



SMART DESIGN EXTEND



DISCOVER **SMART DESIGN** STYLE



Are you ready to

rock

the world of exhibitions?

Can you hear it?

...beat of trade fairs? Exhibitions are for hard cores. Like a real rock concert, it starts gently, you need to warm up your fingers and tune your instruments first. This sets the stage for the intro and only then can a truly outstanding performance be given — the melody of the talks with the clients resulting in the first sketches starts to resound in our ears. BAM!

The set-up begins. Can you smell it? The whiff of fresh paint dancing around you? Can you hear the roar of the chainsaw? The highlight of the show gets closer and closer...BAM! The bass guitar is out of tune! Can you find a solution to these problems? BAM!

Everyone has the same tools. But it takes a true professional, a real rock star to do a mind – blowing gig!

Are you in?



START cooperation
with **SMART** DESIGN EXPO!



Our team:

The team – and there are only real gems here!

Every single person in SDE has a different perspective on the project, everyone brings something new and fresh to the project and everyone is in charge of different parts of the project of your stand. Get to know us better!

Co-owners

Łukasz Jerzmanowski

A founder of a very promising rock band. Some time ago he was Poland's brightest hope for the FIFA World Cup... and this still remains to be true! In between these jobs, he has decided to become a photographer and the visionary manager of the marketing department and the design department in SDE. He has been working in the trade exhibition industry for more than 20 years.



Darek Kaczmarek

A real tech geek and a fan of big numbers. He would make a great scientist and a fantastic dancer. In SDE he is the manager of the production department. He has been working in the trade exhibition industry for 20 years.



Michał Ogrzewalski

As a real master of composure, he never loses his head. Calmness is his greatest strength. He is the manager of the technical department and the SDE's peacemaker. He has been working in the trade exhibition industry for 20 years.



Smarts:

sales & marketing director



KATARZYNA RZADKIEWICZ

senior project manager



KATARZYNA KWIATKOWSKA

project manager



DOROTA CZARSKA

project manager



NICOLA STYCZYŃSKA

marketing specialist



JULIA KRÓLAK

graphic designer



MARTA DOBROS

designer & art director



MARZENA MICHALSKA

designer



JOANNA DITTMAR

designer



ŁUKASZ ZAREMBA

designer



WERONIKA POLITOWICZ

graphic designer



PAWEŁ PODEMSKI

technical manager



ADAM BEIM

technical manager



PIOTR GROMADECKI

technical manager



GOSIA ŚWIADEK

technical manager



AGNIESZKA HODYL

technical manager



JOANNA WNUKOWSKA

technical manager



ANIA KANIEWSKA

management board assistant



KATIA PAKHUTA

office manager



OLGA KOBYLAŃSKA

logistic specialist



JUSTYNA WALOSZCZYK

logistics specialist



ADRIAN MALKIEWICZ

head of carpentry



LESZEK ZALEWSKI

supply specialist



KRZYSZTOF RATAJCZAK

supply specialist



MAŁGORZATA JAKUBOWICZ

supply specialist



KAROLINA MARCINKOWSKA

financial specialist



PATRYCJA ZAĆMIŃSKA

HR specialist



DACE SARDIKO - SAVIŃSKA

You **will not** be bombed with

 Blah Blah information:

1.

More than **20 years**
in the exhibition industry

3.

More than **200 stands**
a year

2.

The best
experienced professionals
(carpenters, electricians,
AV technicians) to work with

4.

Own production facilities to make
your stand come alive
(CNC, format saws, paint booth,
edge banding machine)

What our partners really appreciate:



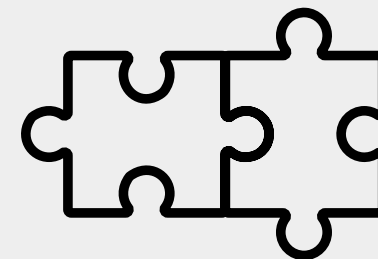
fresh trade marketing ideas



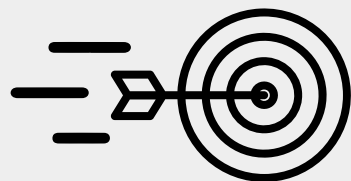
nerves of steel



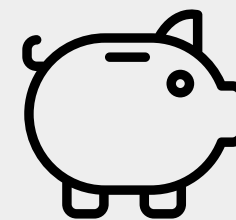
experienced team



best value for money



fast and reliable service



attractive financial conditions

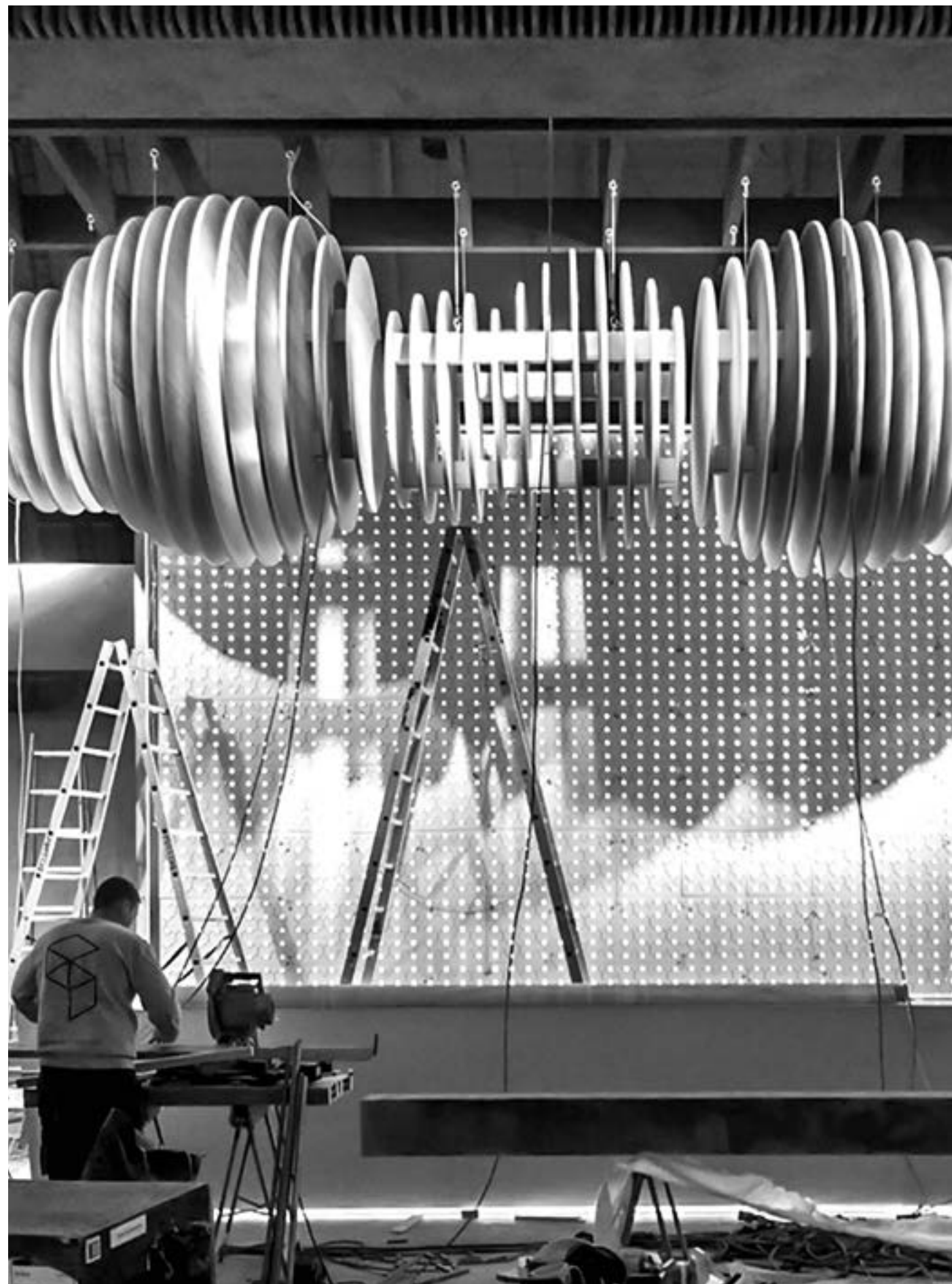
discover our realizations

Anwis / R + T _18
PKP / Trako _26
Gilbarco / Unity _32
Drutex / Budma _36
LG Oled / Light & Building _42
Samsung / MWC _46
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PGS / ICE _72
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CIMZIA / Euler _82
LG / Chillventa _86
Aluprof / BAU _92
Atlas / BAU _98
Drutex / BAU _102

ANWIS
R+T, 160 sqm
Stuttgart, 2018

DESIGNED AND BUILT BY SMART DESIGN EXPO
BONUS: PUBLISHED IN THE WORLDWIDE
TRADE FAIR DESIGN ANNUAL 2018 / 19

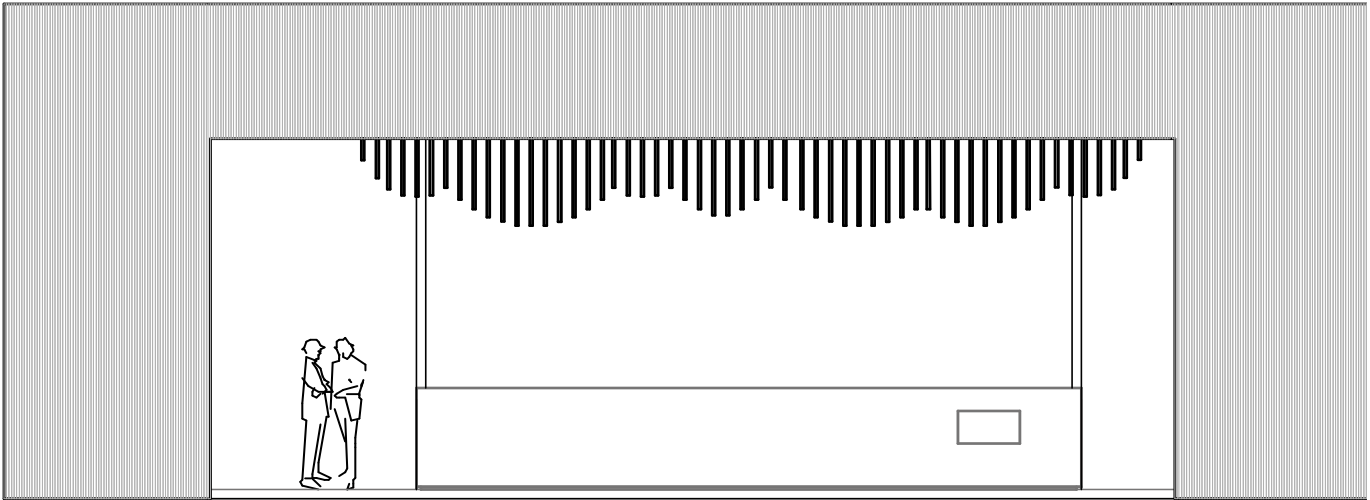
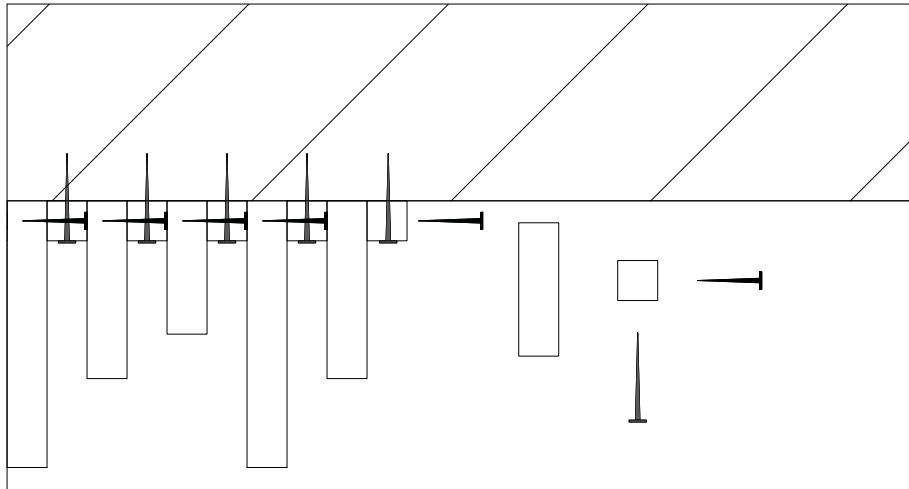


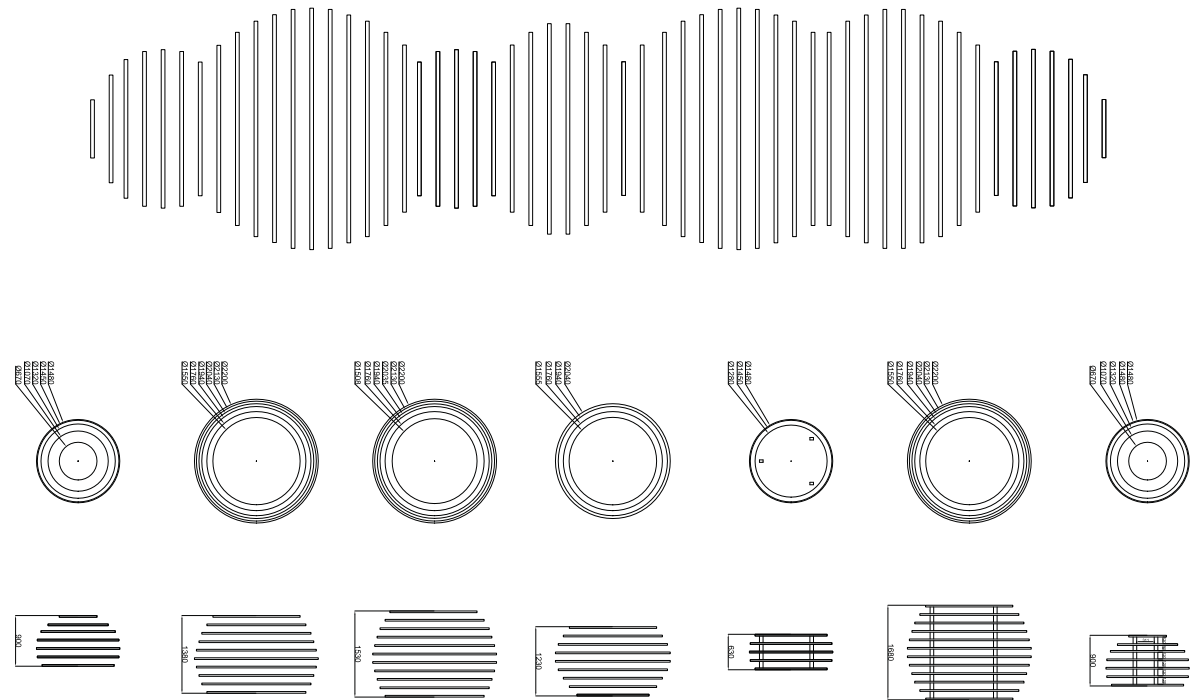
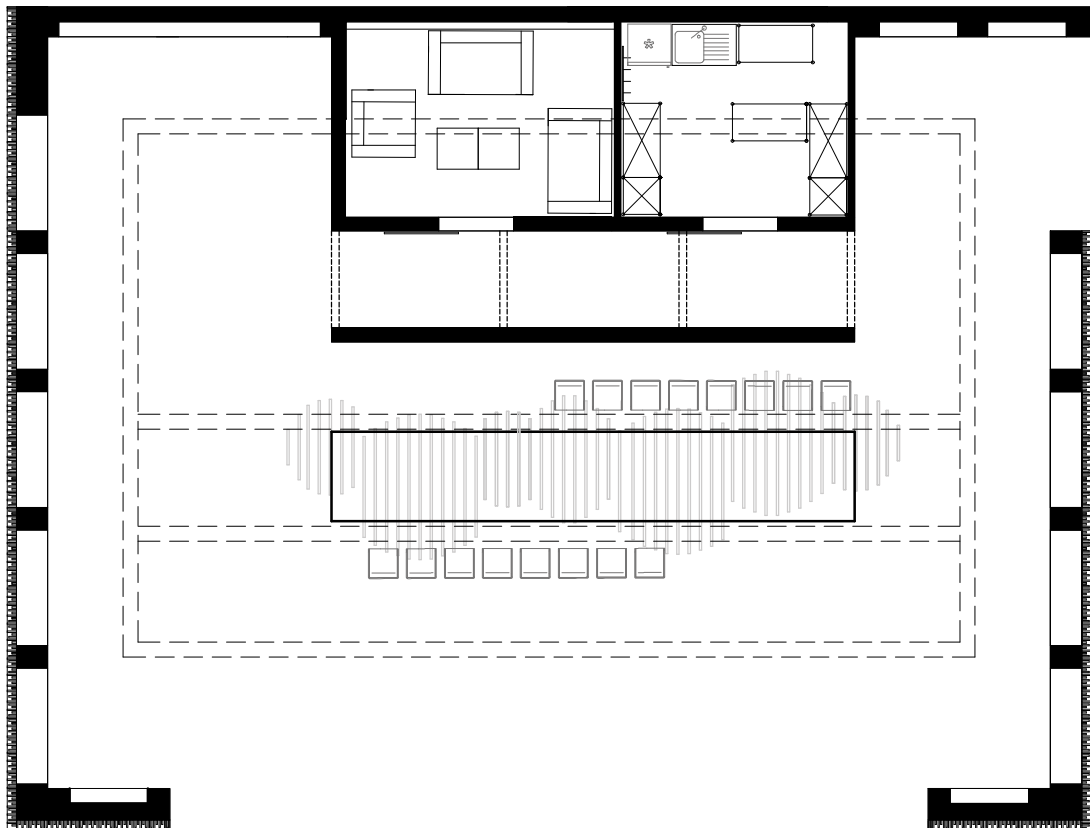


7 x 3,9 m
backlit



**Stand's elevation was built
by 1150 concrete
stripes: 6,8,12 cm.**





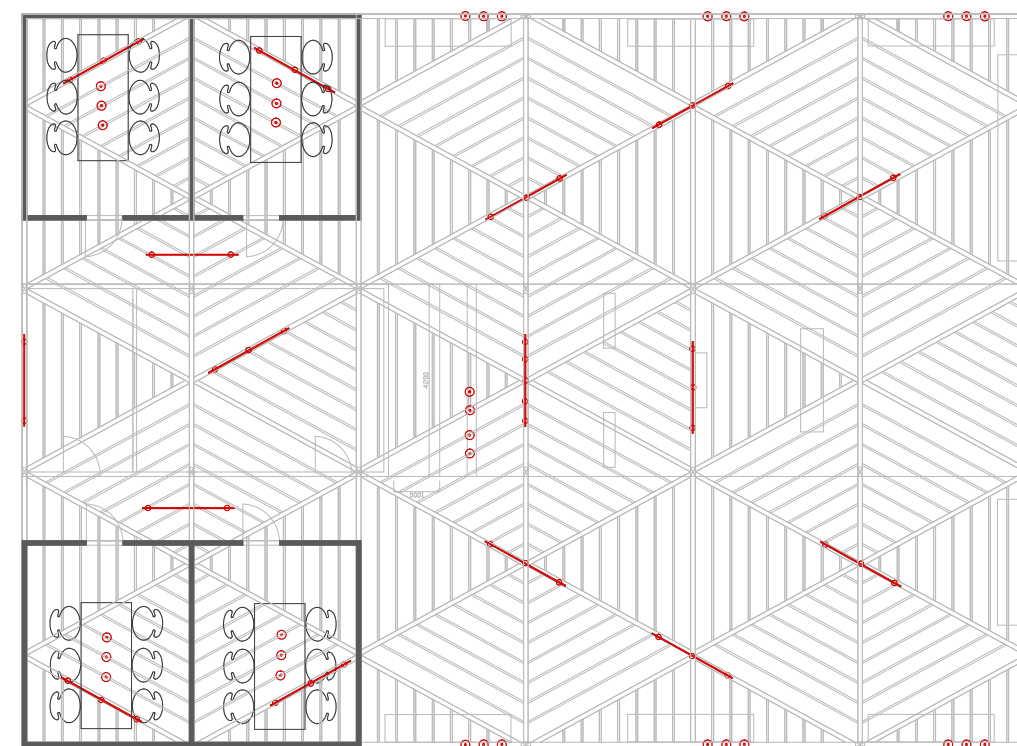
PKP
Trako, 352 sqm
Gdansk, 2017

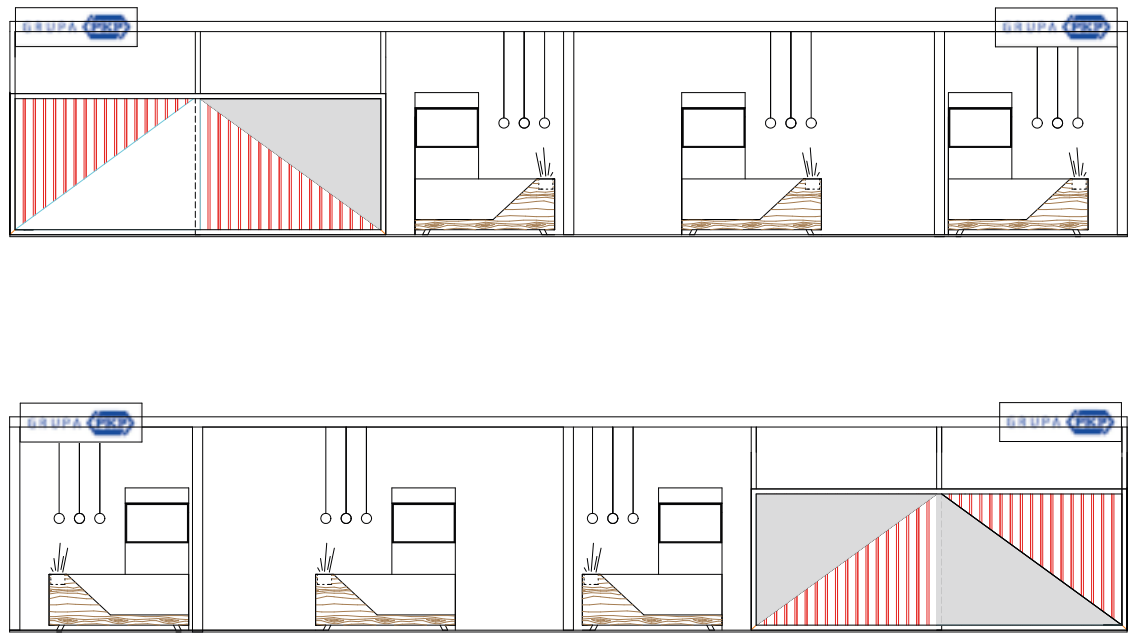
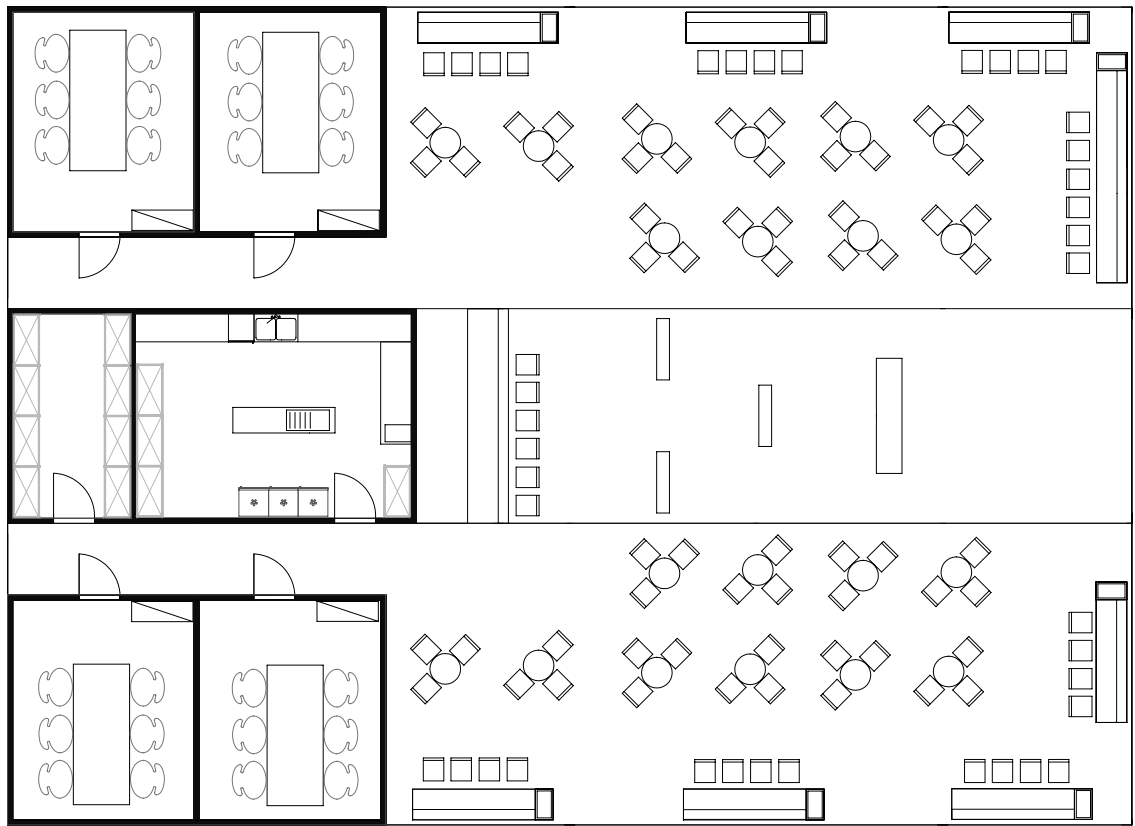
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BONUS: PUBLISHED IN THE WORLDWIDE
TRADE FAIR DESIGN ANNUAL 2018 / 19





**Over 1,6 km of scantlings
were used to create the
roof's construction.**





GILBARCO
Unity, 247 sqm
Stuttgart, 2018

BUILT BY SMART DESIGN EXPO
AGENCY: SMP GROUP



**GILBARCO
VEEDER-ROOT**
KEEPING THE WORLD MOVING

MADIC
group

INSITE360

BUSINESS

Details by Payment
By grade or operating mode
Sales forecasting vs. target

• MOBILE
• UPTIME
• FORECAST

INSITE360

MOBILE

INSITE360

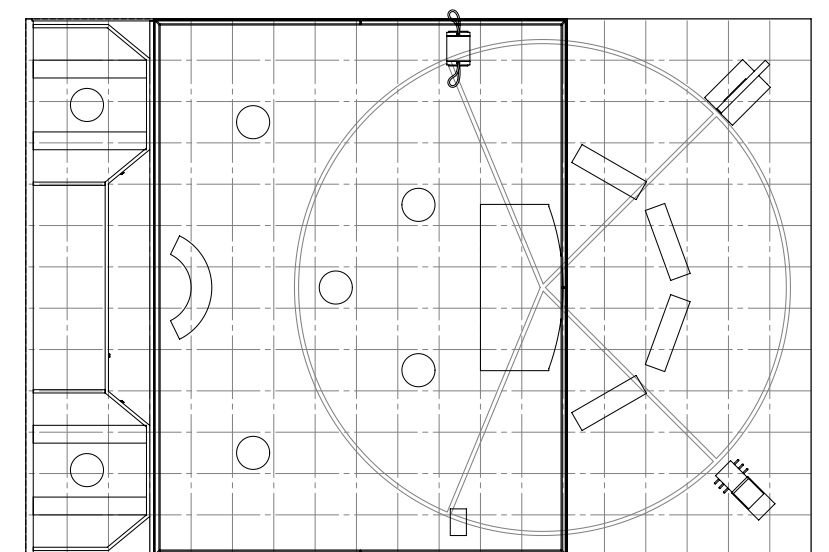
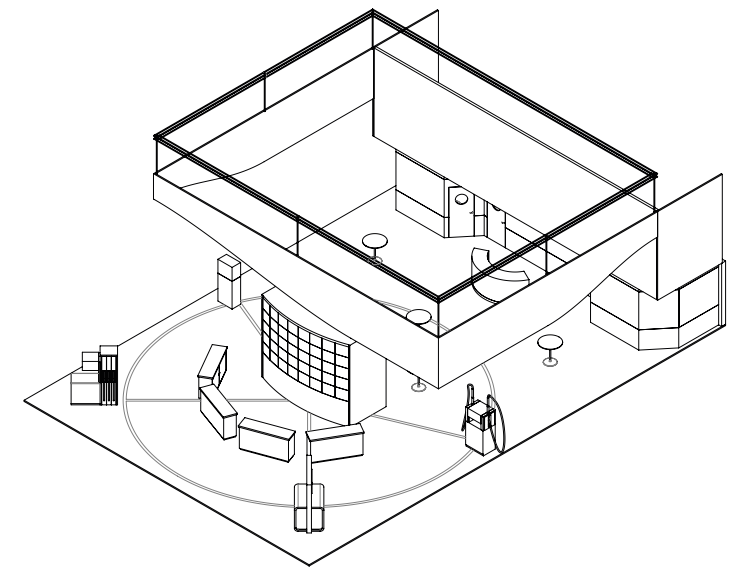
BUSINESS & UPTIME

INSITE360

FORECAST



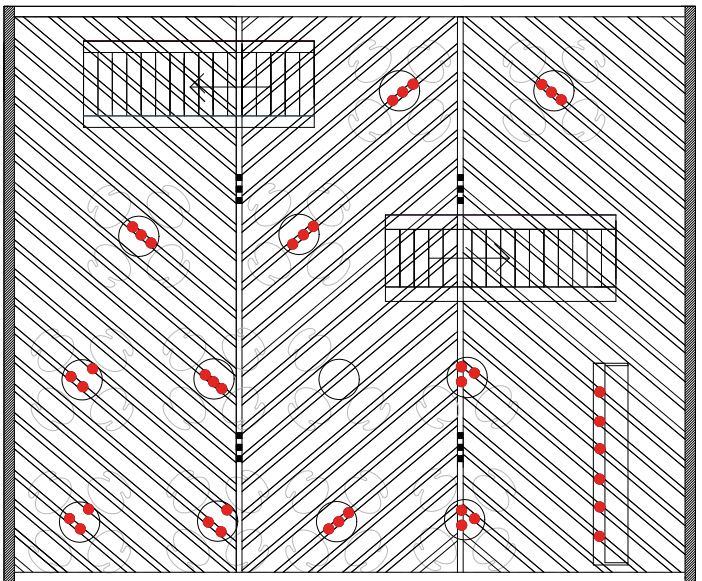
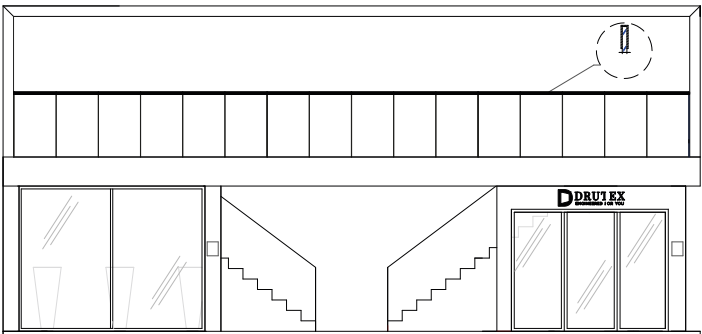
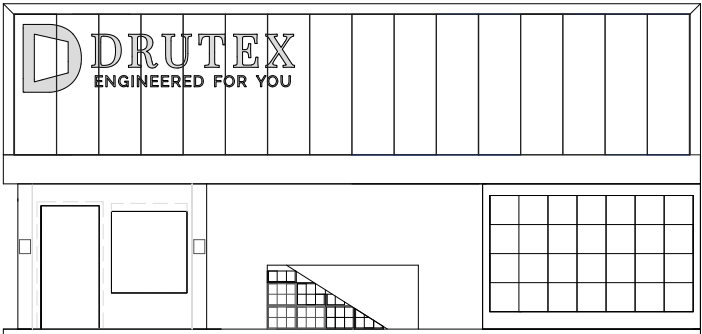
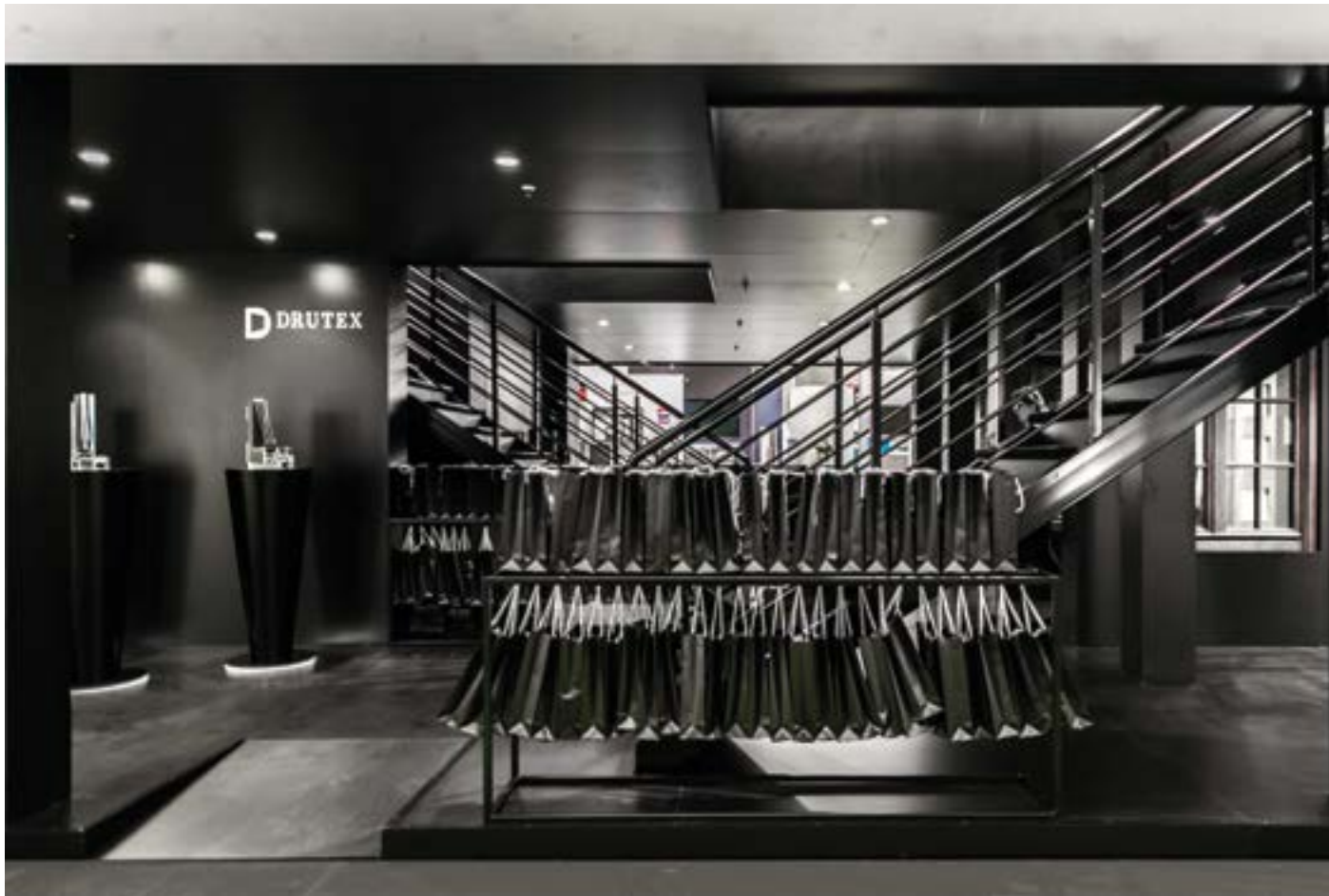
**13 m long backlit
constructed with the
highest precision.**

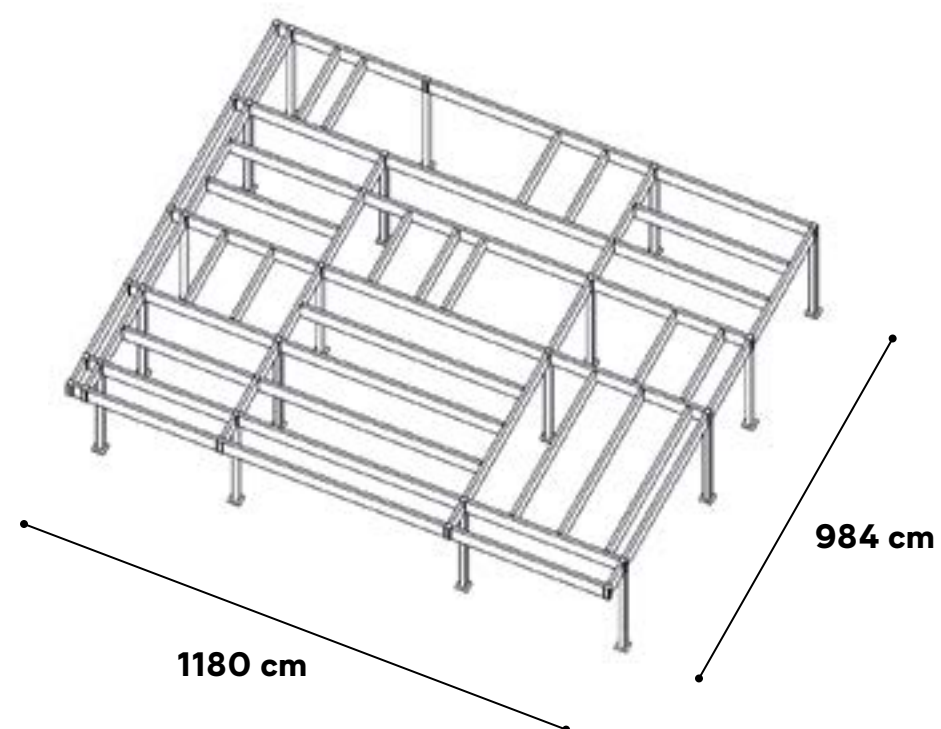


DRUTEX
Frontale, 120 sqm
Nuremberg, 2018

DESIGNED AND BUILT BY SMART DESIGN EXPO
BONUS: EXHIBITOR MAGAZINE'S 33rd
ANNUAL EXHIBIT DESIGN AWARD







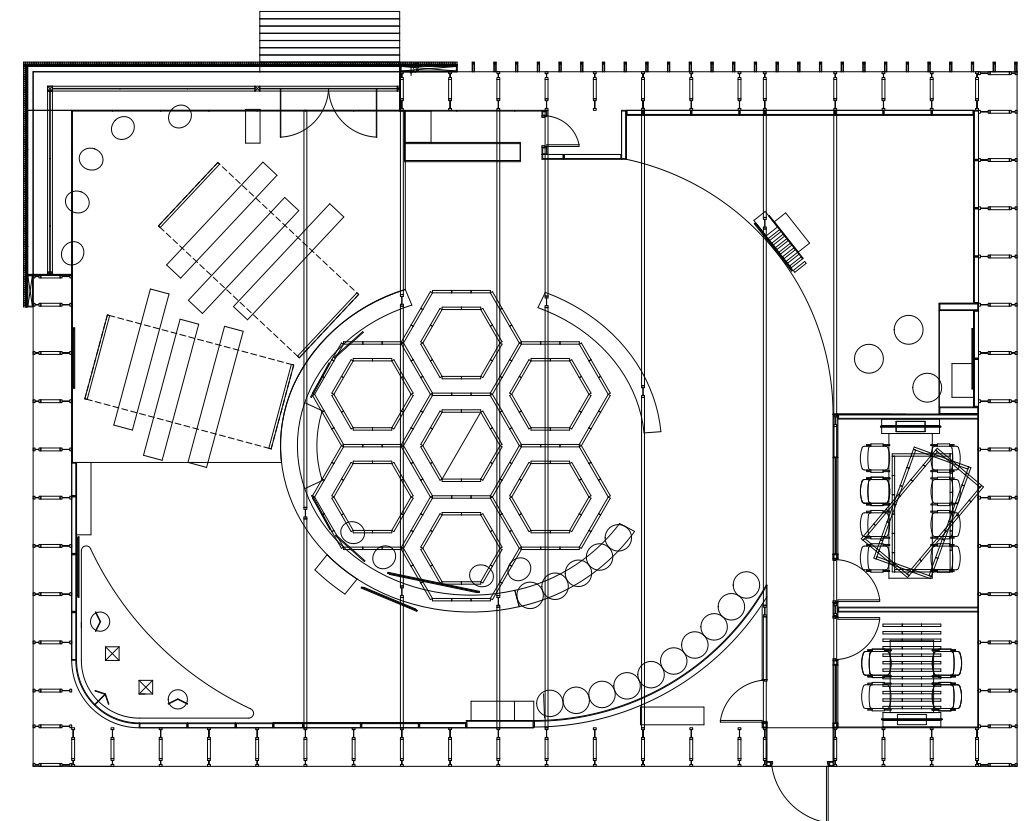
To enliven the business conversations, we created the green wall using over 650 plants!

LG OLED
Light & Building, 305 sqm
Frankfurt, 2018

BUILT BY SMART DESIGN EXPO
AGENCY: DIFER EVENT CRAFTING



**An outdoor stand was born
during the two-week-long
set-up in harsh
winter conditions.**

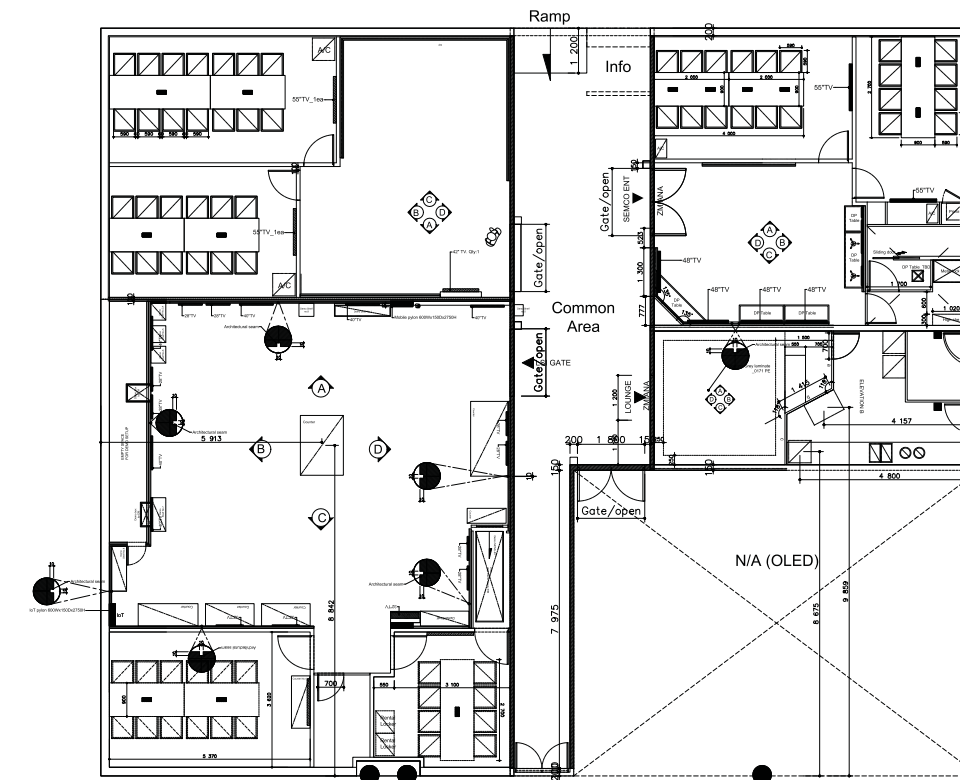


SAMSUNG
MWC, 470 sqm
Barcelona, 2018

BUILT BY SMART DESIGN EXPO
AGENCY: EIDETIC MARKETING



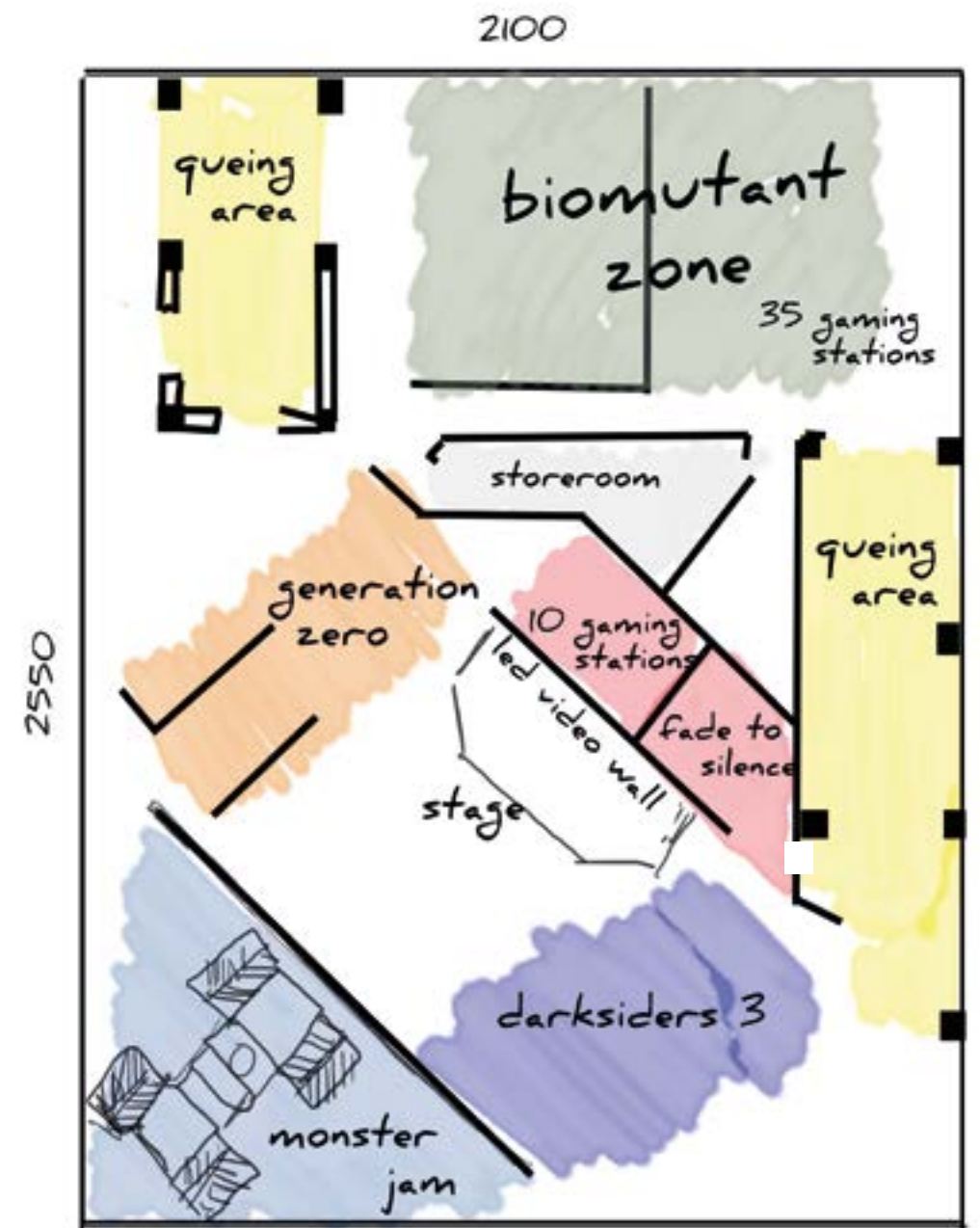
**8 conference rooms,
3 showrooms – all of them
hidden in the
Samsung stand.**



THQ NORDIC
Gamescom, 533 sqm
Cologne, 2018

BUILT BY SMART DESIGN EXPO
PROJECT MANAGEMENT AND DESIGN:
EVOLVE CREATIVE SOLUTION AGENCY







The colors of the light emphasized the zoning of the stand for the variety of presented games.

THQ NORDIC – business area
Gamescom, 384 sqm
Cologne, 2018

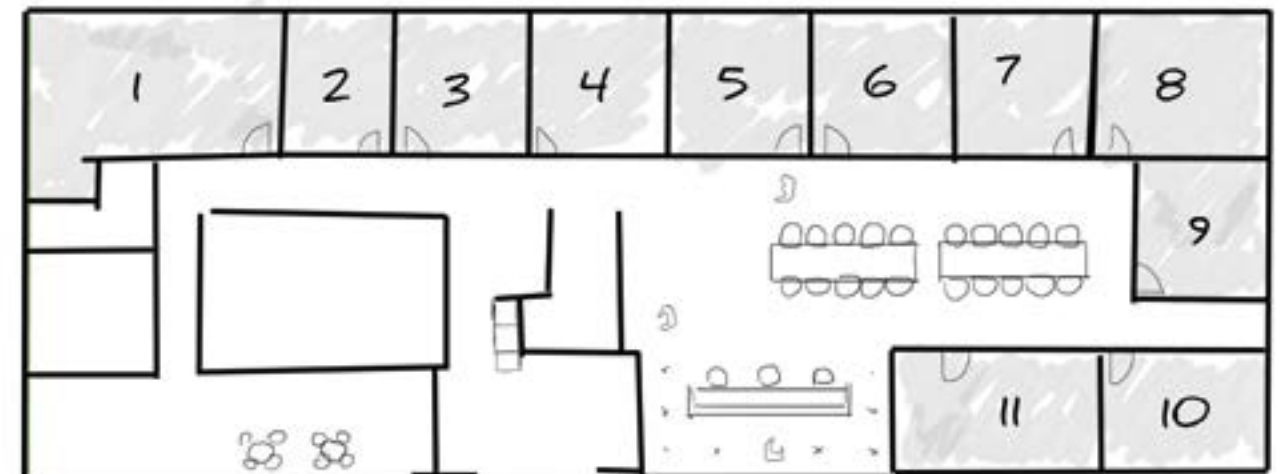
BUILT BY SMART DESIGN EXPO
PROJECT MANAGEMENT AND DESIGN:
EVOLVE CREATIVE SOLUTION AGENCY





THQ NORDIC - business area | Gamescom

**11 meeting rooms,
bar and theatre for the
ultimate business suite.**





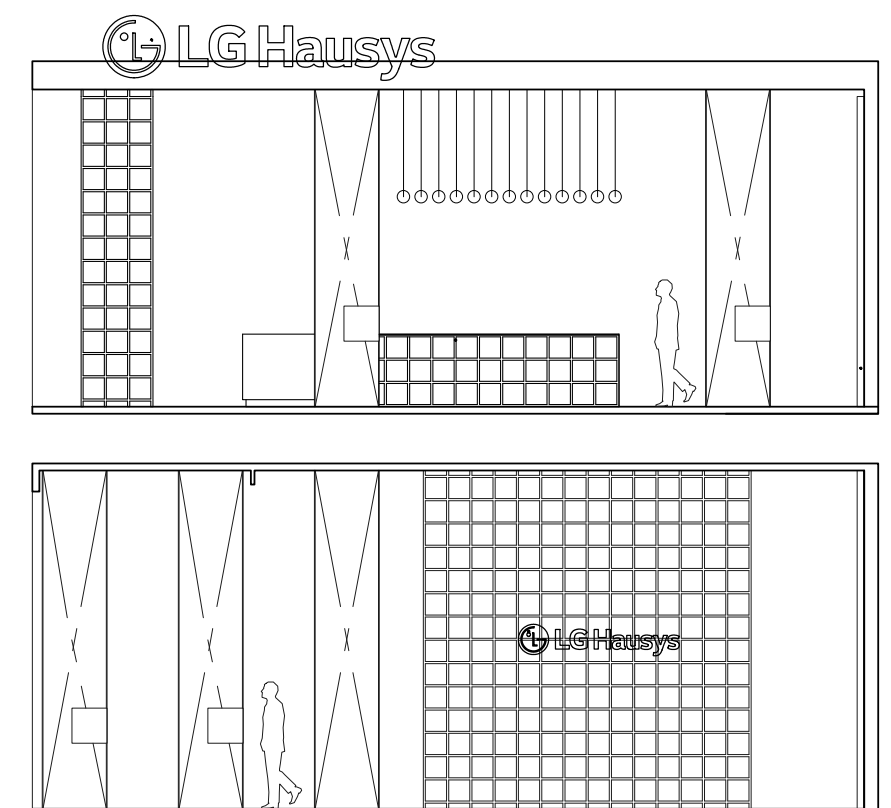
LG HAUSYS
Domotex, 120 sqm
Hannover, 2018

BUILT BY SMART DESIGN EXPO
AGENCY: KPC CO., LTD





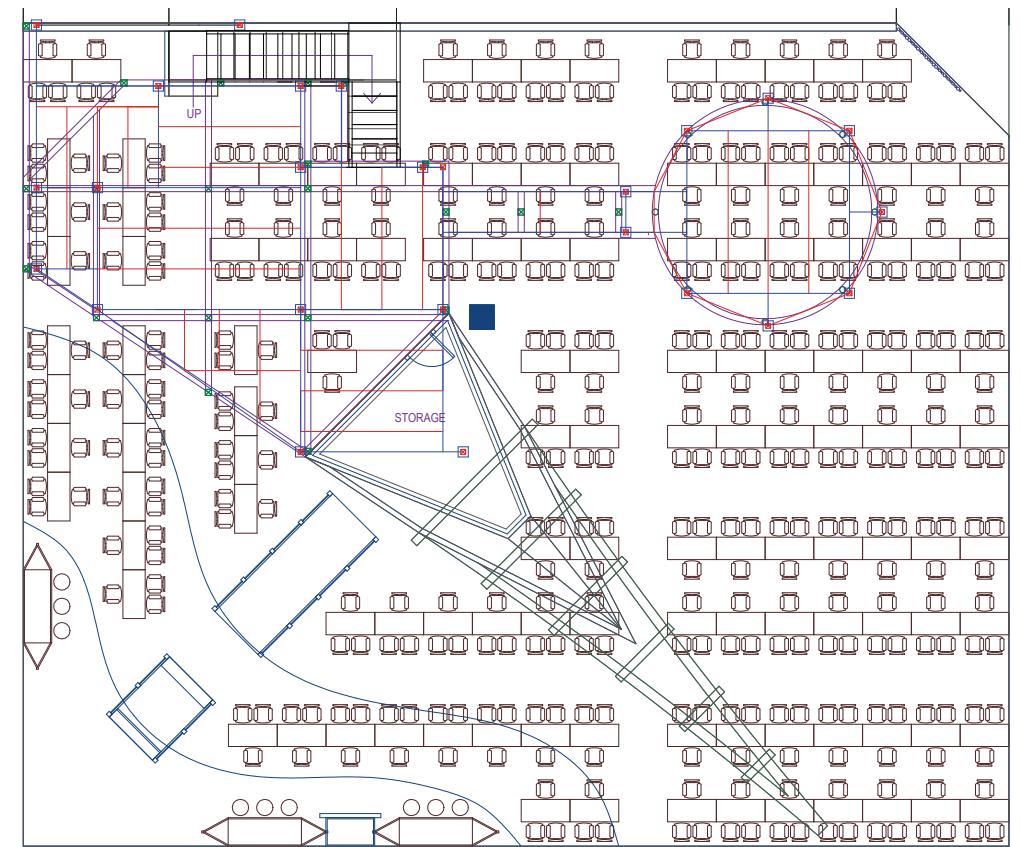
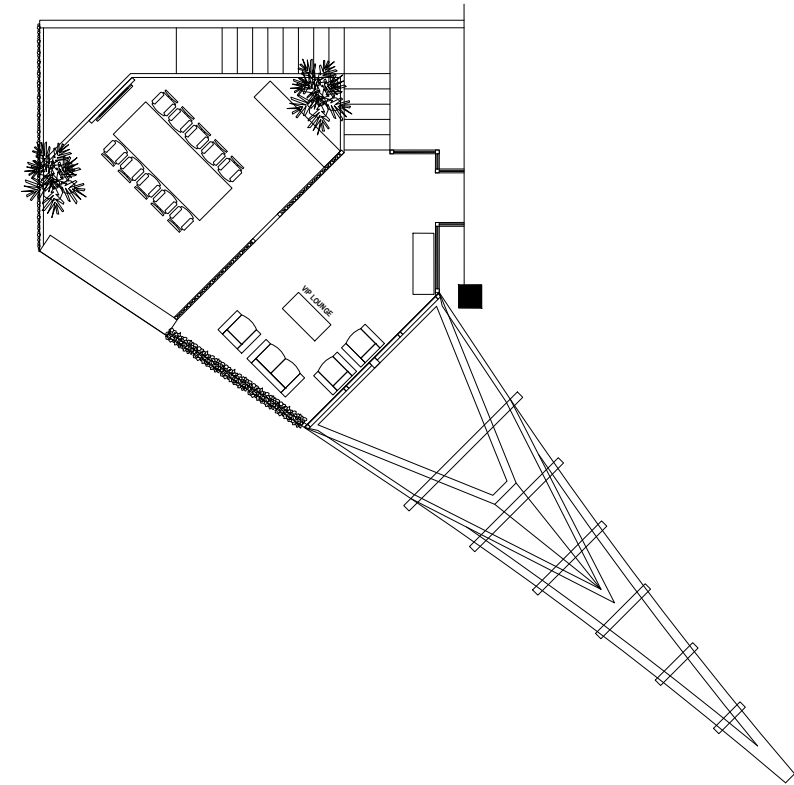
We prepared all construction drawings, according to given inspirations by our korean partner.

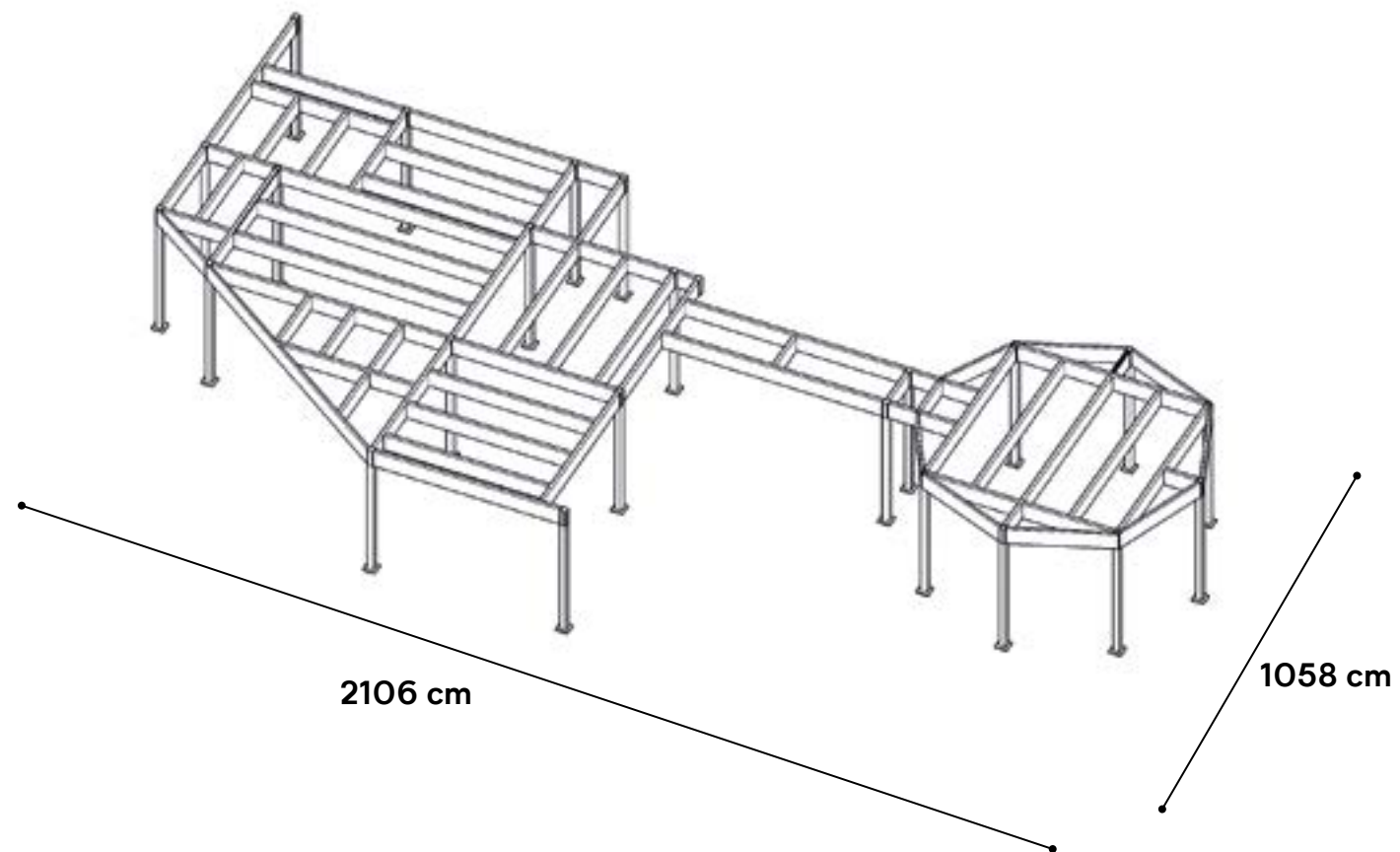


INDONESIA
ITB, 600 sqm
Berlin, 2017

BUILT BY SMART DESIGN EXPO
AGENCY: KARMA EVENTS







Over 8t of wood and over 7000 meters of ropes were used for the construction.

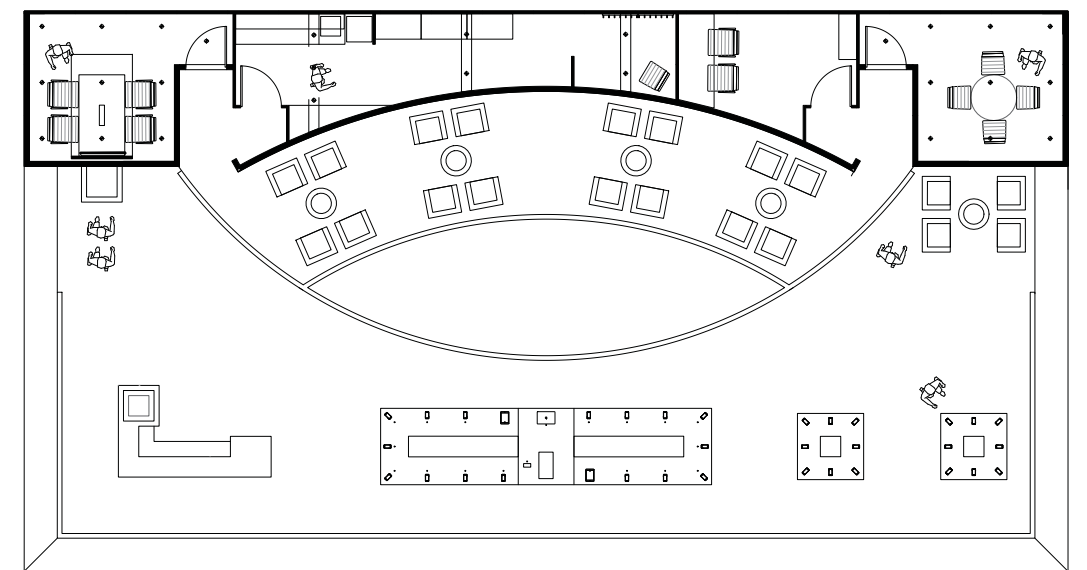
PGS
ICE, 226 sqm
London, 2018

BUILT BY SMART DESIGN EXPO
AGENCY: EVOLVE CREATIVE SOLUTIONS





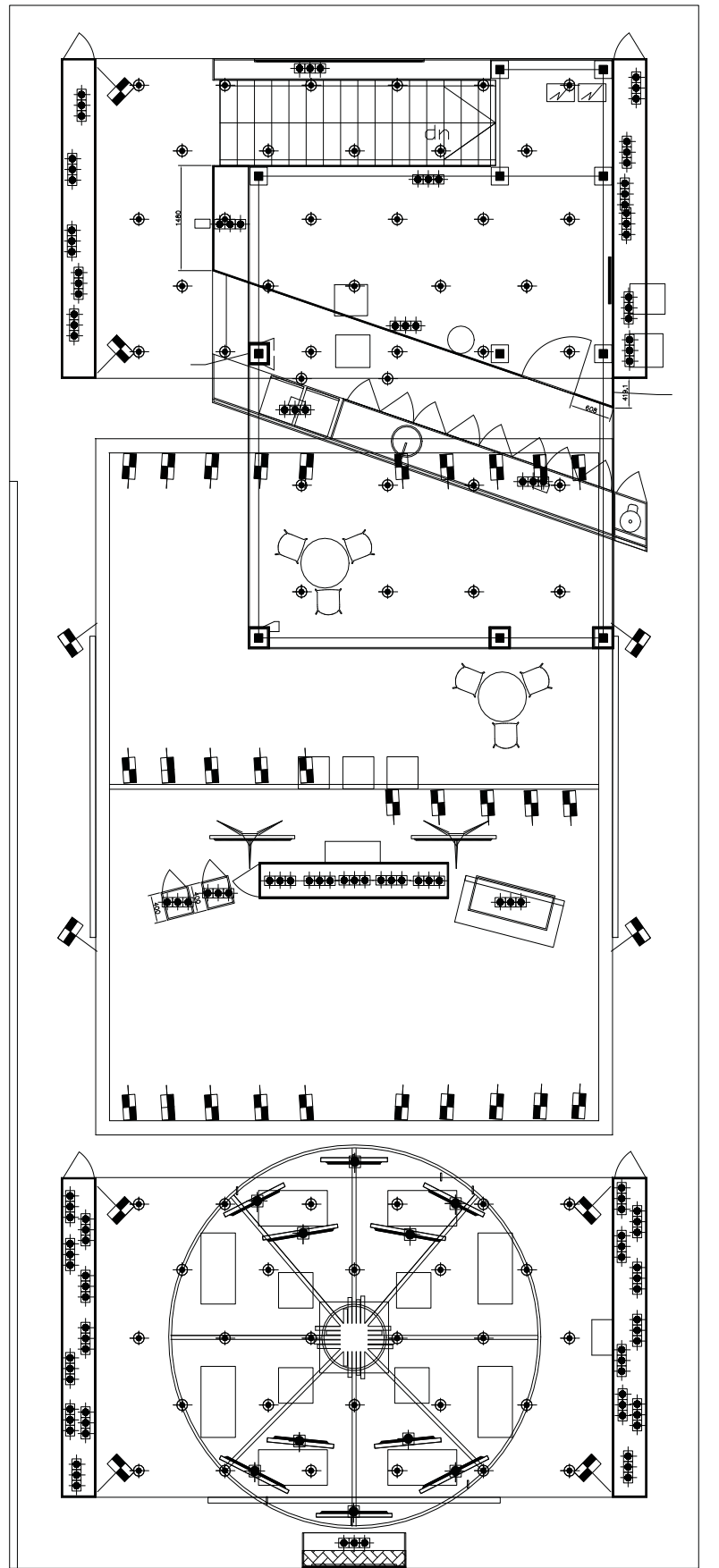
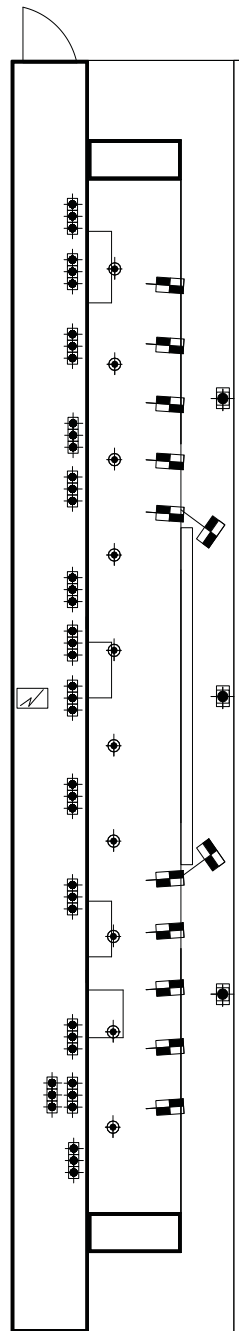
**7 LED screens were placed
around the curved wall.
The biggest screen
measured 9m x 5m!**

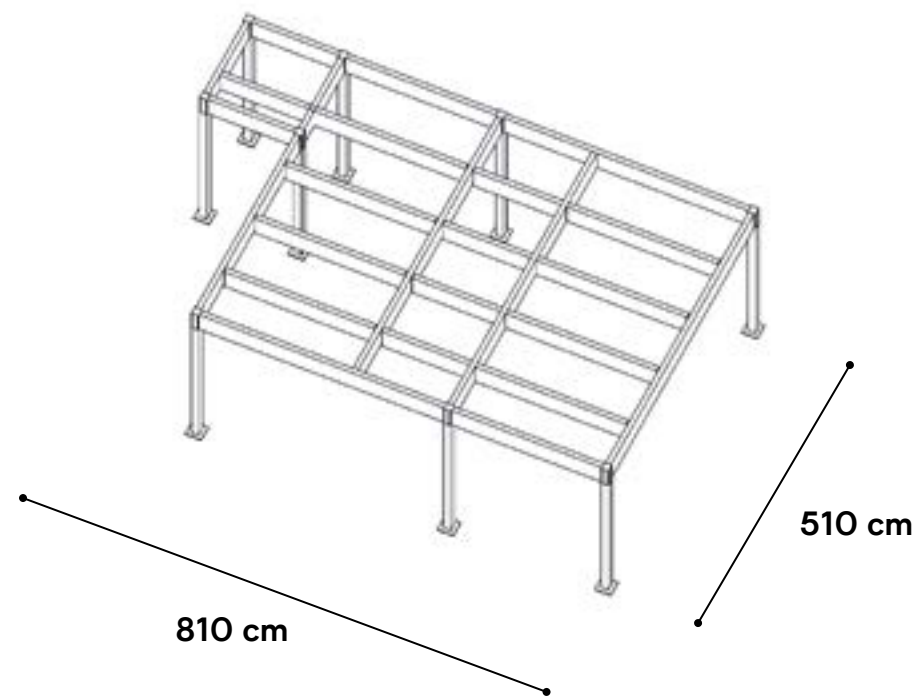


PHILIPS
ISE, 268 sqm
Amsterdam, 2018

BUILT BY SMART DESIGN EXPO
AGENCY: ACTIVISE



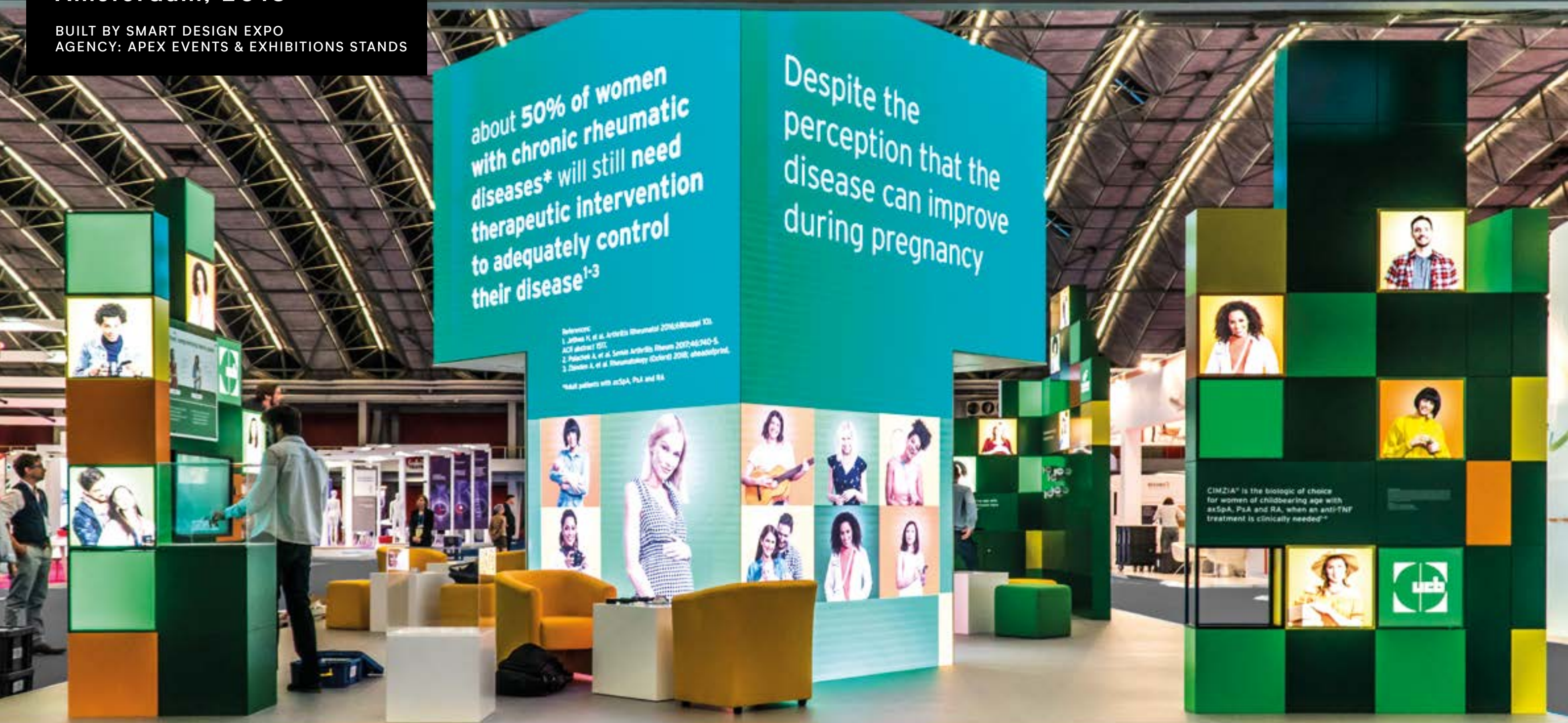




120 televisions were mounted using different methods – suspended, wall mounted, embedded in the wall.

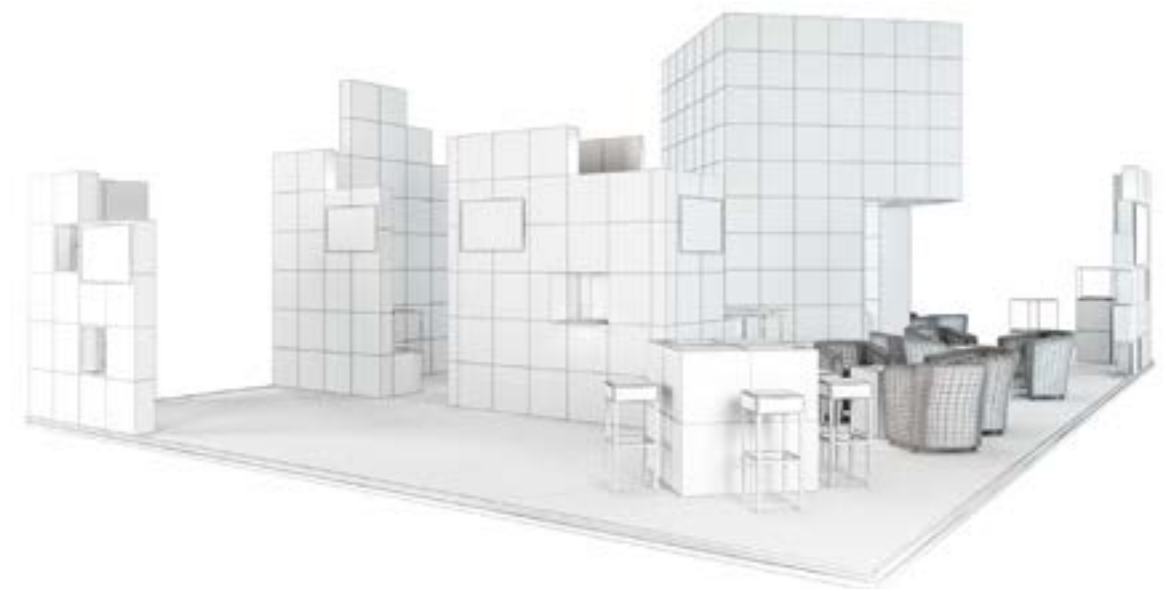
CIMZIA
Eular, 122 sqm
Amsterdam, 2018

BUILT BY SMART DESIGN EXPO
AGENCY: APEX EVENTS & EXHIBITIONS STANDS





**250 lacquered cubes,
including 95 light boxes
and huge 50 sqm LED screen
to attract the attention.**



LG ELECTRONICS
Chillventa, 100 sqm
Nuremberg, 2018

BUILT BY SMART DESIGN EXPO
AGENCY: CODYN INTERNATIONAL CO. LTD

LG Component
Solutions



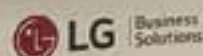
LG

**Business
Solutions**

AIR CONDITIONING

7A-616

LG Component
Solutions



LG Business
Solutions

TWIN INVERTER Component Solutions
Rotary Compressor



Do Not Touch

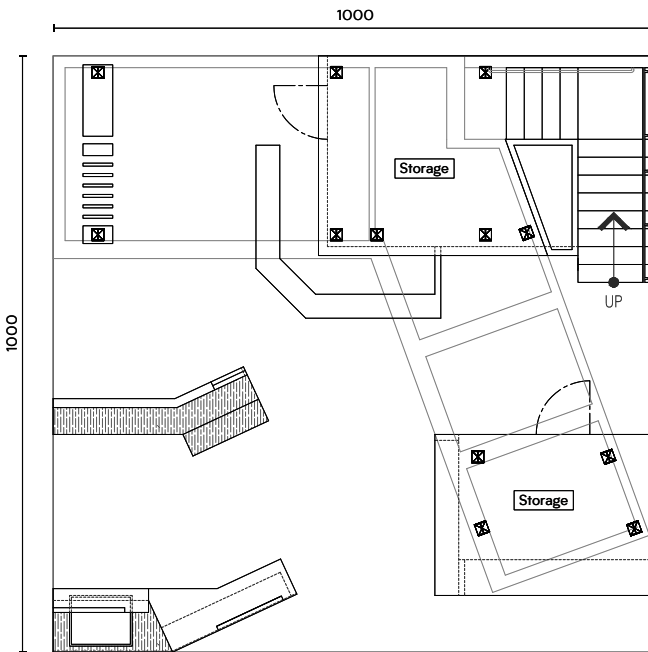
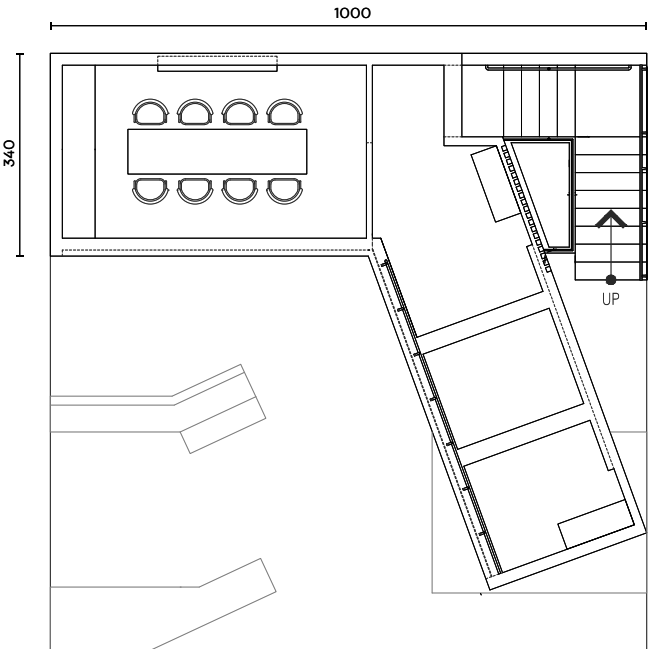
**Commercial
REFRIGERATION**

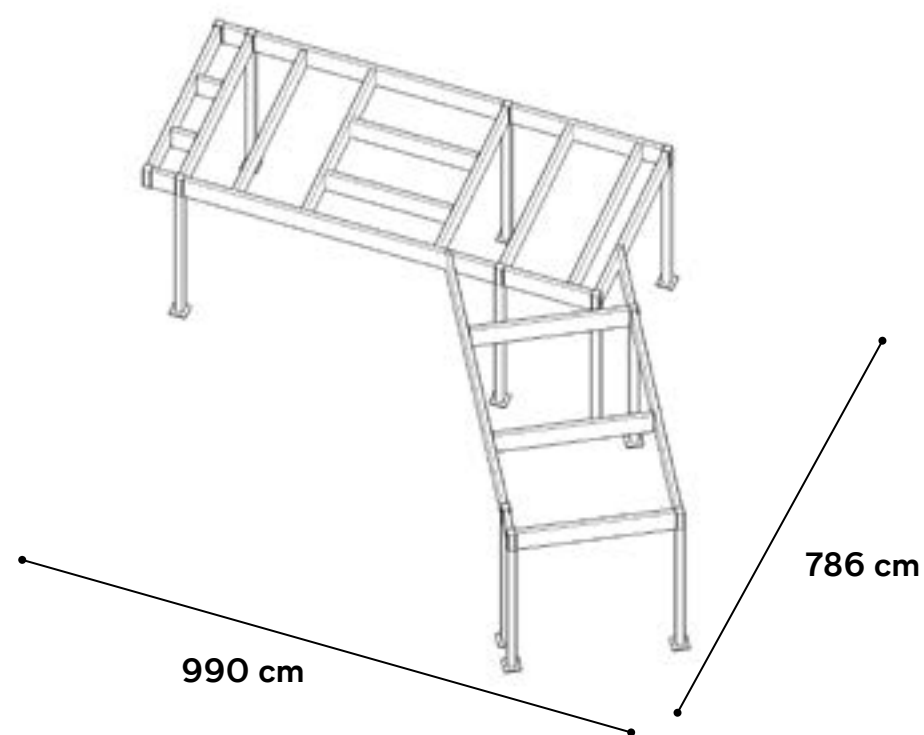
LG Kompressor Lösungskonzepte



Mech Scroll

APPLICA





**Out-of-the-box
diagonal double
deck's second level.**

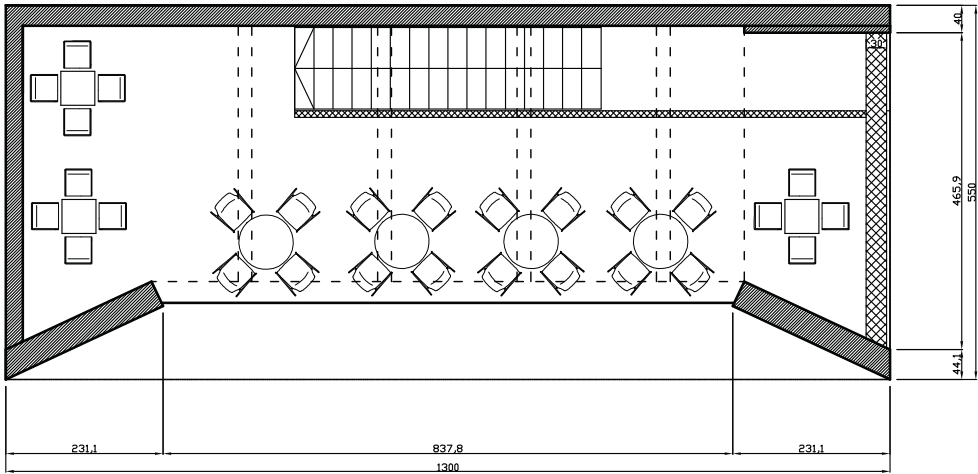
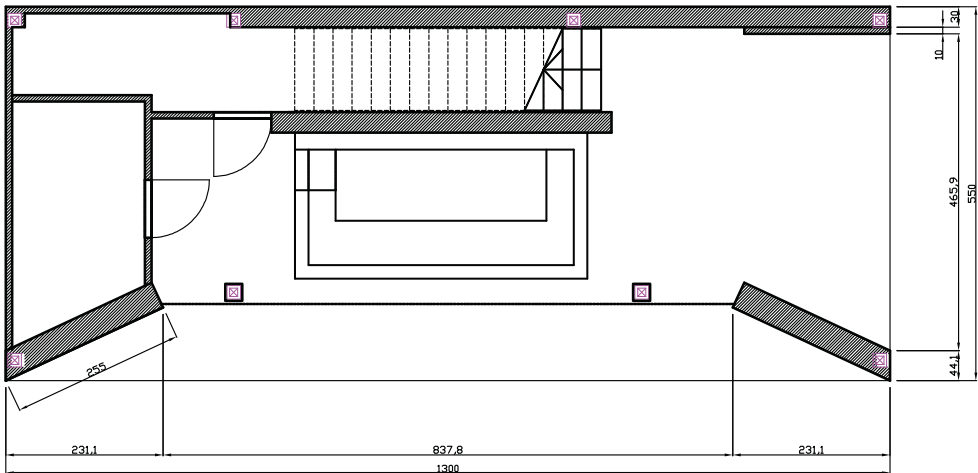
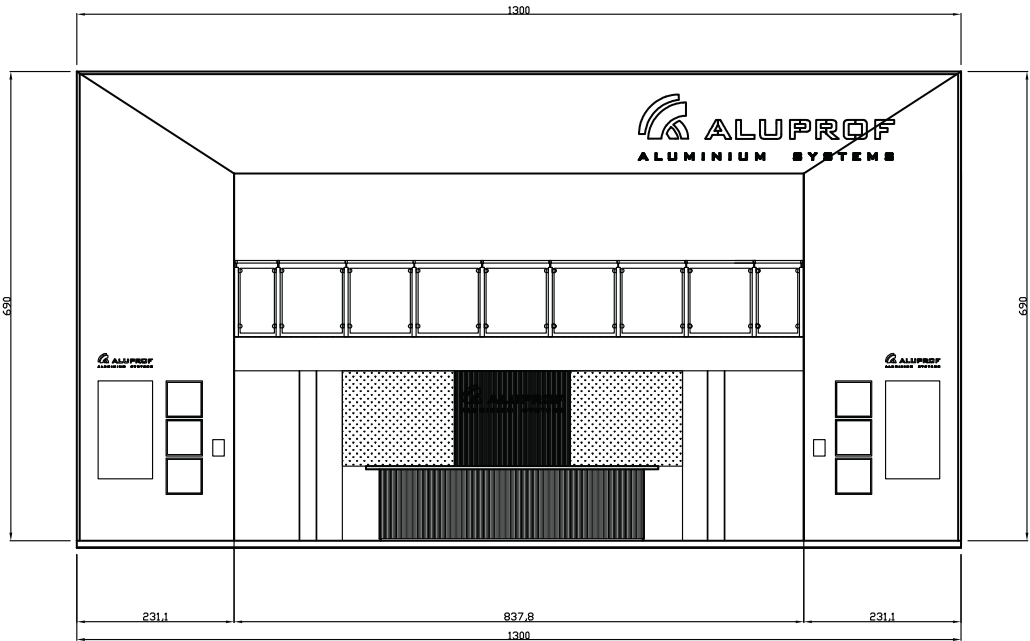
ALUPROF
BAU, 72 sqm
Munich 2019

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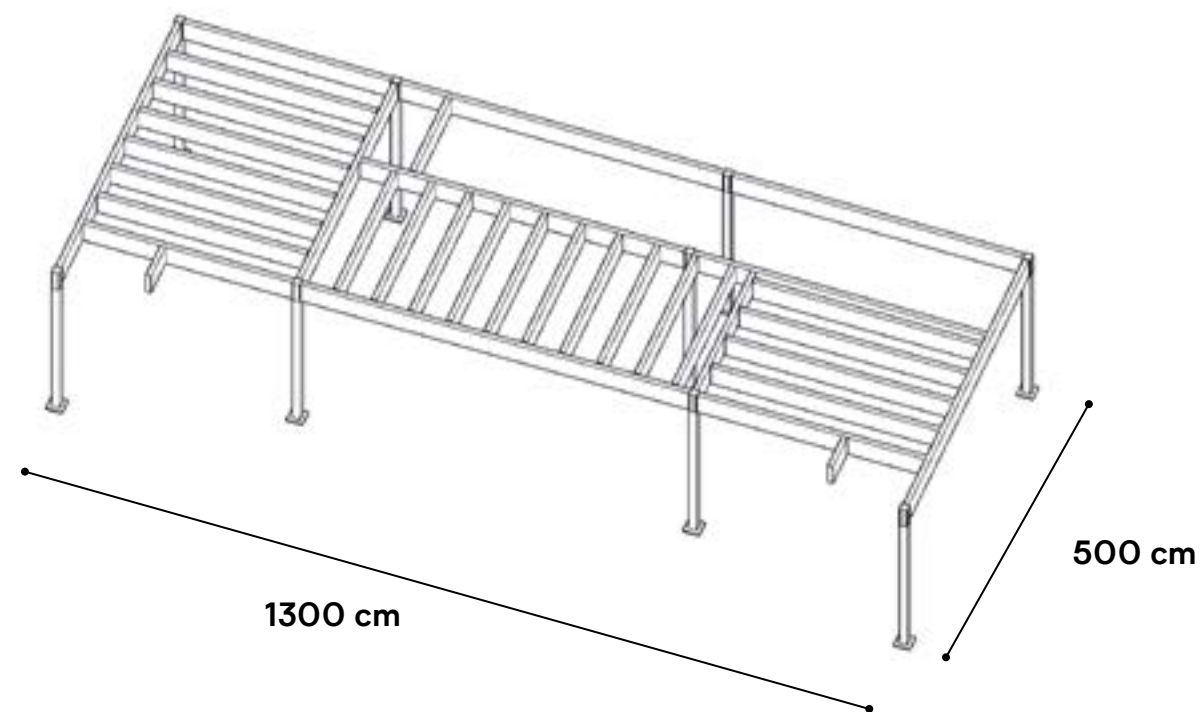


ALUPROF | BAU





**Suspended decoration
composed of 180
little windows which
correspond to the
client's products.**



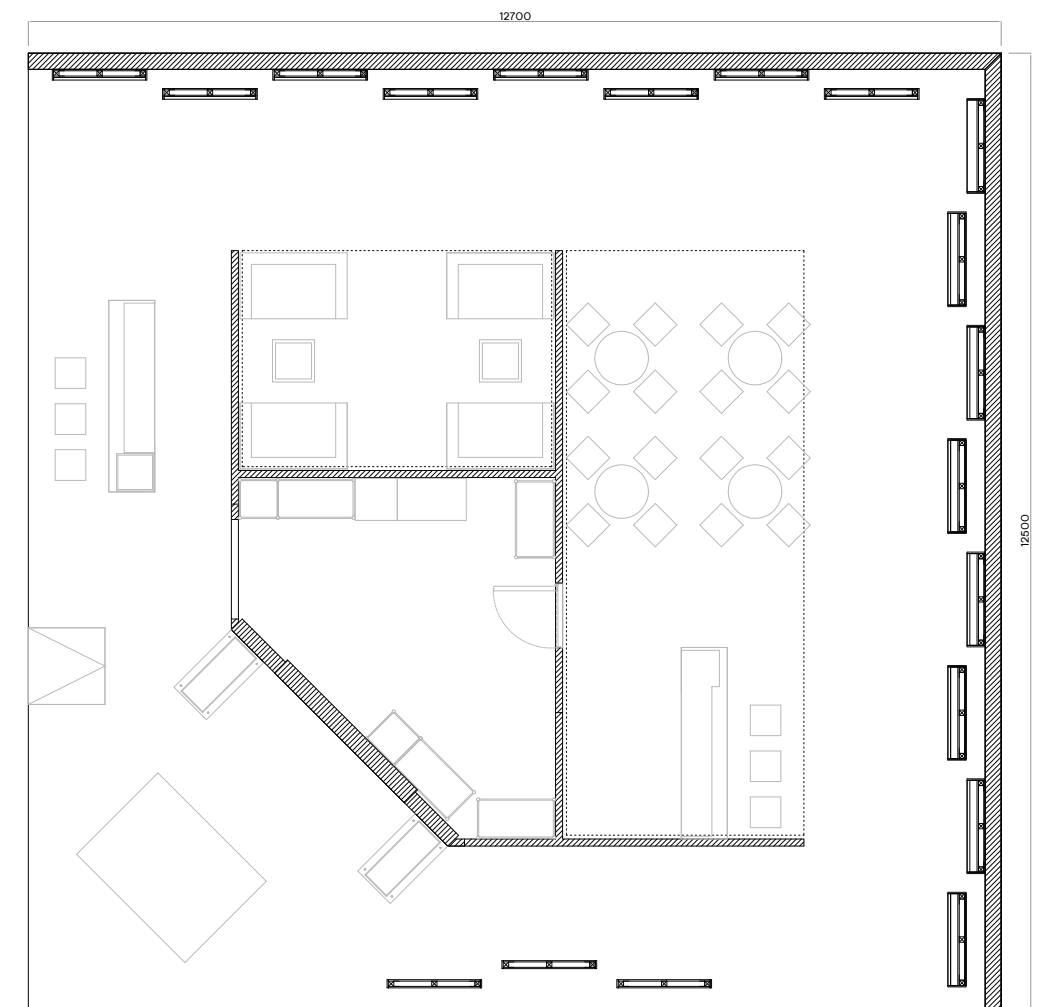
ATLAS
BAU, 159 m²
Monachium, 2019

DESIGNED AND BUILT
BY SMART DESIGN EXPO





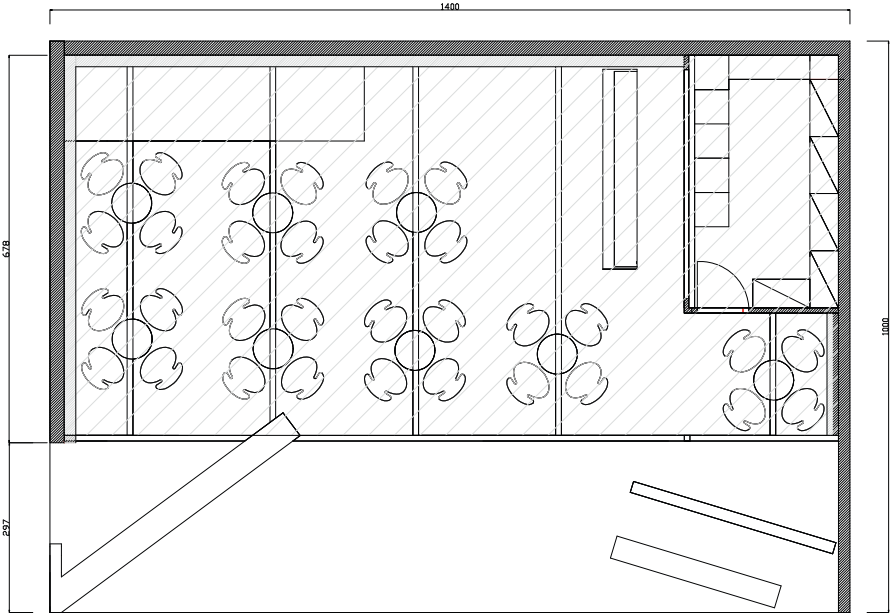
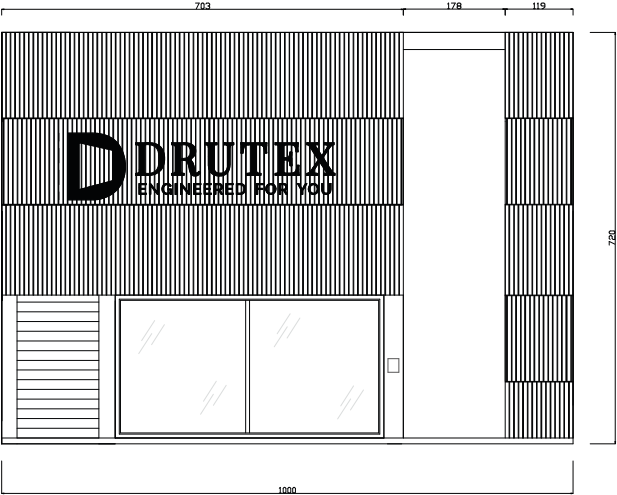
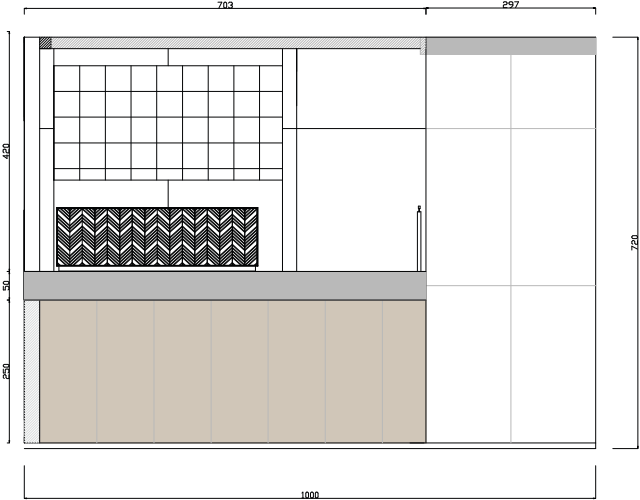
To make the frieze we used graphics, divided it into verticular pieces and twisted 180 degrees to create a motion effect.

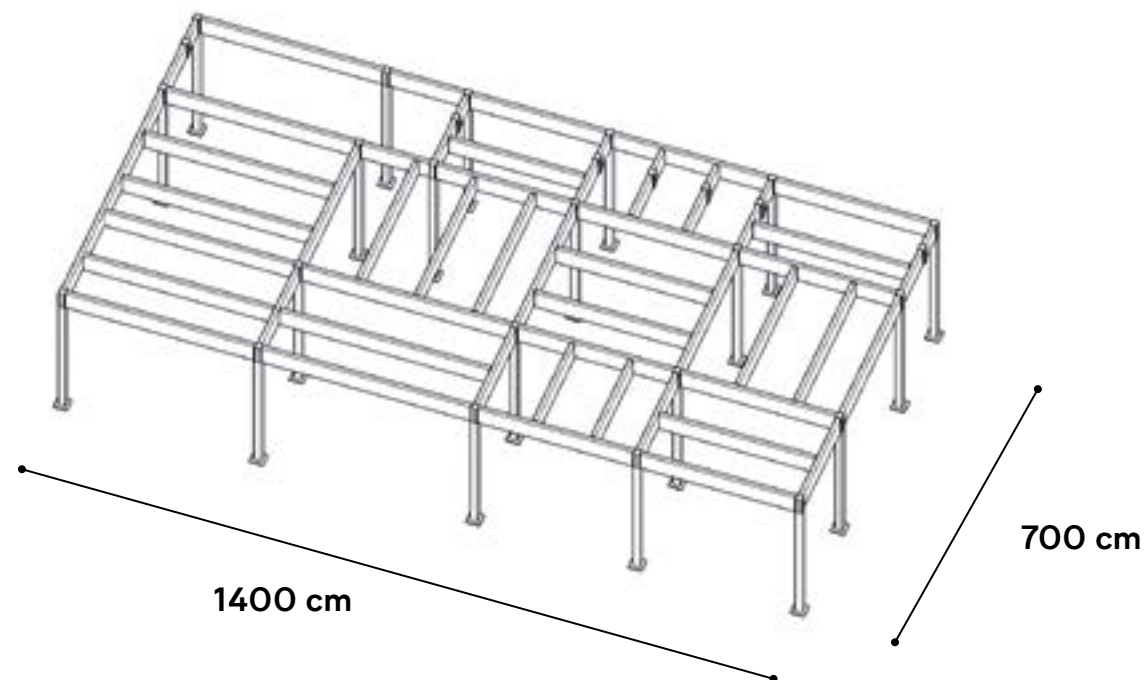


DRUTEX
BAU, 140 m²
Monachium, 2019

DESIGNED AND BUILT BY SMART DESIGN EXPO







Hanging lamps hidden among exotic plants gave the deck's second level a truly unique atmosphere.



Hungry for more?

Tell us more about your needs:



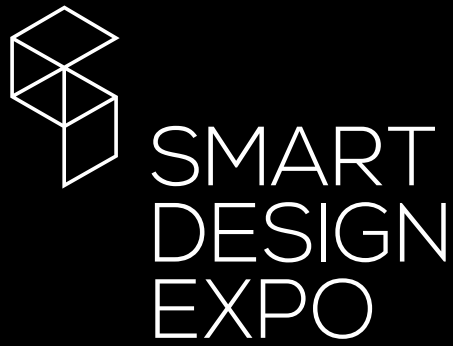
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