infrastructure, partners, economics and long-term responsibilities.

GoSo brings these different perspectives together into one coherent vision. The presentation must inspire people, but it must also feel credible.

The experience behind the system has taken decades to build.

How did you develop the GoSo system?

I developed the Visual Concept Engineering system over approximately one year, but the experience behind it has taken decades to build.

The system grew from my own need to bring together several areas that are normally separated. Strategy may be handled by one company, visual communication by another, production by a third and the final presentation by someone else.

I wanted to create a more coherent way of working with the early identity and direction of a project. The result should feel like one concept, with one voice and one clear purpose.

Modern digital tools have made it possible to develop and communicate ideas with greater speed and visual strength. But the system is guided by professional experience and human judgement. The tools support the work; they do not replace the person responsible for understanding the project.

The detailed process remains part of GoSo's professional competence. Clients do not need to learn or manage the system themselves. They bring the idea, place or opportunity, and GoSo helps make its potential visible.

What professional experience do you bring to GoSo?

My professional journey began in Sweden as a graphic artist and lithographer. That gave me an early understanding of composition, typography, colour and visual communication.

I later studied at Kaospilot in Gothenburg, where creativity, entrepreneurship, leadership and project development came together. That education reinforced my ability to see systems rather than isolated tasks and to find practical solutions inside complex situations.

Since the early 1990s, I have worked across festivals, concerts, touring productions, film and television, sports events, product launches, scenography, logistics and project management.

My roles have included Stage Manager, Site Manager, Production Manager, Tour Manager, Project Manager, Technical Coordinator, Event Designer, Scenographer and Production Consultant.

These positions have required me to manage people, schedules, artists, technical systems, locations, suppliers, logistics, production teams and unexpected situations. Much of the work has taken place in environments where decisions must be made quickly, calmly and with a clear understanding of the consequences.

How does that experience influence the concepts you create?

It means that I see more than the presentation.

As a Stage Manager, you must understand timing, communication and everything happening on and around the stage. As a Site Manager, you must see the complete location, including public areas, production zones, access routes, infrastructure, transport and safety.

A Production Manager must connect creative ambition with budgets, people, schedules, technical requirements and practical delivery. A Scenographer or Event Designer must understand how an environment influences emotion, movement and the audience experience.

Film and television work also taught me about visual storytelling and the relationship between what the audience sees and everything that must happen behind the scenes.

All these perspectives are embedded in the professional judgement behind GoSo. I understand the vision, but I also understand what happens when the trucks arrive, the gates open and the project must work in reality.

Who needs Visual Concept Engineering?

GoSo is relevant to anyone who has identified an opportunity but needs help communicating its potential professionally.

That could be a city considering a new cultural or tourism initiative. It could be a venue looking for a new event format, a property owner exploring an underused location or an entrepreneur with an idea that is difficult to explain through a conventional business document.

We can also work with cultural organisations, festival founders, destination developers, investors, sponsors and international partners.

The common factor is that the project needs to become understandable before the next serious conversation can take place.

A decision-maker wants to understand the purpose. An investor wants to recognise the opportunity. A sponsor wants to see the relevance and audience. A municipality wants to understand how the idea may contribute to tourism, employment, community life or international visibility.

GoSo creates a common vision that these stakeholders can evaluate together.

A Living Pitch can grow alongside the project.

What is a Living Pitch?

A Living Pitch is a visual web-based presentation that can grow alongside the project.

Traditional presentations often become outdated when an idea changes. New partners become involved, the direction develops or additional project elements need to be communicated. A Living Pitch can evolve without losing its central identity.

This is especially valuable for international collaborations. A partner in Sofia, Stockholm, Gothenburg, Berlin or London can access the same project vision through one digital destination.

The Living Pitch can also be supported by a professional PDF for formal meetings, internal reviews, sponsor discussions and decision-making.

Together, the formats give the project flexibility and authority. The web presentation communicates the larger vision, while the formal document supports more focused business conversations.

The important point is that everything feels connected. The pitch should present one project with one direction, not a collection of unrelated documents, images and calculations.

Why did you choose Sofia as the base for GoSo?

Sofia is one of Europe's most interesting and creatively underused capitals.

The city combines history, contemporary culture, music, theatre, film production, technology and international business. Bulgaria also has a strategic position between the Balkans, Central Europe, the Black Sea region and wider international markets.

I built most of my professional career in Sweden, but today I use Sofia as the base for developing new concepts with international potential.

This gives GoSo a distinctive position. I bring Swedish experience in structure, planning, responsibility and production together with Bulgaria's creative energy, remarkable locations, international talent and development opportunities.

The objective is not to place a Scandinavian model on top of Bulgarian culture. It is to combine professional experience with local identity, context and opportunity.

Each concept must belong to its location.

What projects are you currently developing in Sofia?

GoSo's current portfolio includes three original festival concepts that demonstrate how Visual Concept Engineering can be applied to culture, public spaces and international visitor experiences.

The Nu Boyana Film + Music Festival is an international, film-first festival concept developed for Nu Boyana Film Studios in Sofia. The vision connects cinema, music, international culture and the atmosphere of an active film-production environment.

South Park Sofia is a major international festival concept connecting music, young people, city life and long-term cultural development. It explores how a festival could contribute to Sofia's

international identity while creating opportunities for partnerships, education and cultural participation.

Oboreschte Theatre Fest is an international urban theatre festival concept created for Oborishte Park in central Sofia. It is inspired by the district's cultural identity and by the possibility of bringing theatre, public space and everyday city life together.

These projects show how an existing location can be viewed differently. The opportunity may already be present, but it needs a strong concept before other people can recognise it.

Why are the complete project presentations password-protected?

Because they contain original intellectual work and more detailed project material.

The public descriptions allow visitors to understand the general direction, but the complete Living Pitches are shared with relevant cities, venues, investors, sponsors and potential strategic partners.

Protecting access creates a professional context for the conversation. It also respects the time, experience and creative development invested in the concepts.

Interested parties can request access directly from GoSo.

Technology brings speed. Human judgement brings context and direction.

What role do modern digital tools play?

Modern digital tools make it possible to explore, develop and communicate ideas at a speed that would have been difficult only a few years ago. They create new possibilities for visual communication, research and presentation.

But technology alone does not create a credible concept.

Digital tools do not automatically understand how a location changes when thousands of visitors arrive. They do not know how a production reacts when time, money, infrastructure and physical space become limited.

GoSo uses modern digital tools within a professional system guided by human judgement.

The technology brings speed, flexibility and visual possibilities. My experience brings context, direction, practical understanding and the ability to evaluate whether an idea has a realistic foundation.

That combination is one of GoSo's greatest strengths.

How can clients and partners work with GoSo?

There are several possible forms of collaboration.

In a client-owned assignment, a company, municipality, venue, organisation or entrepreneur brings an idea that GoSo develops into a professional concept. Ownership and usage rights are defined in the agreement.

GoSo also creates and owns original concepts. In those cases, we invite suitable cities, venues, sponsors, investors and strategic partners to participate in their continued development.

A third option is joint development. One party may contribute a location, another capital, another networks or production capacity, while GoSo contributes the concept, direction and development.

The right model depends on the idea, the opportunity and what each partner brings to the project.

What makes GoSo different?

GoSo combines abilities that are often found in separate professions.

There is visual communication, strategic thinking, storytelling, event design, spatial understanding, production knowledge, logistics and project leadership. These perspectives are brought together through one clear direction.

Behind the system is a Swedish professional career extending from graphic communication and scenography to festivals, concerts, touring productions, film, television, sports events, logistics and technical coordination.

I have spent decades moving between creative ambition and practical delivery. I know how to see the complete picture while still respecting the details that determine whether a project can work.

GoSo therefore offers more than a visually attractive presentation. We create a credible way for other people to see the opportunity.

What should someone do if they have an idea?

Start a conversation.

You do not need to arrive with a completed business plan, final budget or finished presentation. You may simply have an idea, a location, a challenge or an opportunity that deserves to be explored.

GoSo can help transform that potential into a strategic, visual and presentation-ready concept designed to attract the right conversations, decision-makers and partners.

**A strong idea deserves more than an explanation.
It deserves to be seen.**

Learn more and request access to selected projects at www.goso.se
or contact [Christer Berggren at hello@goso.se](mailto:Christer.Berggren@hello@goso.se).