



SMART  
DESIGN  
EXPO

**YOUR PRODUCTION &  
CONSTRUCTION EXPERTS**

DISCOVER **SMART DESIGN** STYLE



# Owners

the heart and soul of Smart Design Expo



**ŁUKASZ JERZMANOWSKI**



**MICHAŁ OGRZEWAŁSKI**



**DAREK KACZMAREK**

DISCOVER **SMART DESIGN** STYLE



# Sales and Marketing Department

„we-bring-ideas-to-life”



**JULIA KRÓLAK**

head of sales and marketing



**MAGDALENA SOBKOWIAK**

business development manager



**IVAN MARTYNOV**

video content specialist



**MARIANA POLNA**

graphic designer



**MAGDALENA MICHALSZCZAK**

office manager



**NATALIA JERZAK**

marketing & communications  
specialist



**ALEKSANDRA SZYMCZYŃSKA**

creative & content specialist



**PAWEŁ PODEMSKI**

AI expert

# Project Management Department

„we-know-every-detail”



**AGNIESZKA SKÓRA**

head of project management



**PATRYK CHODECKI**

project manager



**KAROLINA CZABAJ**

project manager



**PRZEMYSŁAW PAWLIK**

estimating manager



**VIKTORIIA KAŹMIERCZAK**

junior project manager



**ANNA KOSMACZEWSKA**

junior project manager

DISCOVER SMART DESIGN STYLE



# Design Department

„we-love-good-design”



**MARZENA MICHALSKA**  
art director & designer



**ŁUKASZ ZAREMBA**  
designer



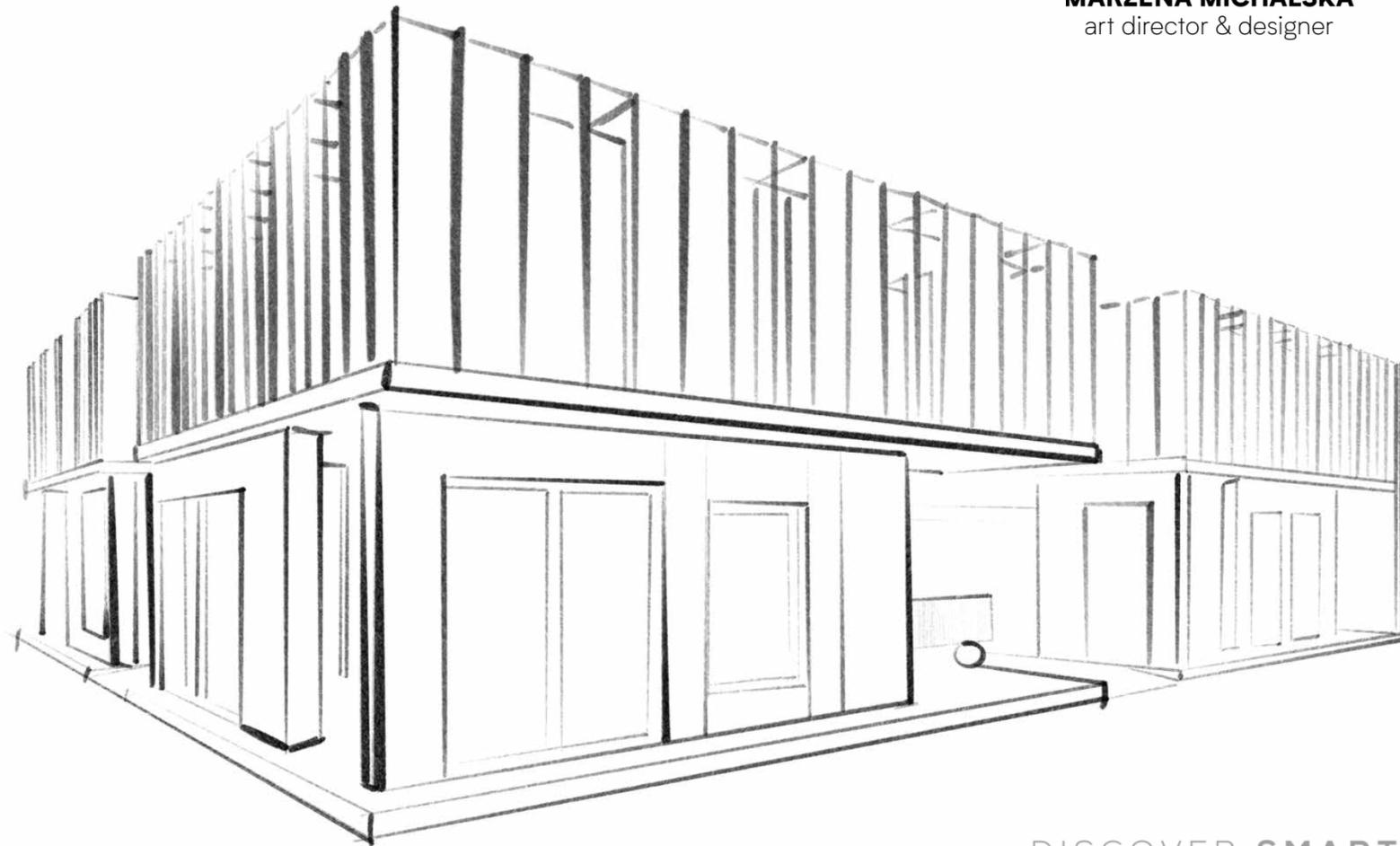
**JOANNA DITTMAR**  
designer



**BARTOSZ ŁUGOWSKI**  
designer



**LIZAVETA HARADZETSKAYA**  
designer



DISCOVER **SMART DESIGN** STYLE



# Technical Department

„we-know-how-to-do-it”



**ADAM BEIM**  
head of technical department



**MAŁGORZATA ŚWIADEK**  
technical manager



**ERYK PRZYBYŁOWICZ**  
technical manager



**KATARZYNA RYBAK**  
technical manager



**ALEKSANDRA TOMASZEWSKA**  
technical manager



**MONIKA STEFAŃSKA**  
technical manager



**MICHALINA BALCERZEWSKA**  
graphic designer

# Execution and Delivery Department

„always-on-time”



**DARIUSZ GRABOWSKI**  
head of foreman



**LESZEK ZALEWSKI**  
head of carpentry



**MAŁGORZATA JAKUBOWICZ**  
supply specialist



**ANDRZEJ NAJTKOWSKI**  
operations manager



**JUSTYNA WALOSZCZYK**  
logistics specialist



**LUCYNA ROZUM-KANIA**  
logistics specialist



**JOANNA MALINOWSKA**  
financial specialist



**JUSTYNA RZEMKOWSKA**  
financial specialist

DISCOVER SMART DESIGN STYLE



# They trusted us

we work with the biggest companies



evolve

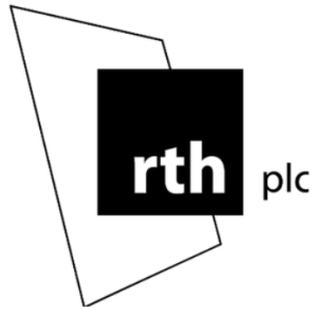
touch

EXTREME

2HEADS



opus 3 creative



APEX  
EVENTS & EXHIBITIONS

experience12  
the **popcult**r marketing agency

RX

Shelton Fleming



FAIRNET

bray leino events<sup>™</sup>

IDENTITY



JACK ♥ HEALTH



ET GLOBAL



FORUM GROUP | YOUR BRAND BUILDER



EIDETIC

PREEMINENT



be blue

multilem



DISCOVER SMART DESIGN STYLE



# You design, We build

we support you in the construction of high-quality stands for your key clients

**THQ**NORDIC

 Evolution

**deceuninck**



**CATL**

**SAMSUNG**

**HITACHI**

**NOVOMATIC**



telenor

**LX Hausys**



**LG**

**PHILIPS**



**RENAULT**



**REHAU**



**Midea**



**HUAWEI**



**CADILLAC**



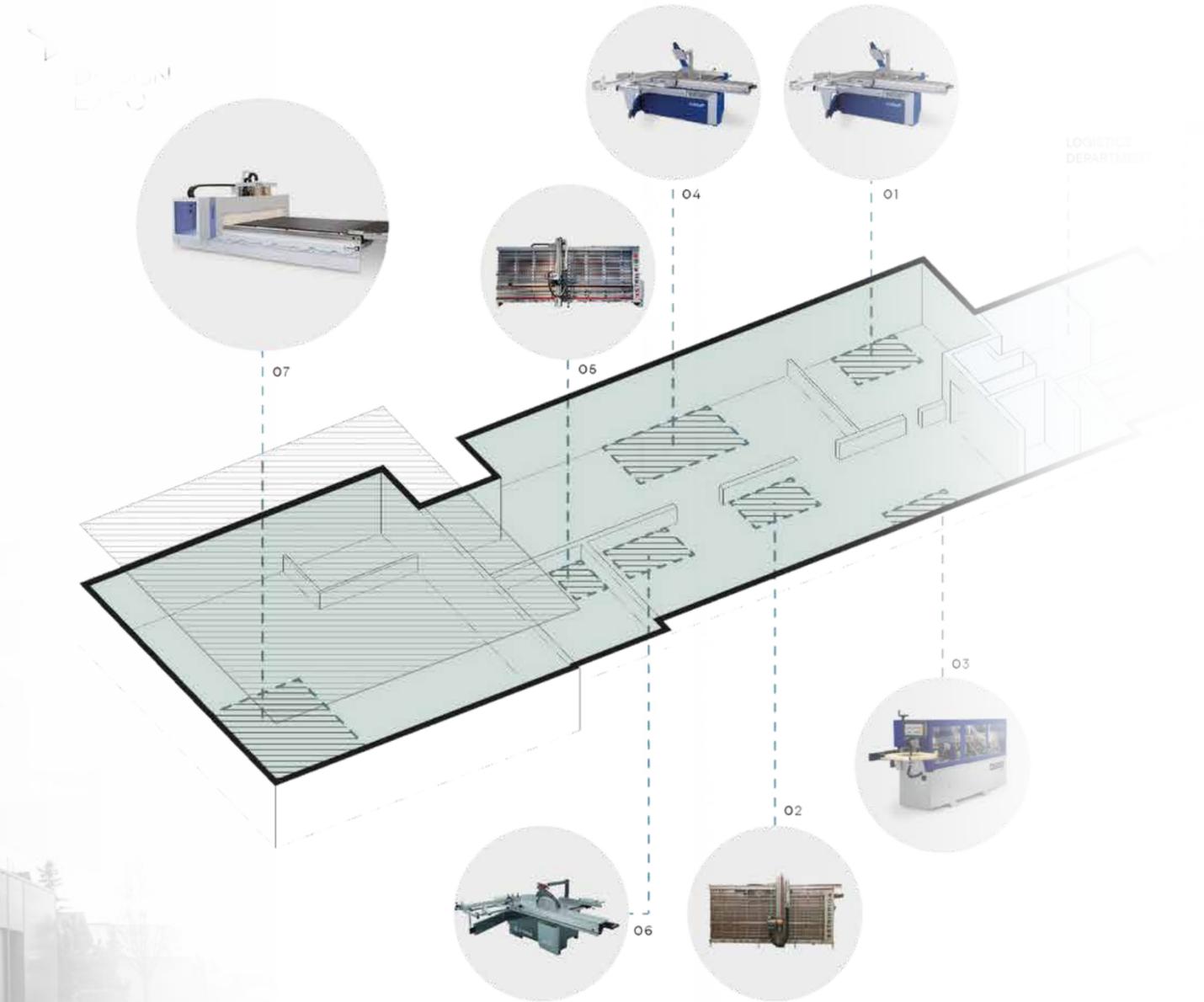
life.augmented

DISCOVER SMART DESIGN STYLE



# Production

over 6500 sqm of space



DISCOVER **SMART DESIGN** STYLE



# Woodenshop

our own machinery park ready to prepare custom-made stands



DISCOVER **SMART DESIGN** STYLE



# Over 200 workers

carpenters, electricians, set-up and dismantling teams

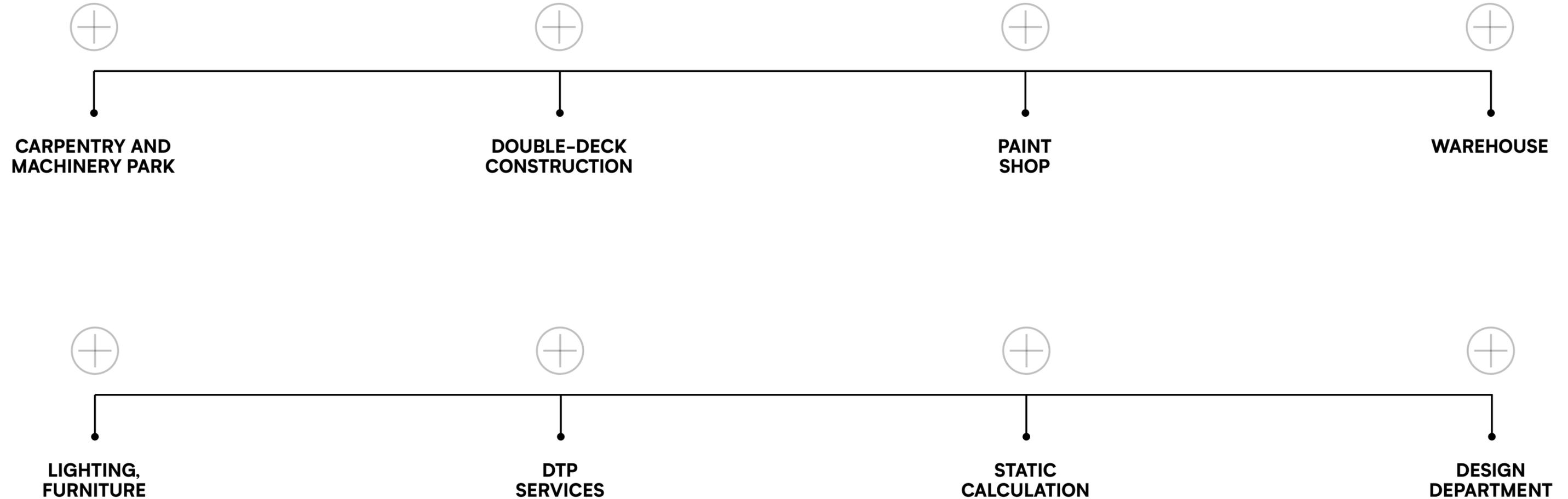


DISCOVER **SMART DESIGN** STYLE



# In-house services

complete technical support — from planning to execution

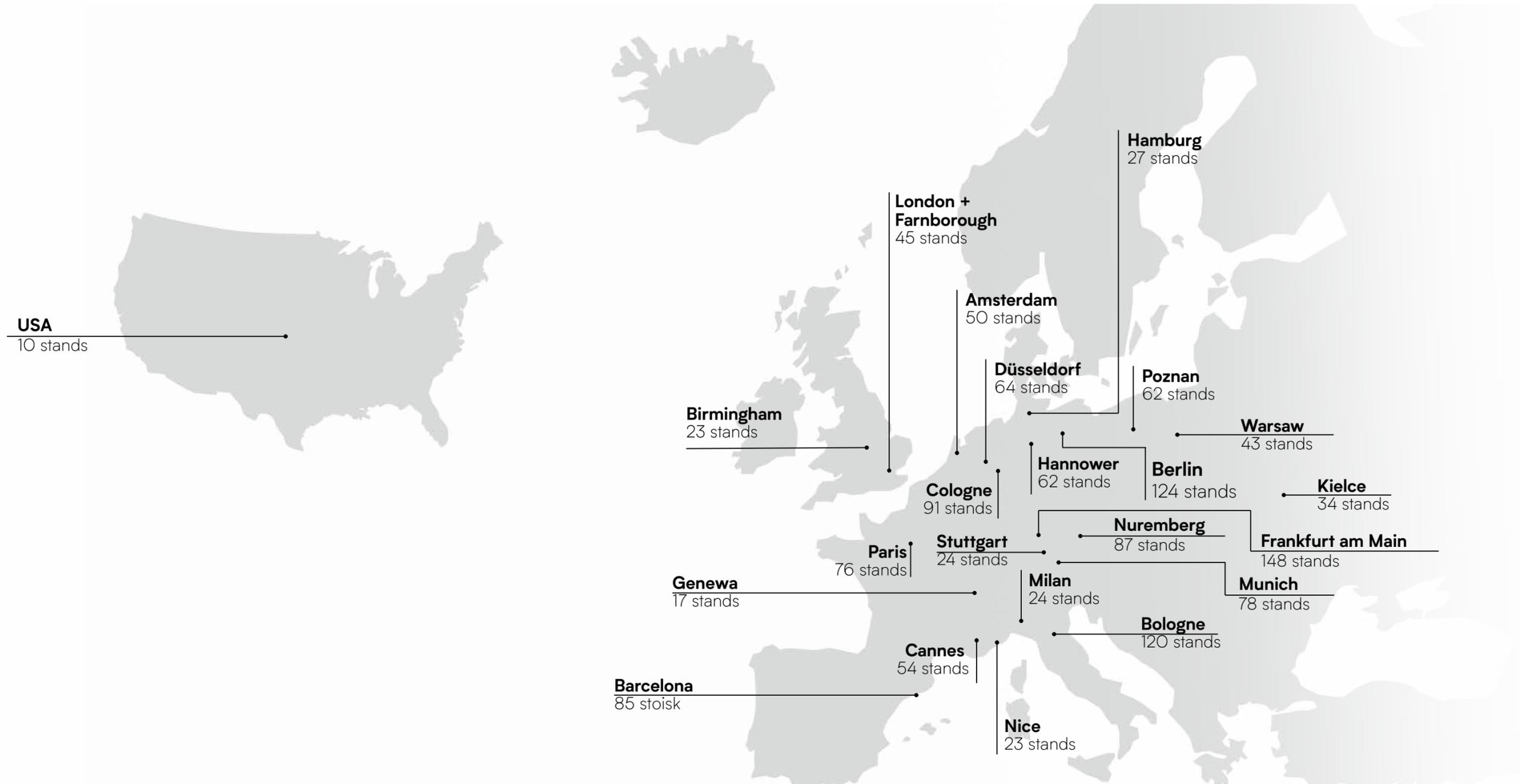


DISCOVER **SMART DESIGN** STYLE



# We build stands all over the world!

we have experience in the largest trade fair centers in the world



DISCOVER **SMART DESIGN** STYLE



# Technical department

They coordinate and supervise the entire booth construction process, providing technical expertise and support at every stage.



DISCOVER **SMART DESIGN** STYLE

# SAMSUNG

**SAMSUNG**  
**IAA, 640 SQM**  
**MUNICH, 2023**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
RISHIYAGI

**PRiMX**  
PRIME BATTERY FOR MAXIMUM EXPERIENCE

**PRiMX**

Automotive LED  
Portable Solid State Drives

**21matsya**

Consumer Storage  
USB Flash Drives

System LS

Autonomous Driving Camera Solution

**KOSTAR**  
KOS IIA

**ARTHUR**





SAMSUNG | IAA 2023



**A two-level structure,  
animations on large  
LED screens,  
all in a monochromatic,  
deep black finish.**

**MIDEA  
IFA, 2600 SQM  
BERLIN, 2023**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
FORUM GROUP YOUR BRANDBUILDER





MIDEA | IFA 2023



**We utilized innovative LED panels with 1,630 lenses, 13 monumental lightboxes, and 14 impressive illuminated clouds.**

# imaginelive

Robin  
the Fair

Robin  
the Fair

ROULETTE  
ROUGE

Live Casino Reimagined

imaginelive

imaginelive

imaginelive

imaginelive

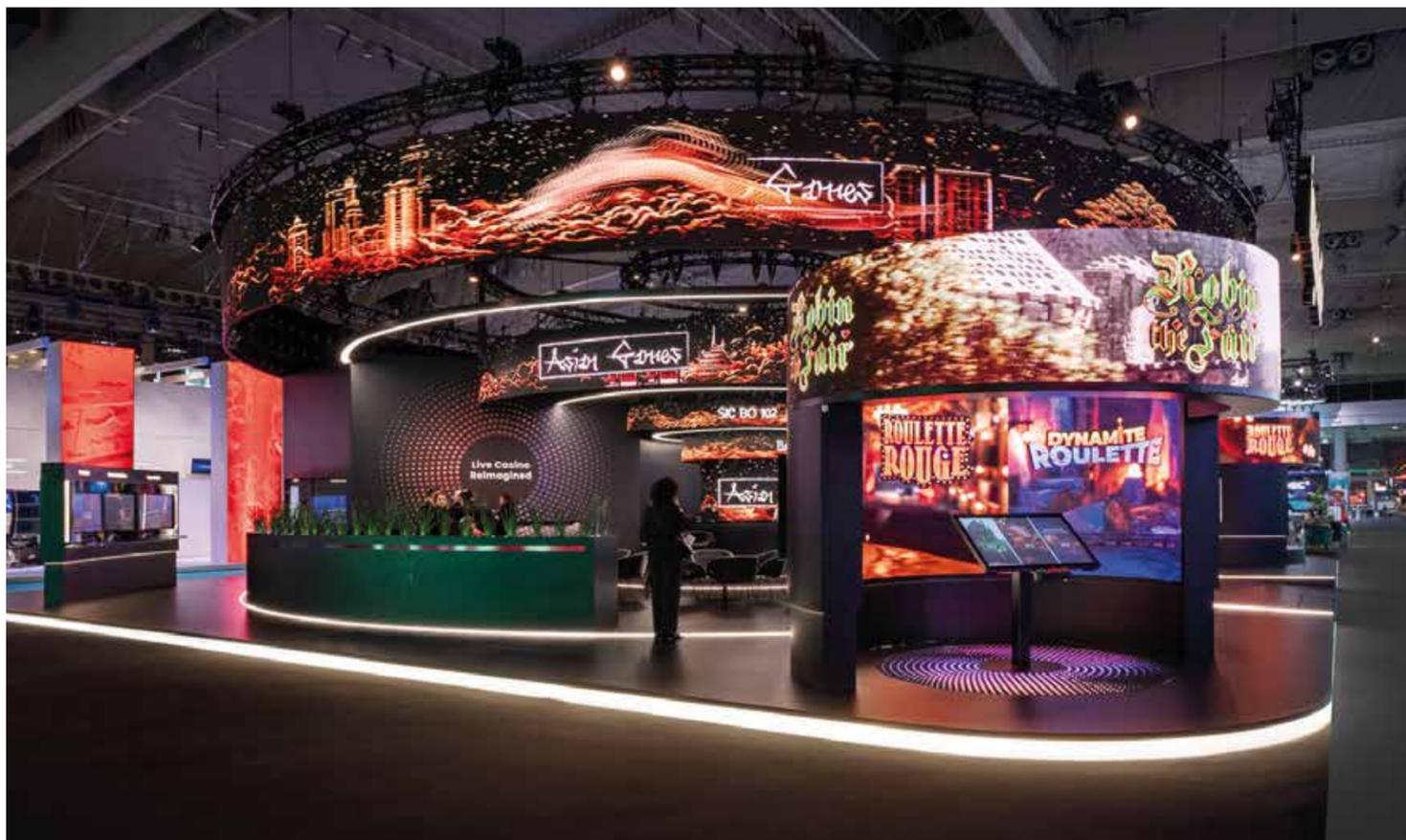
ROULETTE  
ROUGE

**IMAGINE LIVE  
ICE GAMING, 420 SQM  
BARCELONA, 2025**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
EVOLVE CREATIVE SOLUTIONS



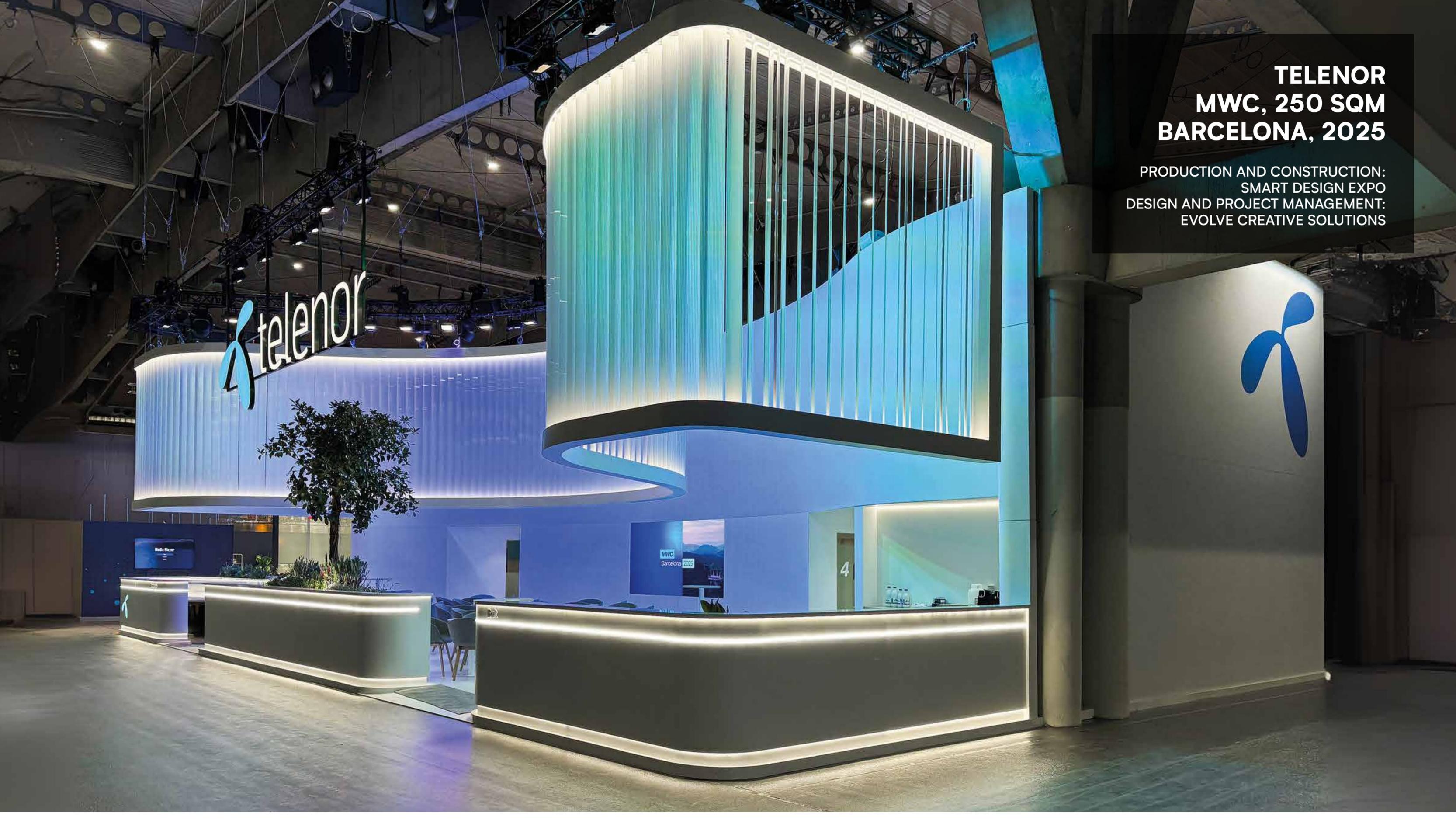
IMAGINE LIVE | ICE GAMING 2025



**The LED lighting  
in the floor perfectly  
corresponds  
to the ceiling suspension.**

**TELENOR  
MWC, 250 SQM  
BARCELONA, 2025**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
EVOLVE CREATIVE SOLUTIONS





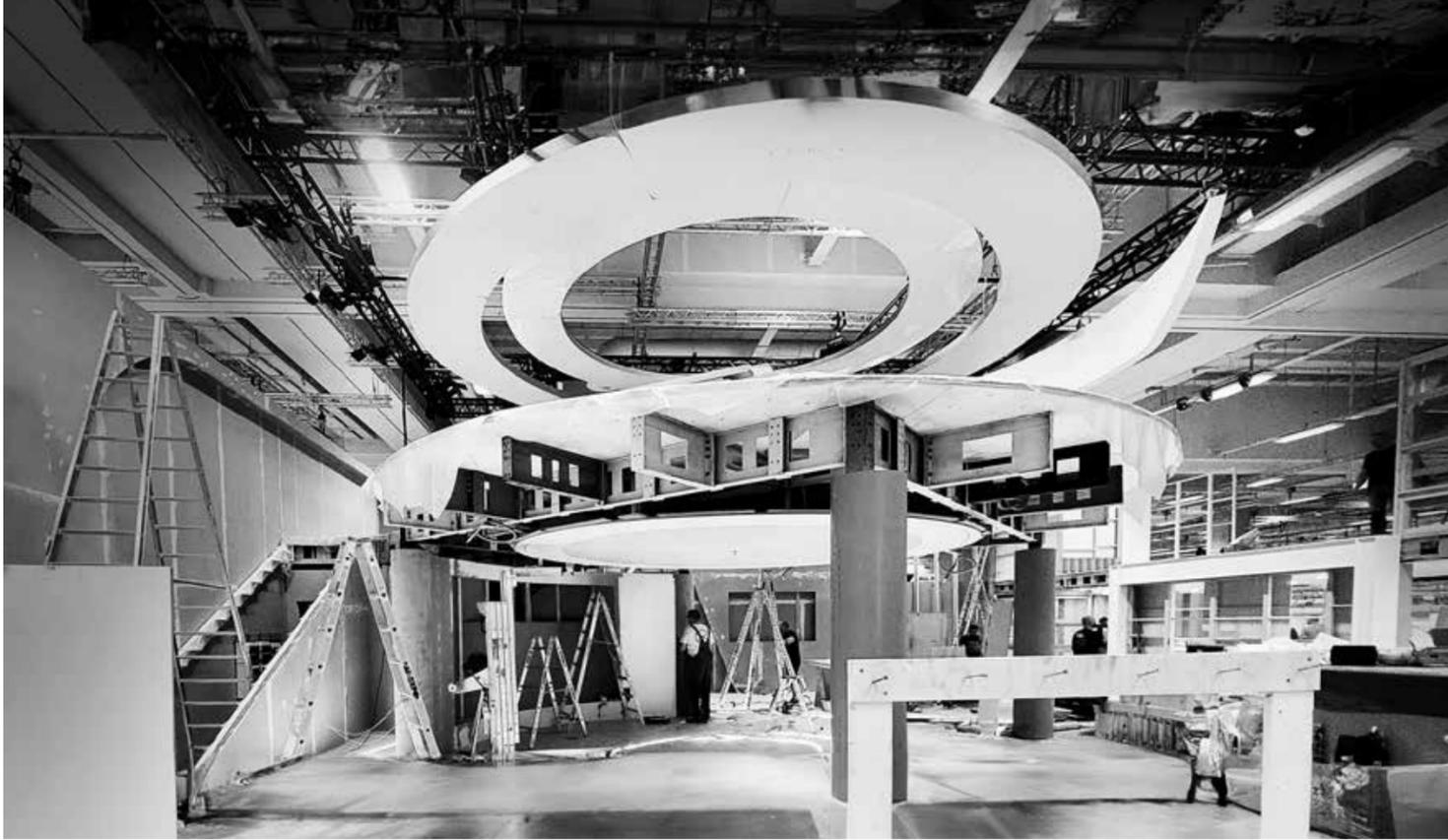
TELENOR | MWC 2025

**The sculptural frieze  
attracts attention.**

**RTA  
INNOTRANS, 121 SQM  
BERLIN, 2024**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
AVANTGARDE





RTA | INNOTRANS 2025



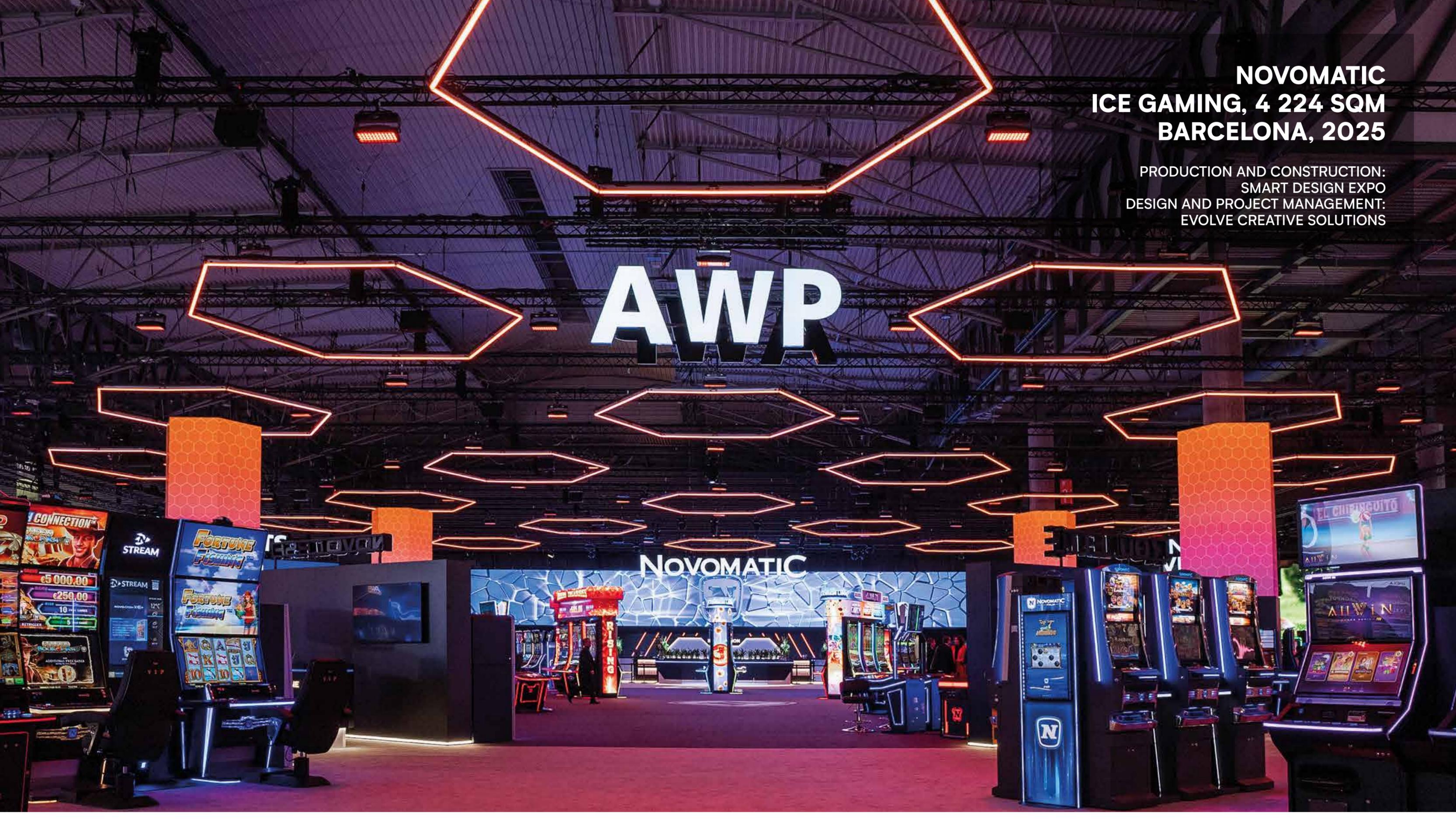
**A custom circular floor, numerous rounded elements, and LED screens integrated into a delicate metal structure.**

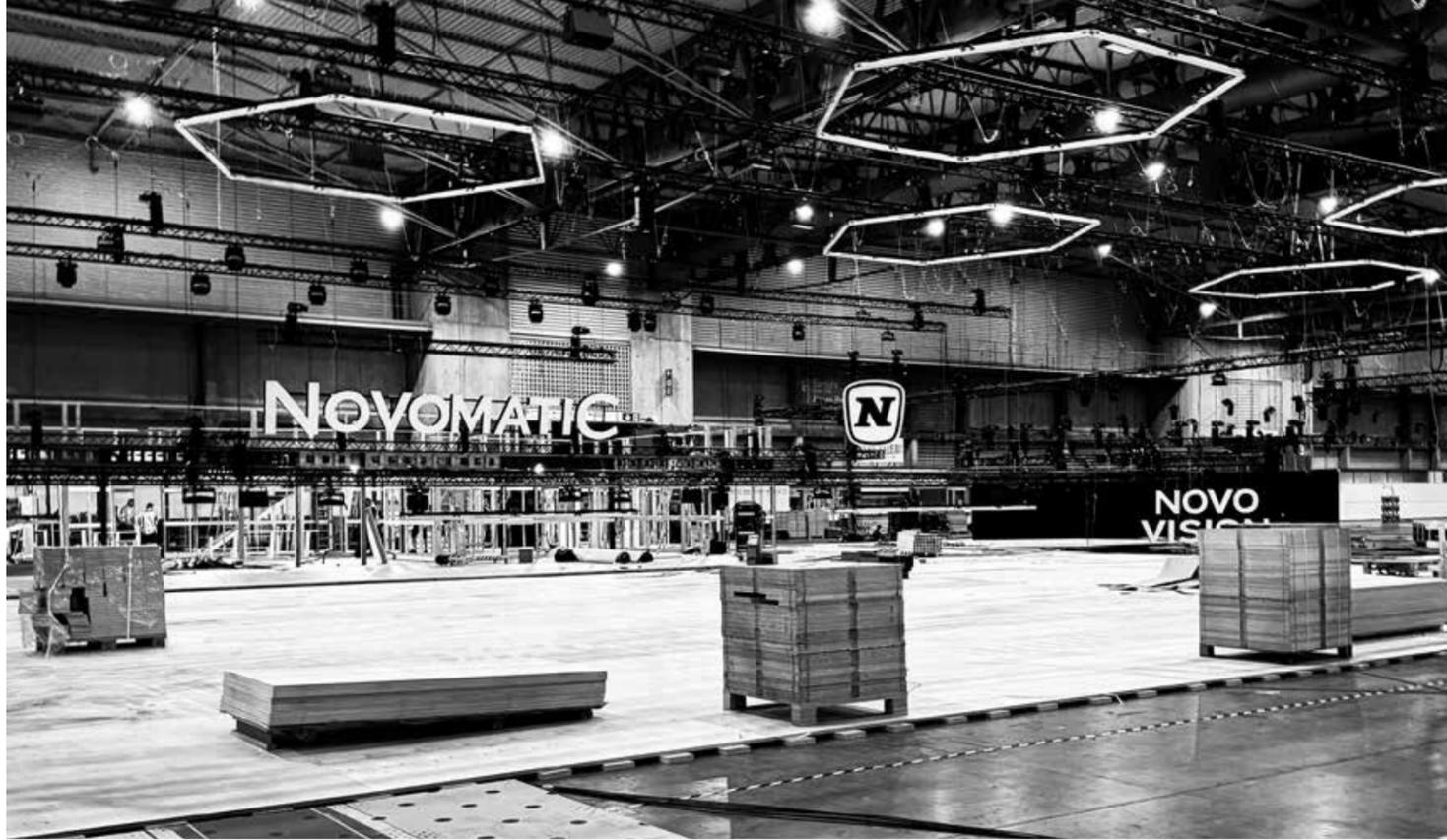
**NOVOMATIC  
ICE GAMING, 4 224 SQM  
BARCELONA, 2025**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
EVOLVE CREATIVE SOLUTIONS

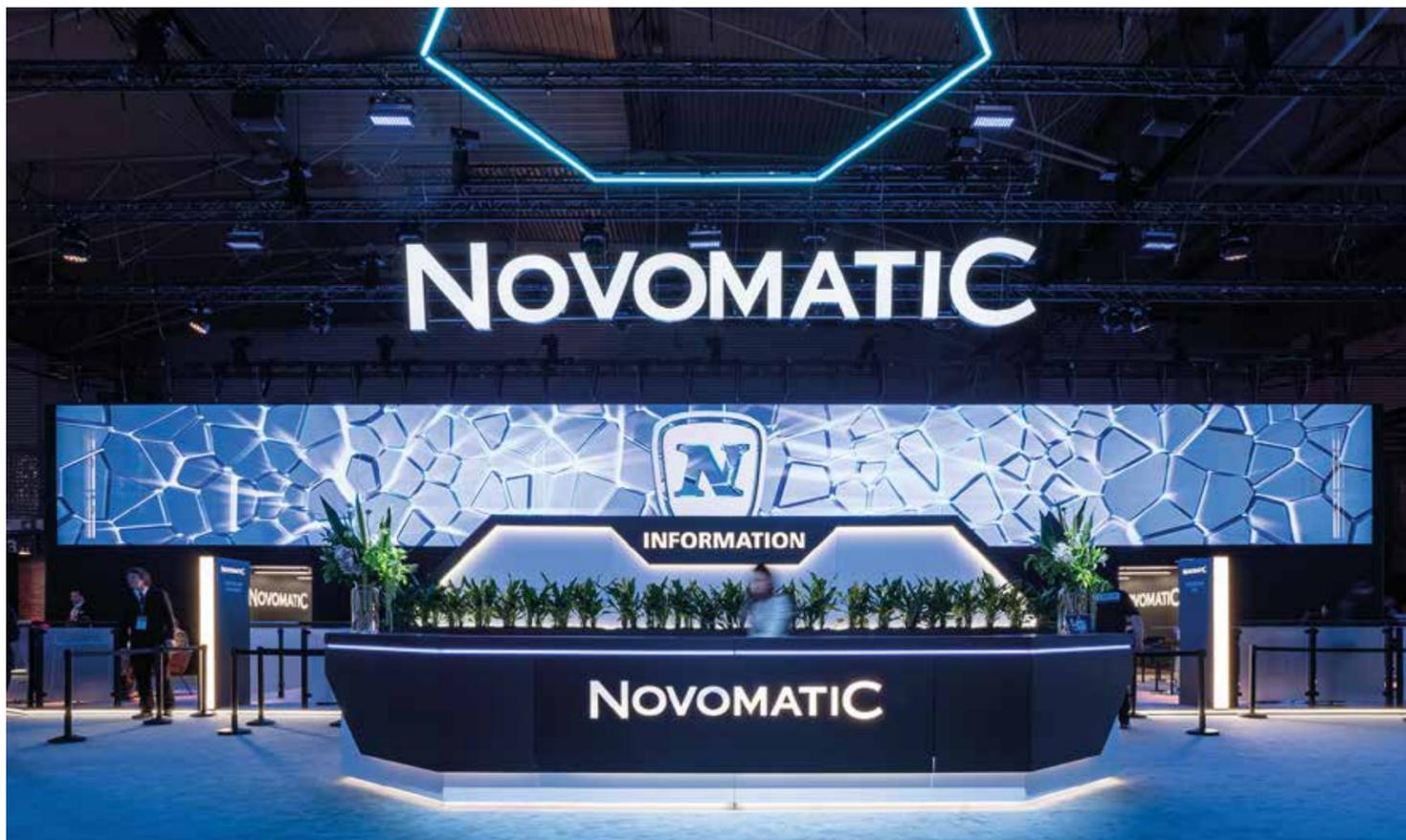
**AWP**

**NOVOMATIC**





NOVOMATIC | ICE GAMING 2025



**The colorful,  
mesmerizing whole  
invites viewers to get lost  
in their spaces.**

**CADILLAC  
PARIS MOTOR SHOW, 399 SQM  
PARIS, 2024**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
PDO



# Evolution

**EVOLUTION  
ICE GAMING, 648 SQM  
LONDON 2024**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
EVOLVE CREATIVE SOLUTIONS





EVOLUTION | ICE GAMING 2024



**The Evolution stand is characterized by a multitude of screens and electronic solutions.**



**SAMSUNG**  
**MWC, 470 SQM**  
**BARCELONA, 2018**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
EIDETIC MARKETING





SAMSUNG | MWC 2018



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

**THQ  
GAMESCOM, 1140 SQM  
COLOGNE, 2023**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
EVOLVE CREATIVE SOLUTIONS

**OUTCAST 2**  
— A NEW BEGINNING —



**ALONE IN THE DARK**

*Grace* **IN THE DARK**  
PROLOGUE



**ALL ELITE**  
**AEW**  
WRESTLING

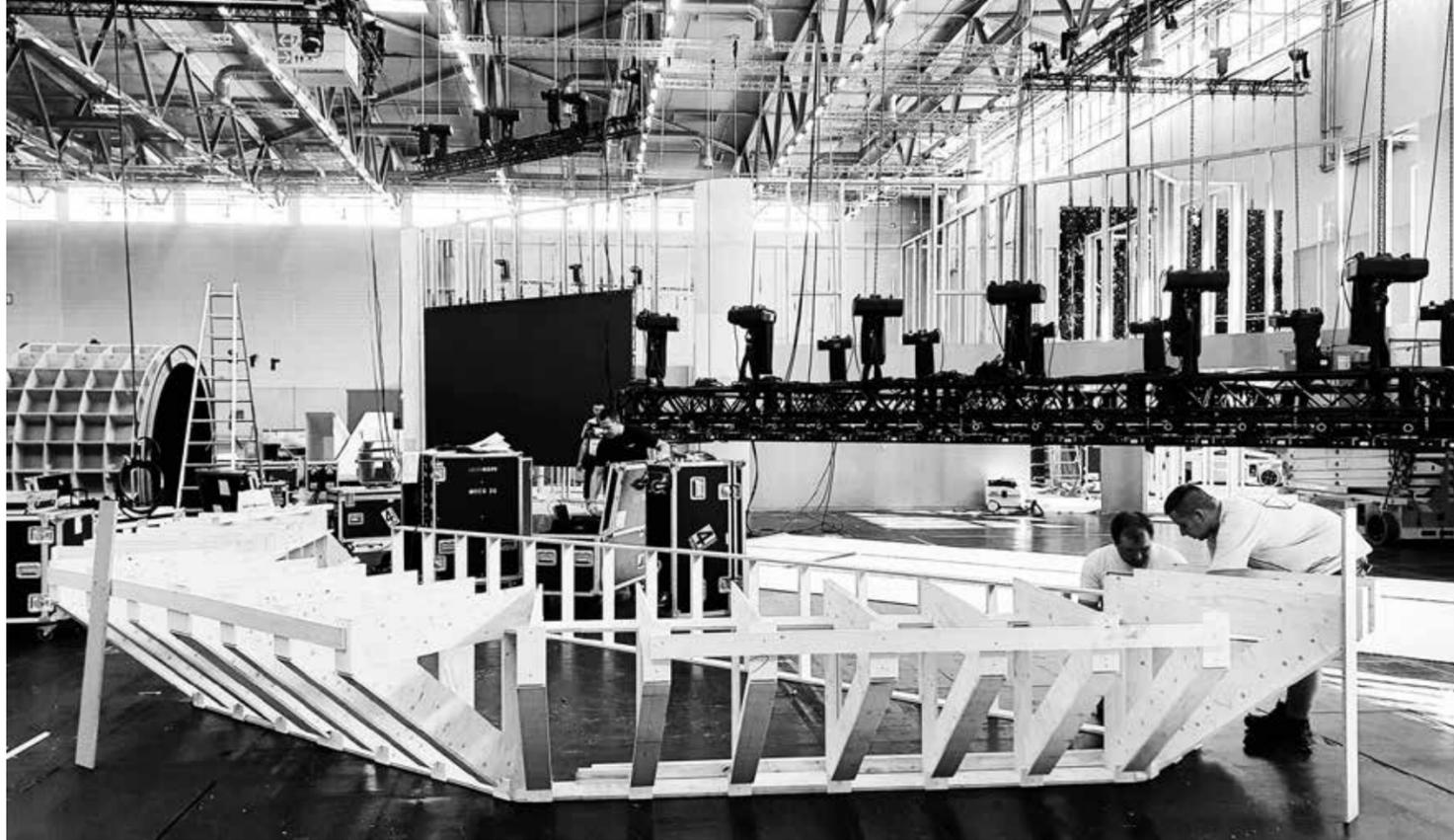


**WRECKREATION**

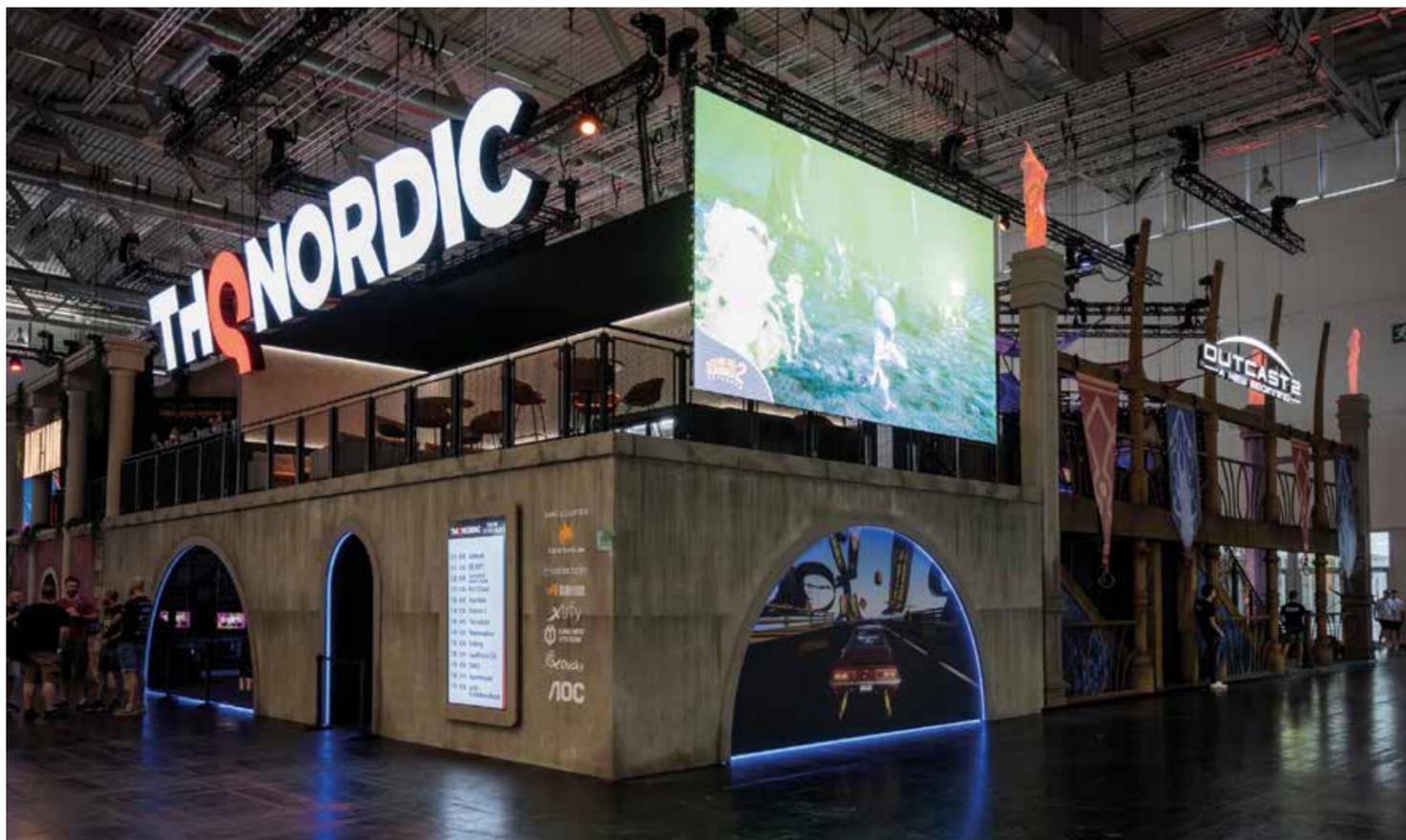


**BRICK**  
TALES





THQ | GAMESOM 2023



**HITACHI  
INNOTRANS, 900 SQM  
BERLIN, 2023**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
SHELTON FLEMING ASSOCIATES



**HITACHI**  
Inspire the Next

Driving the Mobility Transition

HITACHI  
Inspire the Next

**HITACHI**  
Inspire the Next

Hello / Bonjour / Hallo / Ciao / こんにちは



HITACHI | INNOTRANS 2023



**A vast exhibition space,  
double-deck construction,  
and many interesting details with  
a minimalist character.**

**CATL**  
**INTERSOLAR, 225 SQM**  
**MUNICH, 2024**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
I FOCUS





CATL | INTERSOLAR 2024



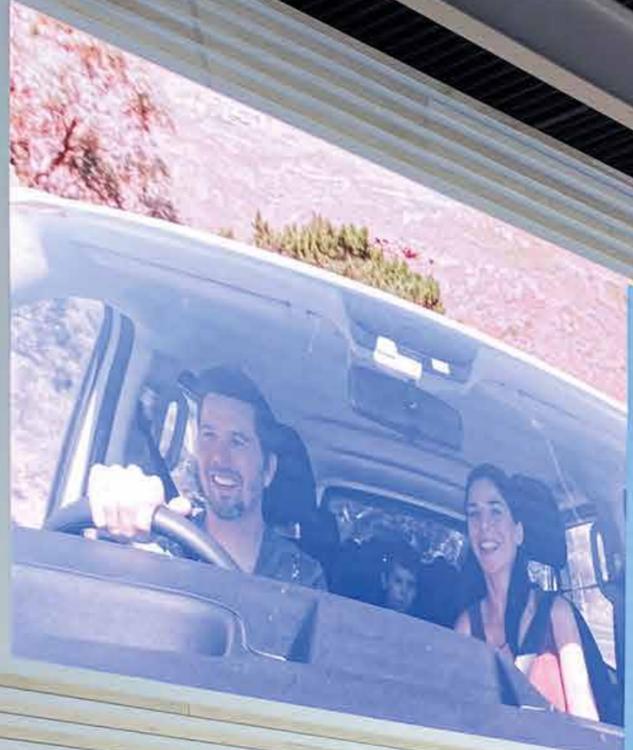
**A flawless, minimalist exhibition stand that exemplifies precision and high quality.**

**STMICRO  
MWC, 306 SQM  
BARCELONA, 2023**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
I FOCUS



**ST**  
life.augmented



Innovative imaging solutions

UNBREAKABLE CONNECTIONS

STMicroelectronics

Photonic sensors

Self-learning AI sensors

360° contactless USB

Wireless power

STMicroelectronics

ST  
life.augmented

life.au

ESSEN

Hessen - there's no way around us.

EMBERG



STMIKRO | MWC 2023



**The main axis of the stand is a two-story structure with a minimalist character.**

**PHILIPS  
ISE, 268 SQM  
AMSTERDAM, 2018**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
ACTIVISE





PHILIPS | ISE 2018

**120 televisions were mounted using different methods — suspended, wall mounted, embedded in the wall**

**LG ELECTRONICS  
CHILLVENTA, 100 SQM  
NUREMBERG, 2018**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
CODYON INTERNATIONAL CO. LTD



**LG**

LG  
Solutions

Residential  
REFRIGERATION

HEAT PUMP

LG Inverter Linear Compressor  
The most advanced technology for saving energy

LG Inverter Kompressor  
Die fortschrittlichste Technologie zum Energie sparen

LG Inverter Linear Compressor permits to respond  
flexibly and efficiently, the consumption of electricity is much  
lower than conventional models.

LG Inverter Kompressoren sind intelligenter und effizienter, sodass Sie  
den Stromverbrauch bei wertschöpfenden Prozessen als bei  
konventionellen Modellen.



LG Business  
Solutions





LG | CHILLVENTA 2018



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

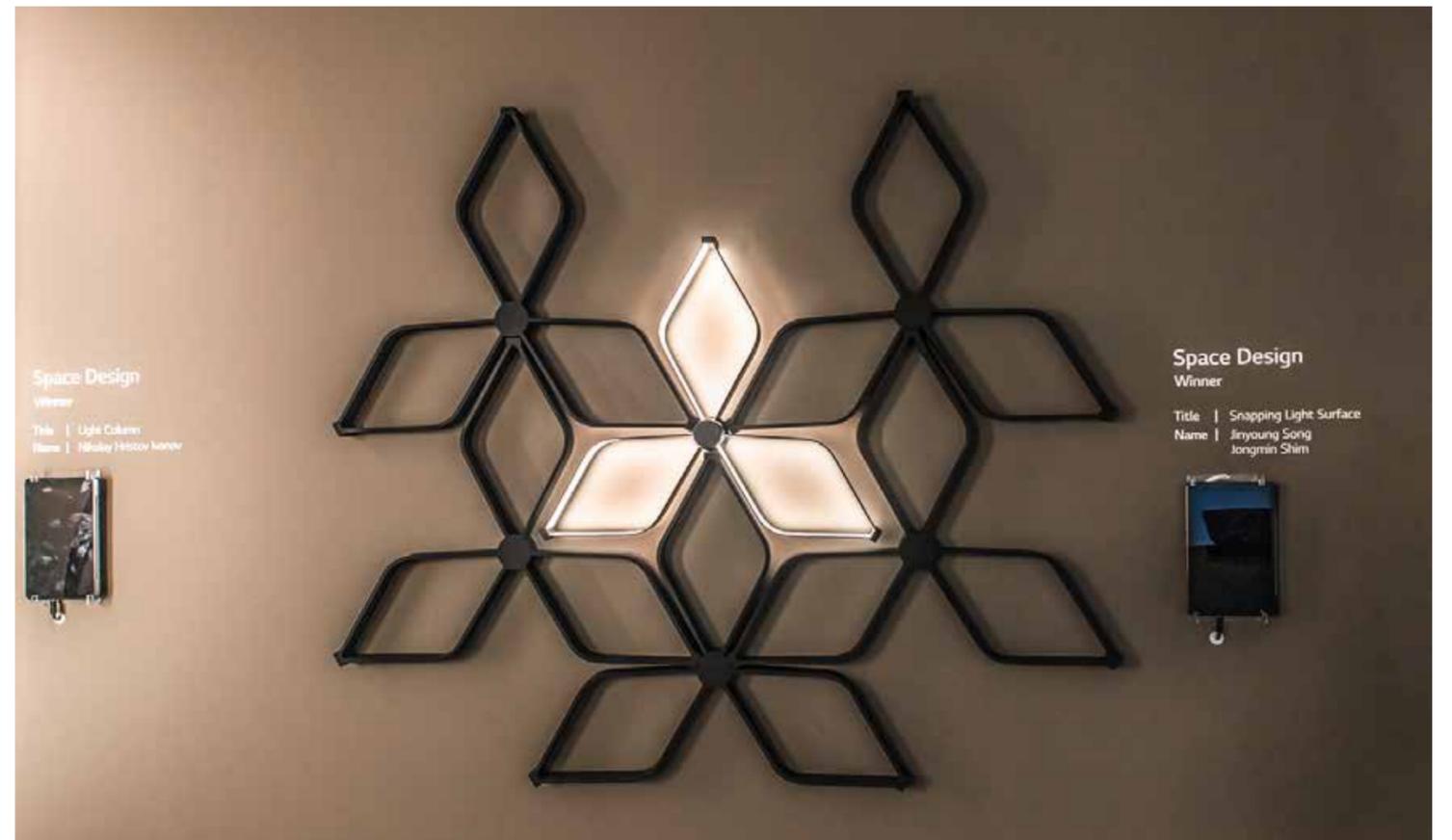
**LG OLED  
LIGHT & BUILDING, 305 SQM  
FRANKFURT, 2018**

PRODUCTION AND CONSTRUCTION:  
SMART DESIGN EXPO  
DESIGN AND PROJECT MANAGEMENT:  
DIFER EVENT CRAFTING

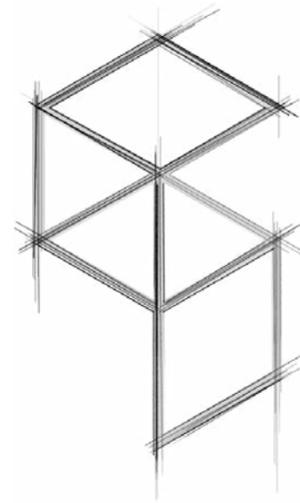




LG OLED | LIGHT & BUILDING 2018



**Tell us more about your needs:**



Smart Design Expo sp. z o o.

ul. Szparagowa 12, Wysogotowo  
62-081 Przeźmierowo

E-mail: [office@smartdesign-expo.com](mailto:office@smartdesign-expo.com)  
Phone: +48 61 642 71 47