



SMART DESIGN EXPO

Let's create an exhibition
that sets your brand apart.

DISCOVER **SMART DESIGN** STYLE



exhibition

We design and build
brand experiences at trade shows worldwide.

DISCOVER **SMART DESIGN** STYLE



They trusted us

for years, we have been building
the image of well-known brands at trade shows



anwis



Electrolux

SAMSUNG



deceuninck

Amica



balma x



STARGRES



WIŚNIEWSKI

iDEAL
OF SWEDEN



Sunshade
Experts

OMNIRES



SOLARIS



CIARKO

Meble



RENAULT

profim



eurowash



REJS



TECHMATIK

DEKOMA®

JUKI

DISCOVER SMART DESIGN STYLE



Awards and publications

Recognised with 30+ awards on the world stage



**A'DESIGN AWARD
& COMPETITION
WINNER 2025
GOLD**

A'DESIGN AWARD
Awards 2025



**A'DESIGN AWARD
& COMPETITION
SILVER
WINNER 2026**

A'DESIGN AWARD
Awards 2026 / 24



**A'DESIGN AWARD
& COMPETITION
WINNER 2023
GOLD**

A'DESIGN AWARD
Awards 2023



**A'DESIGN AWARD
WINNER 2022
SILVER**

A'DESIGN AWARD
Awards 2022



**A'DESIGN AWARD
WINNER 2020
GOLD**

A'DESIGN AWARD
Awards 2020



**A'DESIGN AWARD
WINNER 2019
SILVER**

A'DESIGN AWARD
Awards 2019



IF DESIGN AWARD
Awards 2025



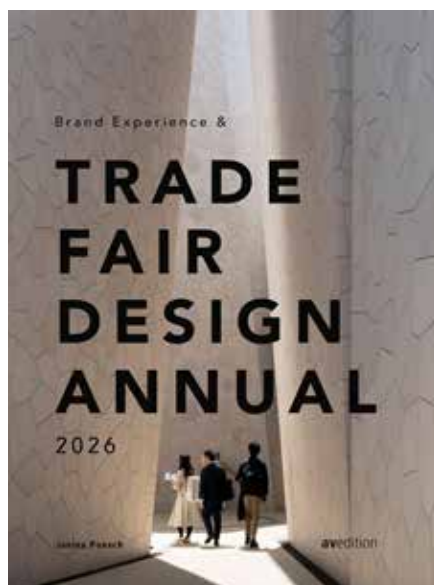
**EXHIBIT DESIGN
AWARDS**
Awards 2020



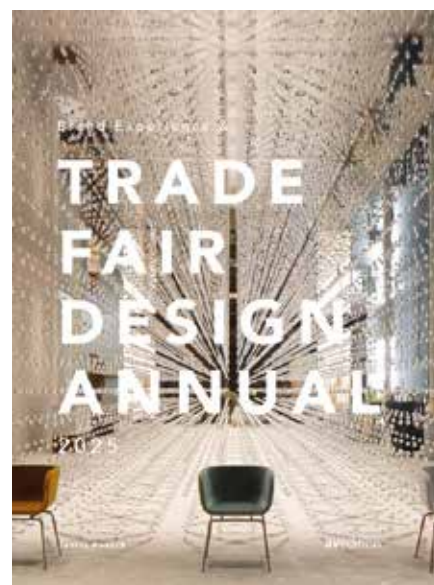
EXHIBITOR
Awards 2026 / 23 / 20



**EXHIBITION STAND
AWARDS**
Awards 2020



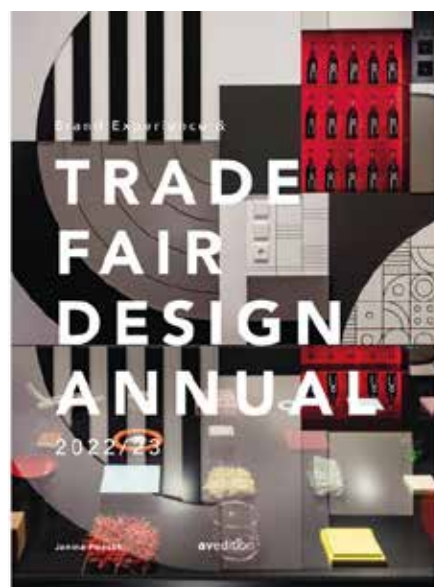
TRADE FAIR
Awards 2026



TRADE FAIR
Awards 2025



TRADE FAIR
Awards 2023 / 24



TRADE FAIR
Awards 2022 / 23



TRADE FAIR
Awards 2019 / 20



TRADE FAIR
Awards 2018 / 19

DISCOVER **SMART DESIGN** STYLE



Owners

the core 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
in-house filmmaker



MARIANA POLNA
graphic designer



MAGDALENA MICHALSZCZAK
office manager



NATALIA JERZAK
marketing & communications
specialist



ALEKSANDRA SZYMCZYŃSKA
creative & content specialist

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



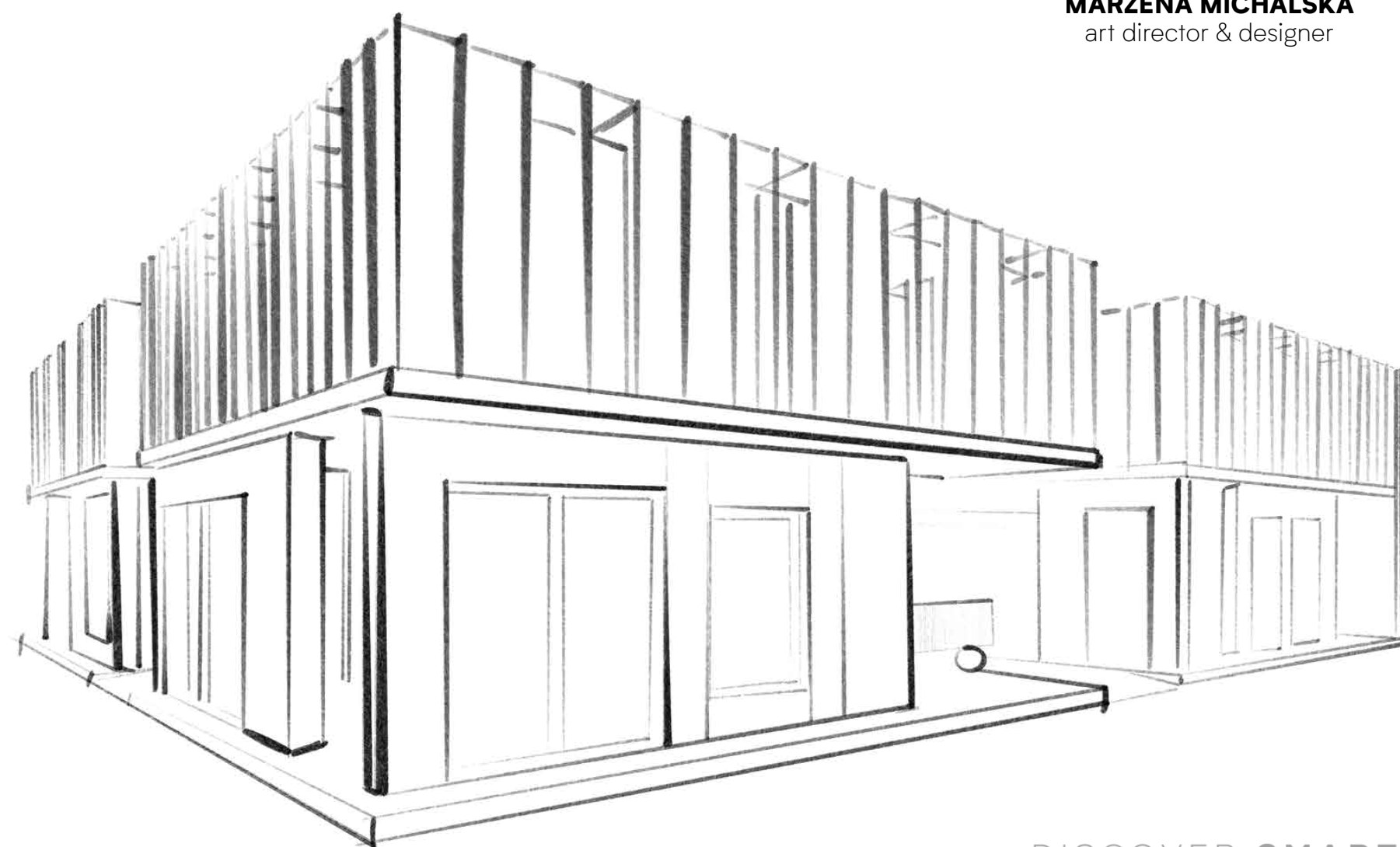
JOANNA DITTMAR
designer



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”



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



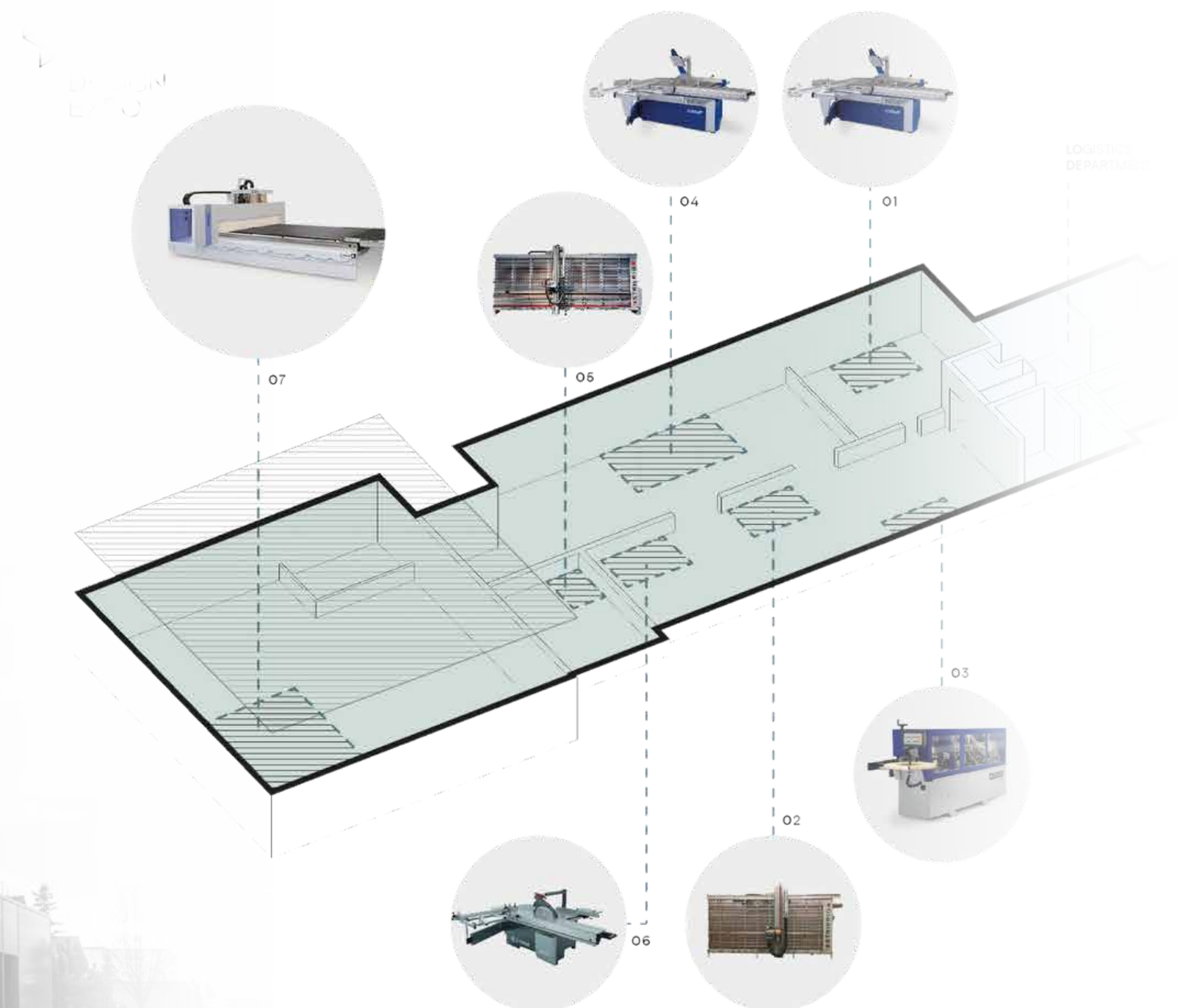
JUSTYNA RZEMYKOWSKA
financial specialist

DISCOVER **SMART DESIGN** STYLE



Production

over 6500 sqm of space

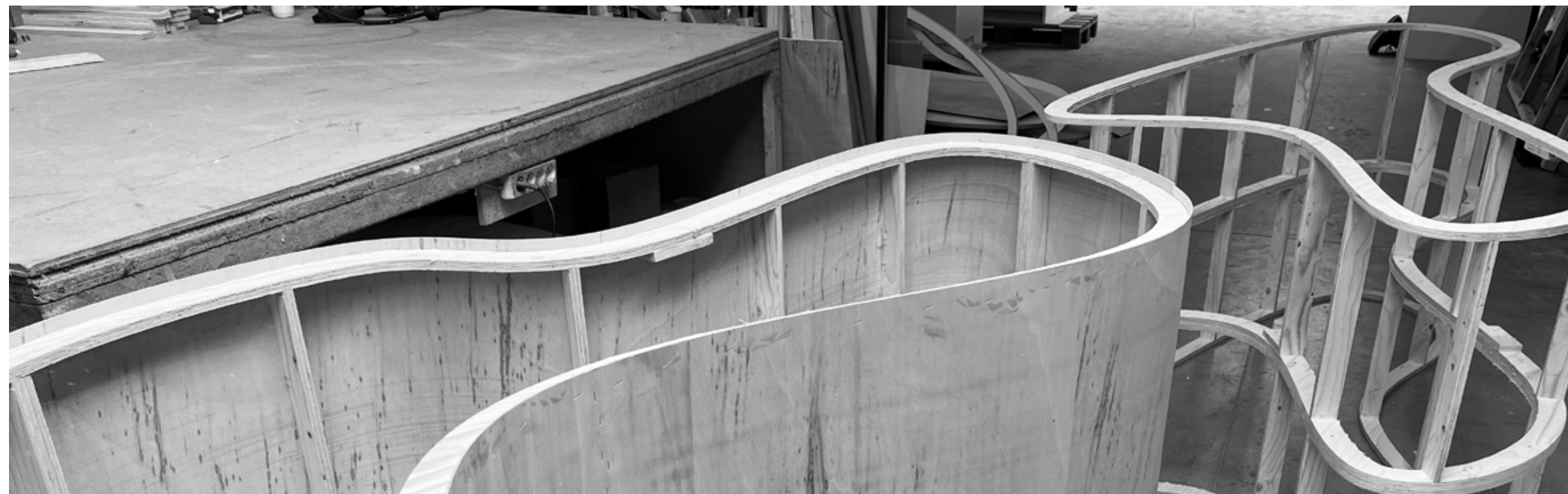


DISCOVER **SMART DESIGN** STYLE



Woodenshop

our own machinery park ready to prepare custom-made stands

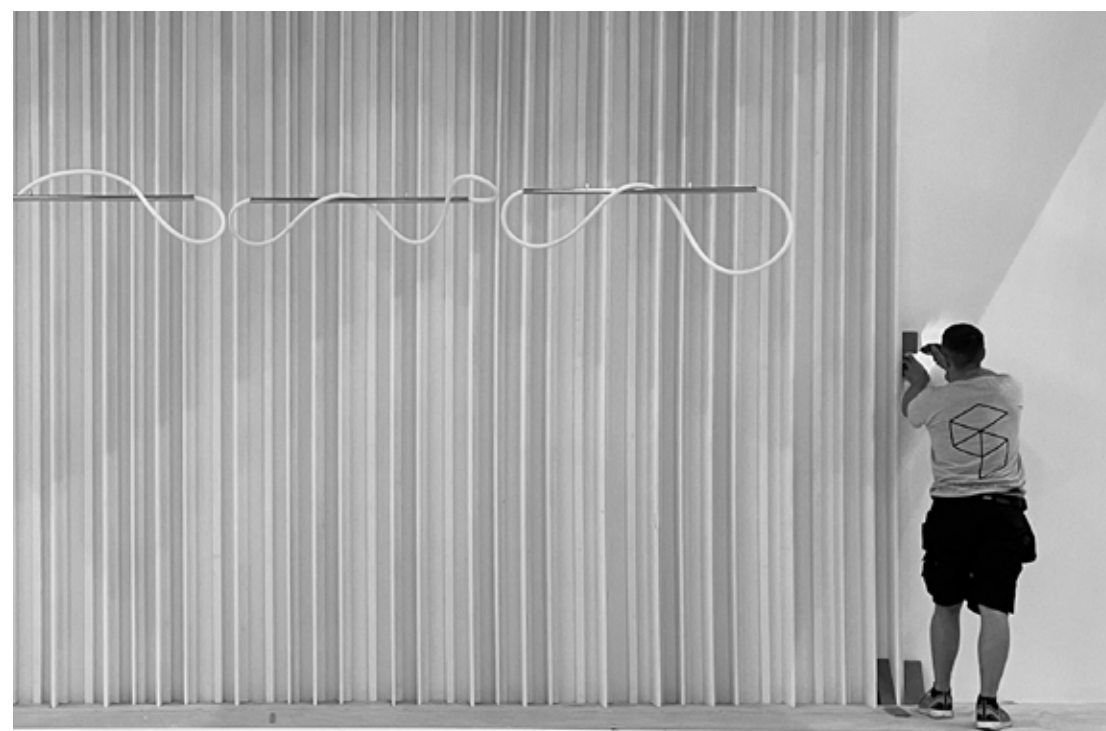


DISCOVER **SMART DESIGN** STYLE



Over 200 workers

carpenters, electricians, set-up and dismantling teams



DISCOVER **SMART DESIGN** STYLE



Design Team

beautiful and thoughtful architecture always appeals to the senses

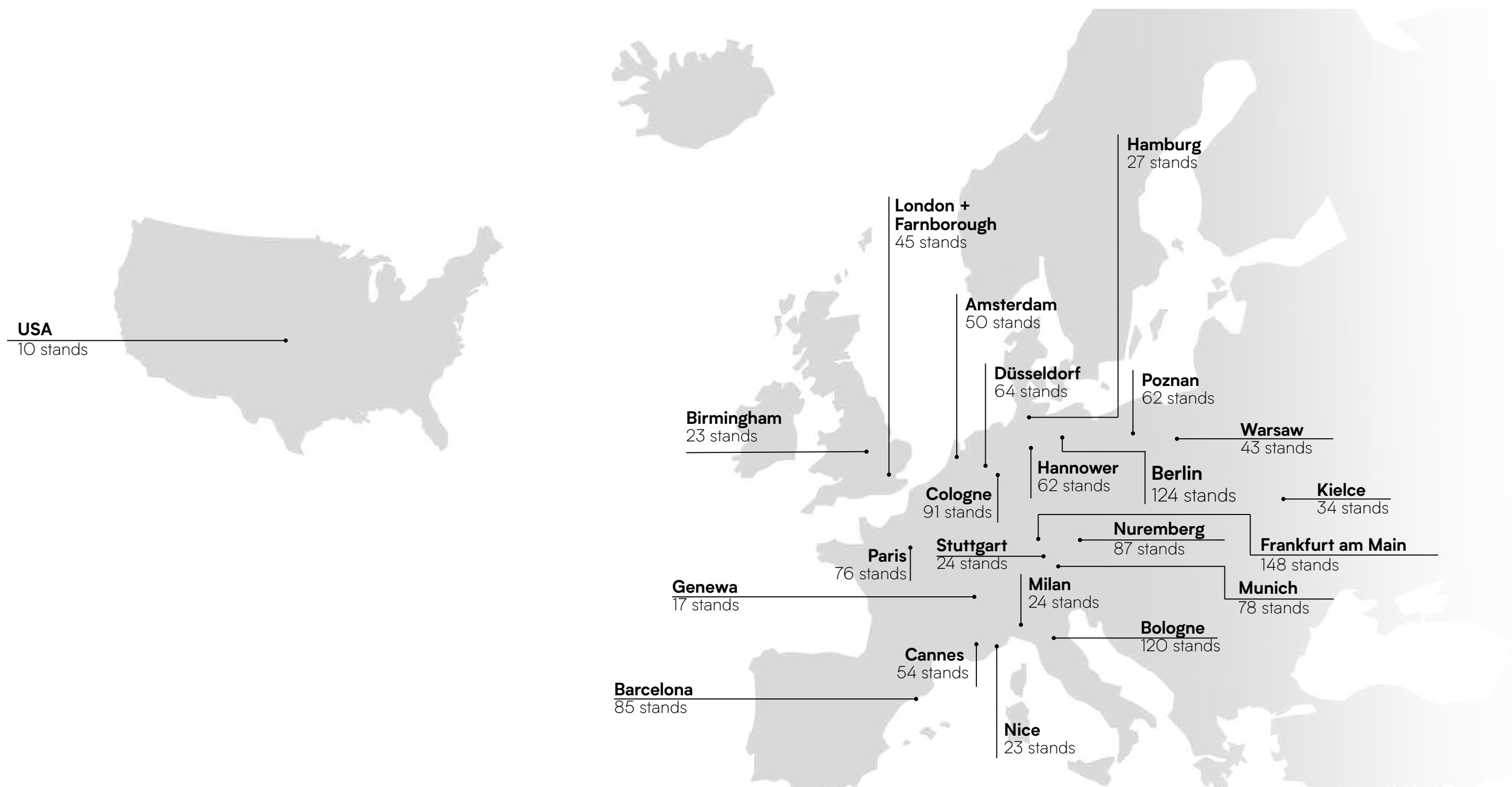


DISCOVER **SMART DESIGN** STYLE



We build stands all over the world!

We operate in some of the world's leading trade fair venues.



DISCOVER **SMART DESIGN** STYLE

**DECEUNINCK
FRONTALE, 530 SQM
NUREMBERG, 2024**

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO





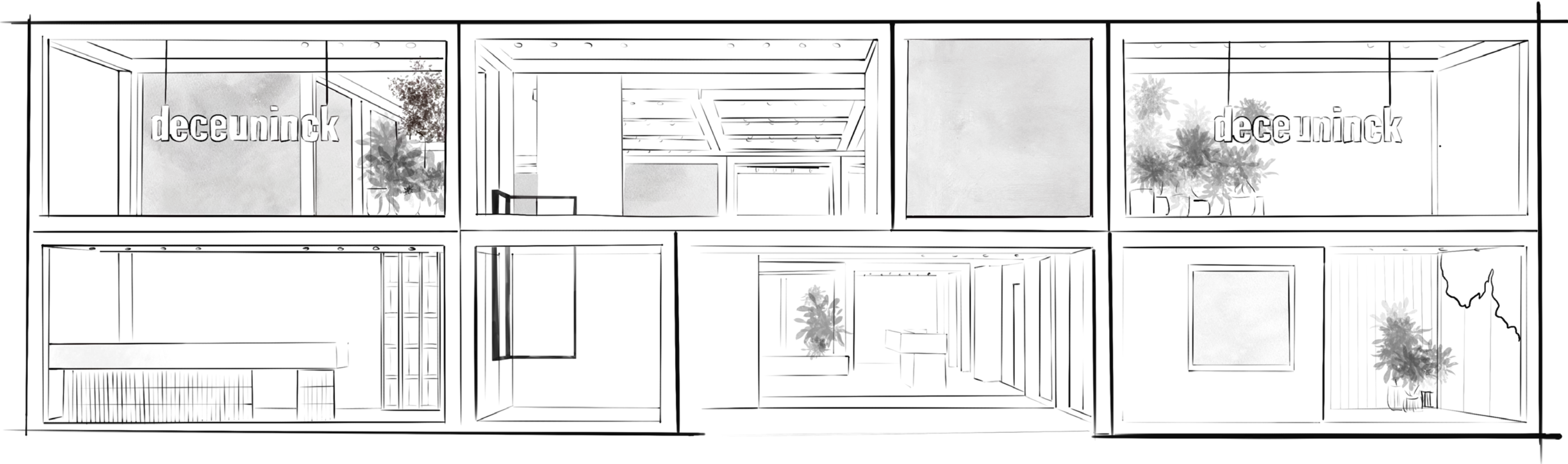
Smart inspirations



glowing cubes

colorful details

modular architecture





DECEUNINCK | FRONTALE 2024



The modern modular construction, illuminated cubes, and the use of logo colors in details give the entire structure of the Deceuninck stand a unique character.

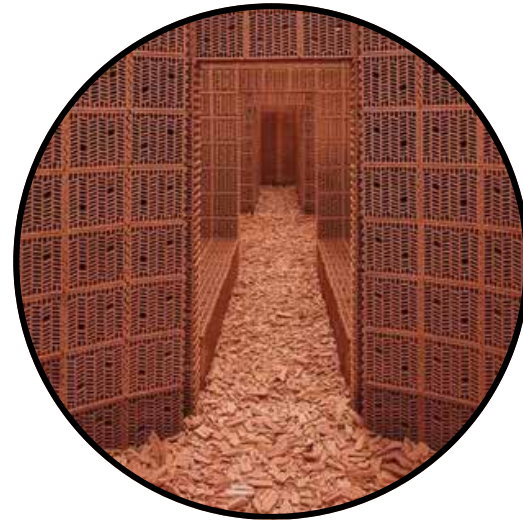
STARGRES
WARSAW HOME, 135 SQM
WARSAW, 2025

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO





Smart inspiration



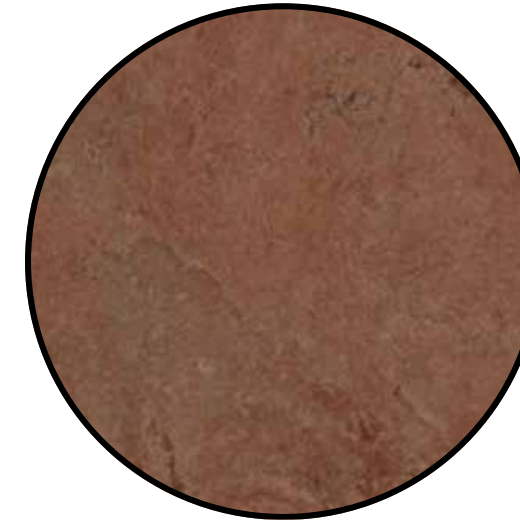
circulation

+

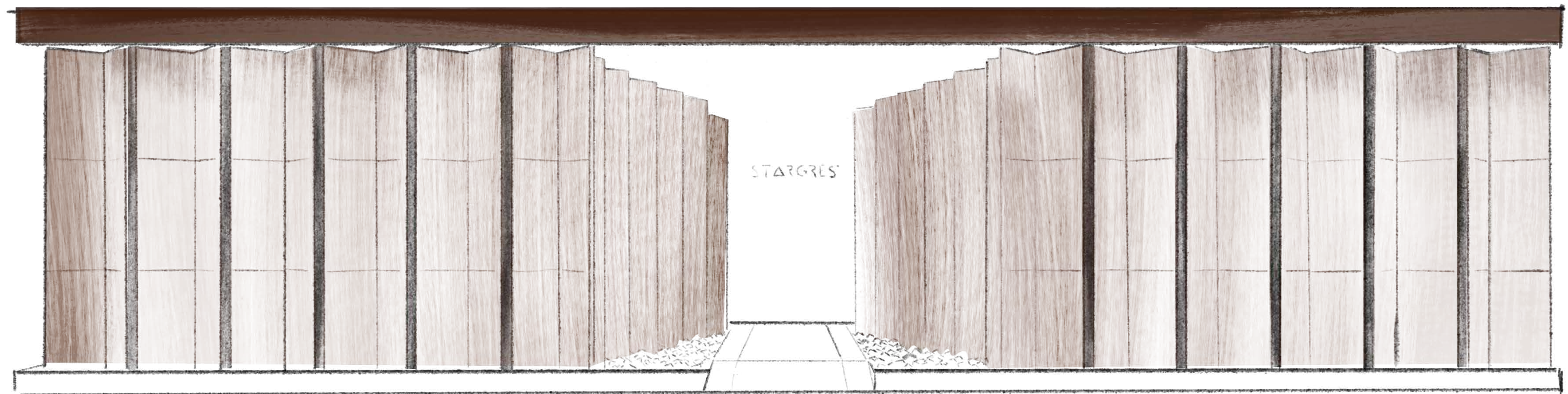


rhythm

+



stoneware





STARGRES | WARSAW HOME 2025

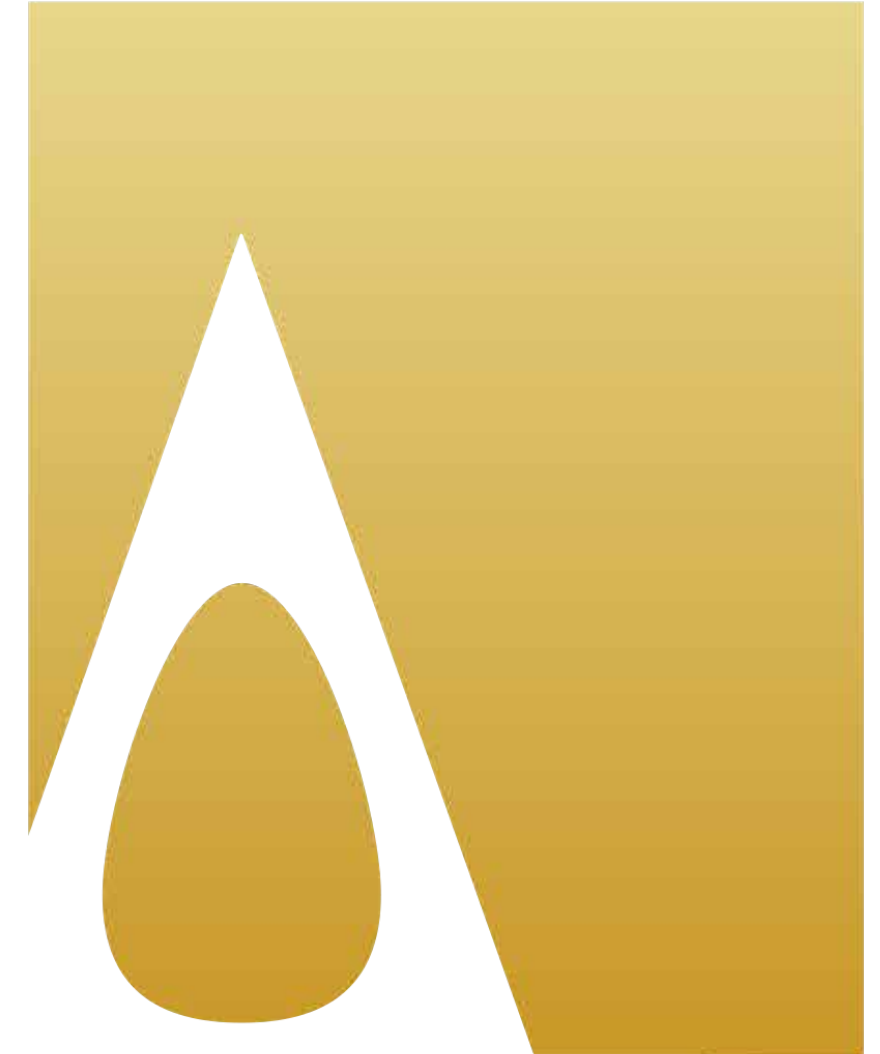


Earthy tones and crushed tiles running along the walls subtly reflect the life cycle of porcelain stoneware and the idea of sustainable design. The project was awarded the prestigious A' Design Award.

ALUPROF
BAU, 204 SQM
MUNICH, 2025

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO





**A'DESIGN AWARD
& COMPETITION**
WINNER 2025
GOLD

Smart inspirations



skyscrapers



form



green villa



ALUPROF | BAU 2025



The construction provides an ideal background for presenting Aluprof aluminum systems in real scale. Clean lines and well-thought – out proportions create an impressive yet elegant space.

KAPICA
FRONTALE, 286 SQM
NUREMBERG, 2026

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO



Smart inspirations



simple form

+

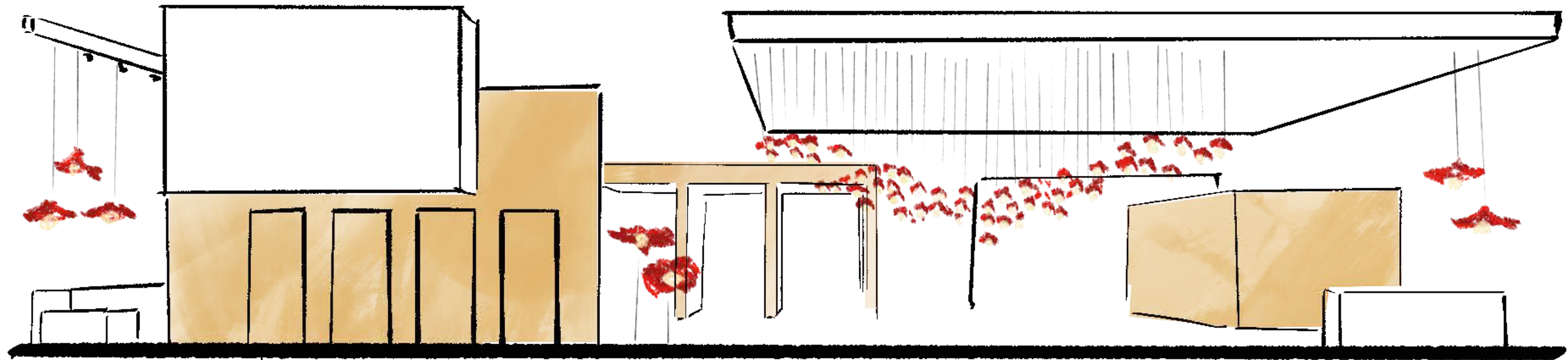


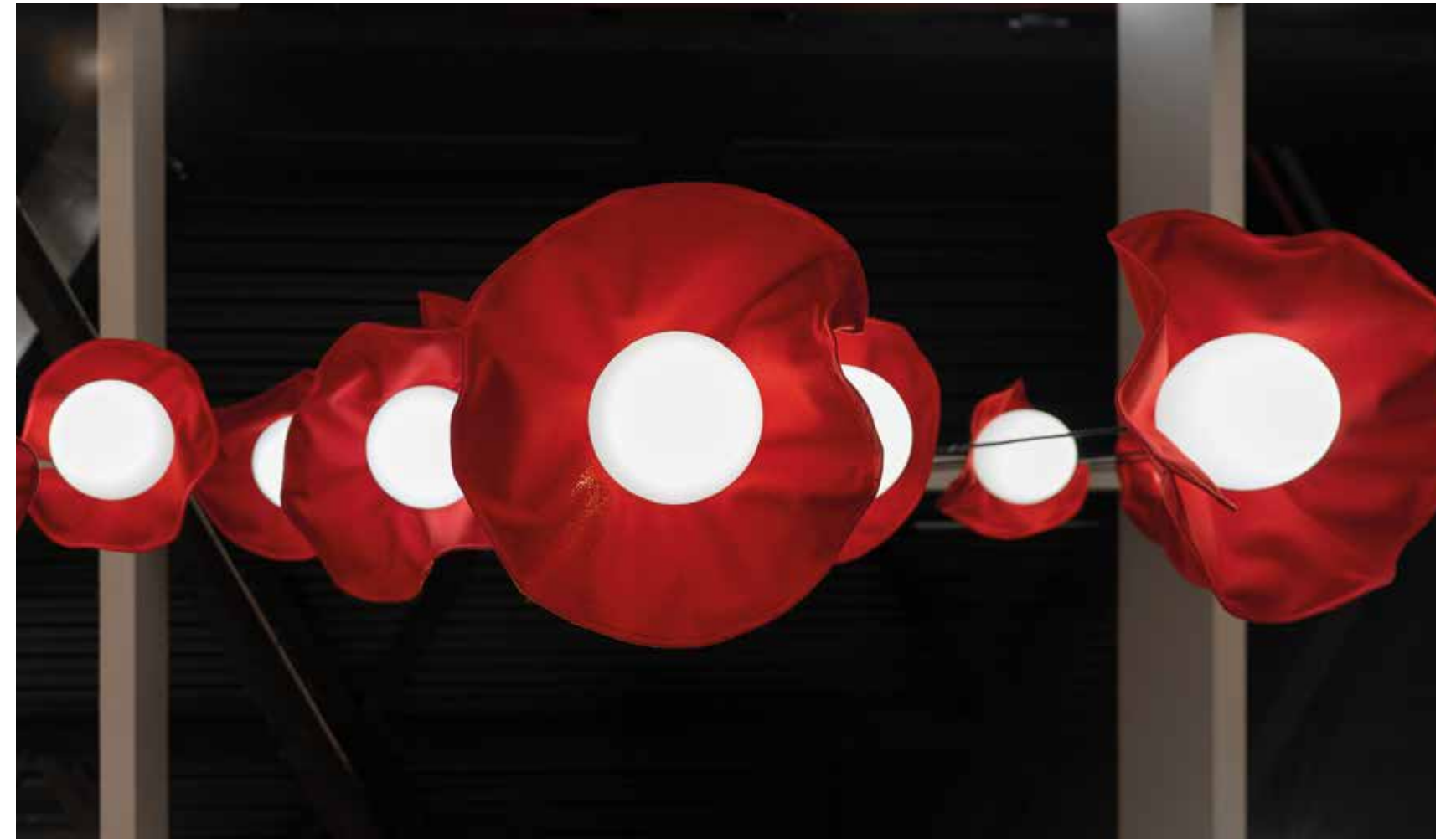
brand color

+



poppy red





KAPICA | FRONTALE 2026



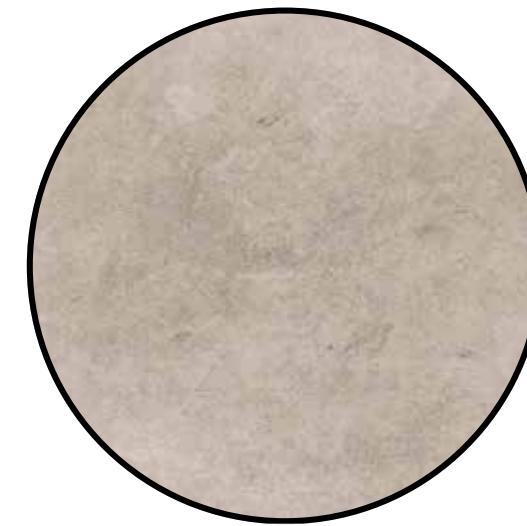
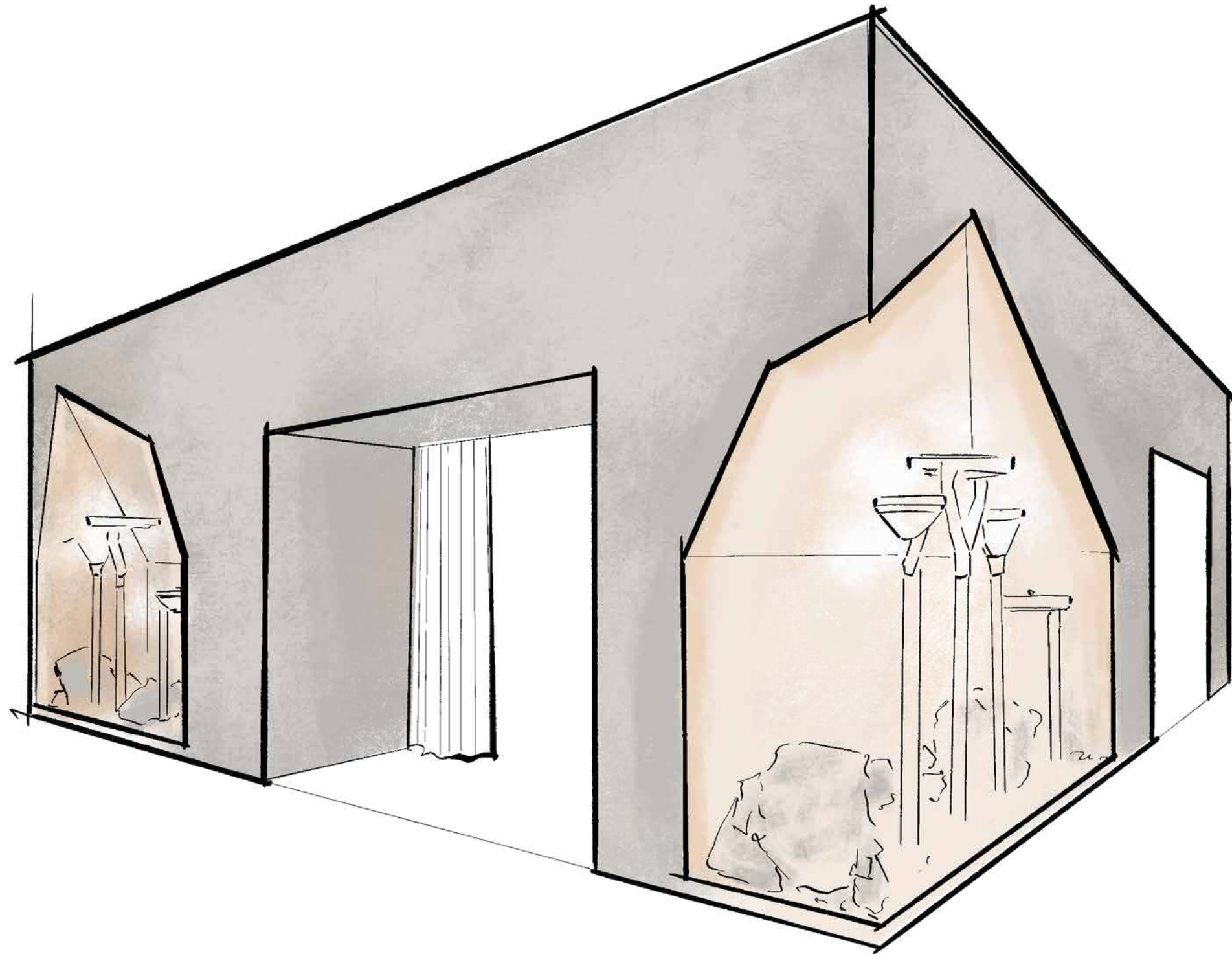
**Clean, contemporary
architecture with a “meadow”
of handcrafted poppies suspended
overhead – a tribute to the brand’s
century-long heritage
and its Polish roots.**

LENA LIGHTING
LIGHT + BUILDING, 100 SQM
FRANKFURT, 2026

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO



Smart inspiration



calm gray

+



archetype of a building

+



natural stones



LENA LIGHTING | LIGHT&BUILDING 2026



The architectural form, inspired by the archetype of a building, highlights the contrast between exterior and interior spaces, showcasing the products – interior luminaires and street lighting – in their intended environment.

TREVOS
LIGHT + BUILDING, 121 SQM
FRANKFURT, 2024

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO

TREVOS



Smart inspiration



rusty color palette

+

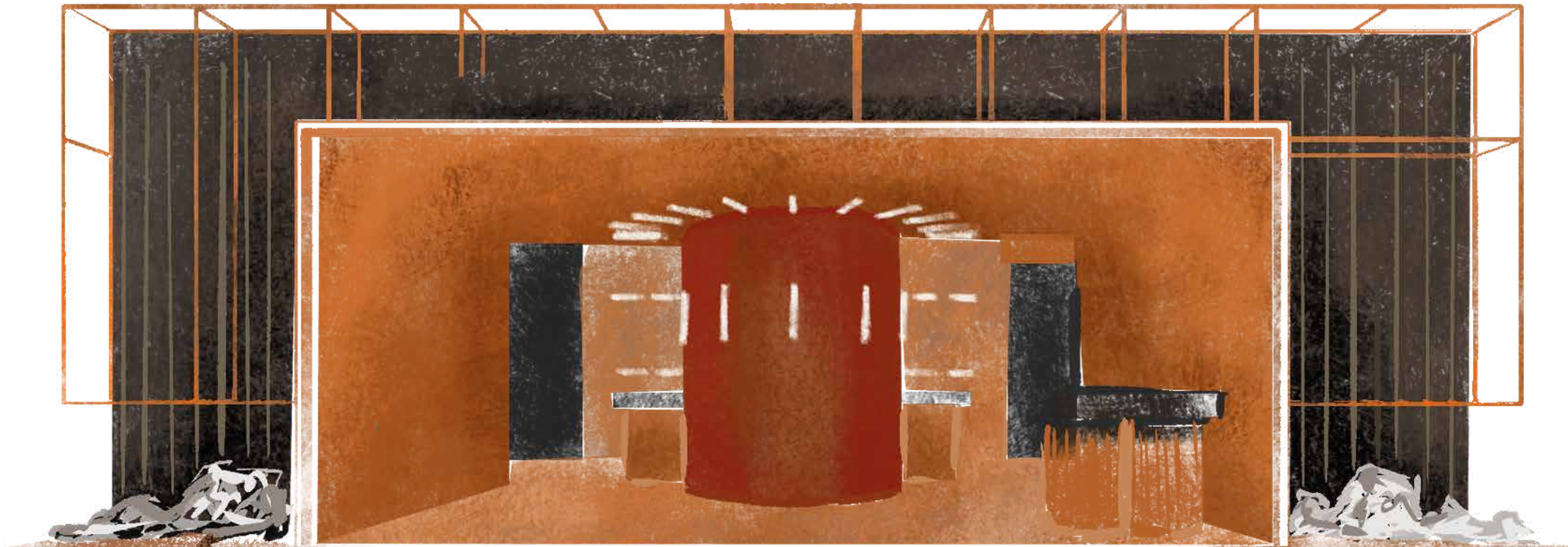


industrial vibe

+



real boulders





TREVOS | LIGHT&BUILDING 2026

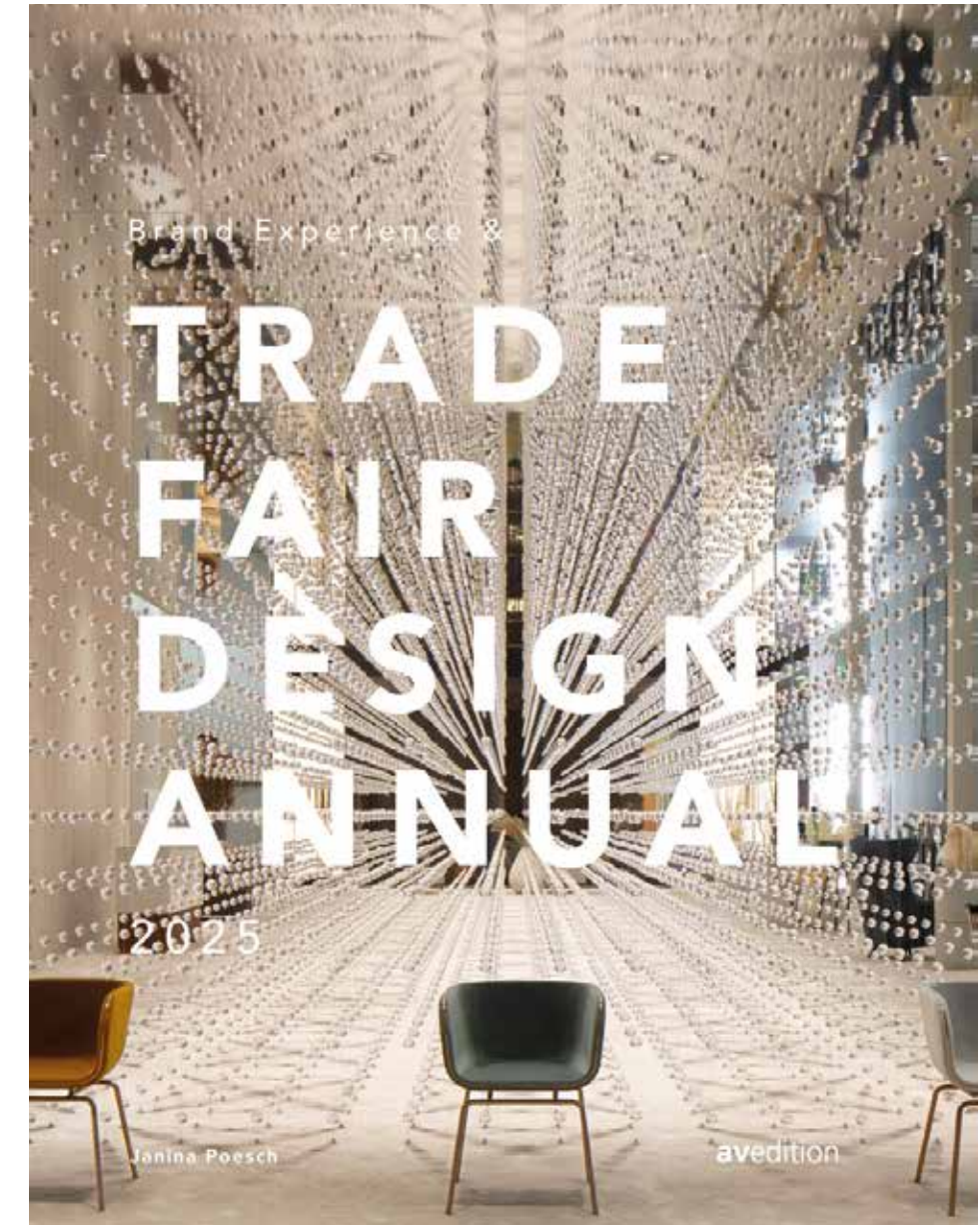


An industrial brief, a copper-toned colour palette, an open layout and one inconvenient column in the middle, creatively transformed into a product display for the brand's LED lighting fixtures.

ANWIS
R+T, 158 SQM
STUTT GART, 2024

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO





Smart inspirations



a blend of classic
and modern elements

+

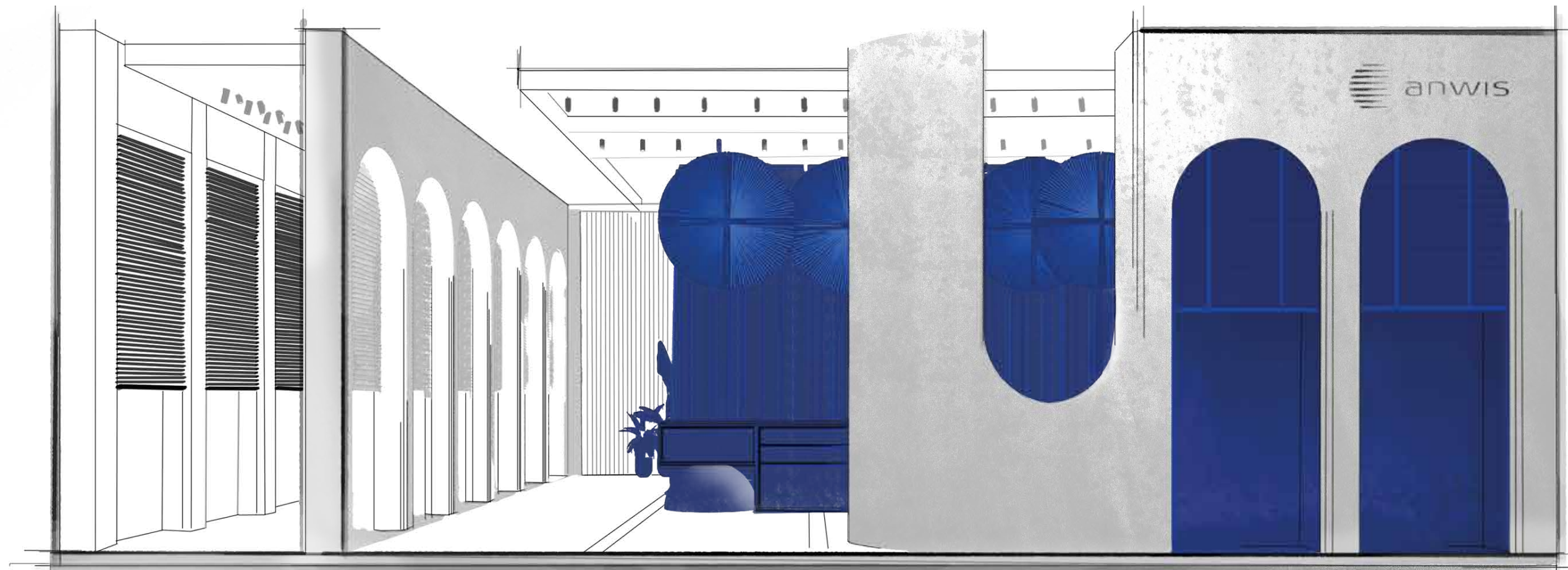


contrasting color

+



multiplied arches





ANWIS | R+T 2024



The Anwis stand catches the eye with its repeatedly replicated arches, creating an intriguing interplay. The raw beauty of concrete and the strong blue color in the interior create a dynamic and modern expo space.

CHERY MOTOR SHOW, 384 SQM POZNAN, 2026

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO



Smart inspiration



Chinese calligraphy

+



children's joy

+

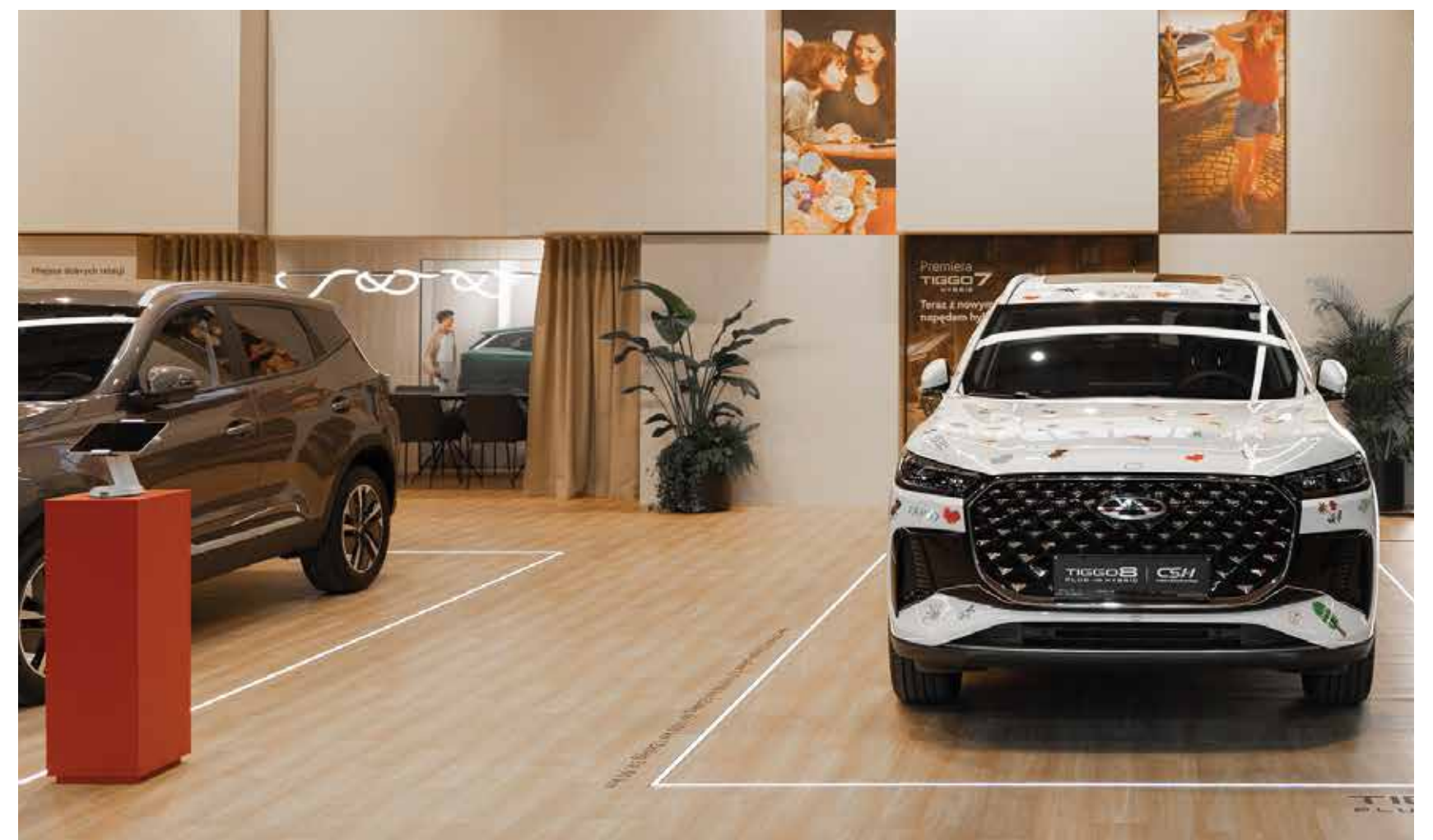


creative play





CHERY | POZNAŃ MOTOR SHOW 2026





CHERY | POZNAŃ MOTOR SHOW 2026



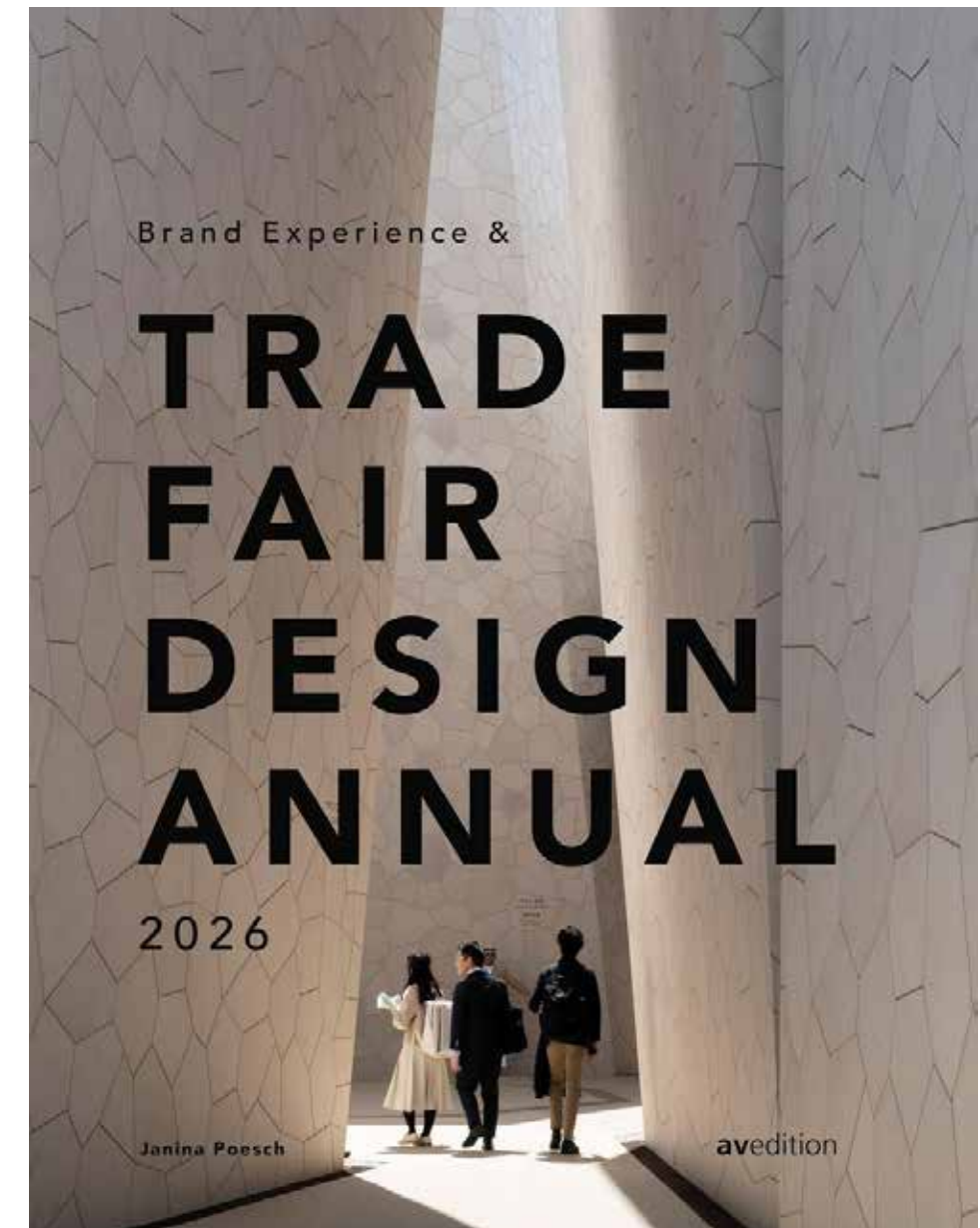
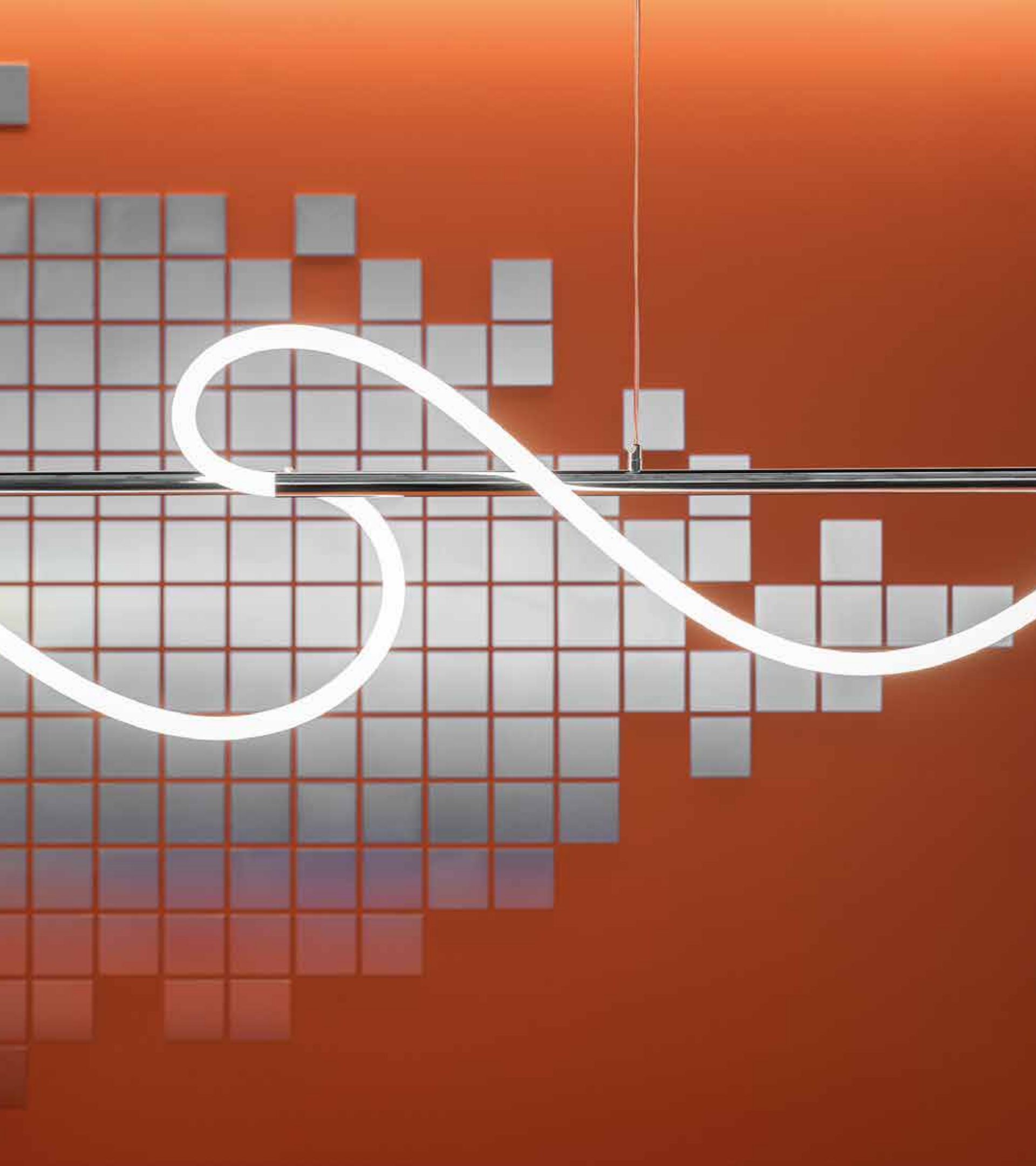
**An exhibition space designed
around family values.
Interactive play zones, two
multimedia installations, a warm
colour palette and a clear spatial
layout transformed the stand into
a positive brand experience.**

GRUPA KĘTY
ALUMINIUM, 180 SQM
DUSSELDORF, 2024

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO

GK
Grupa Kęty





Smart inspiration



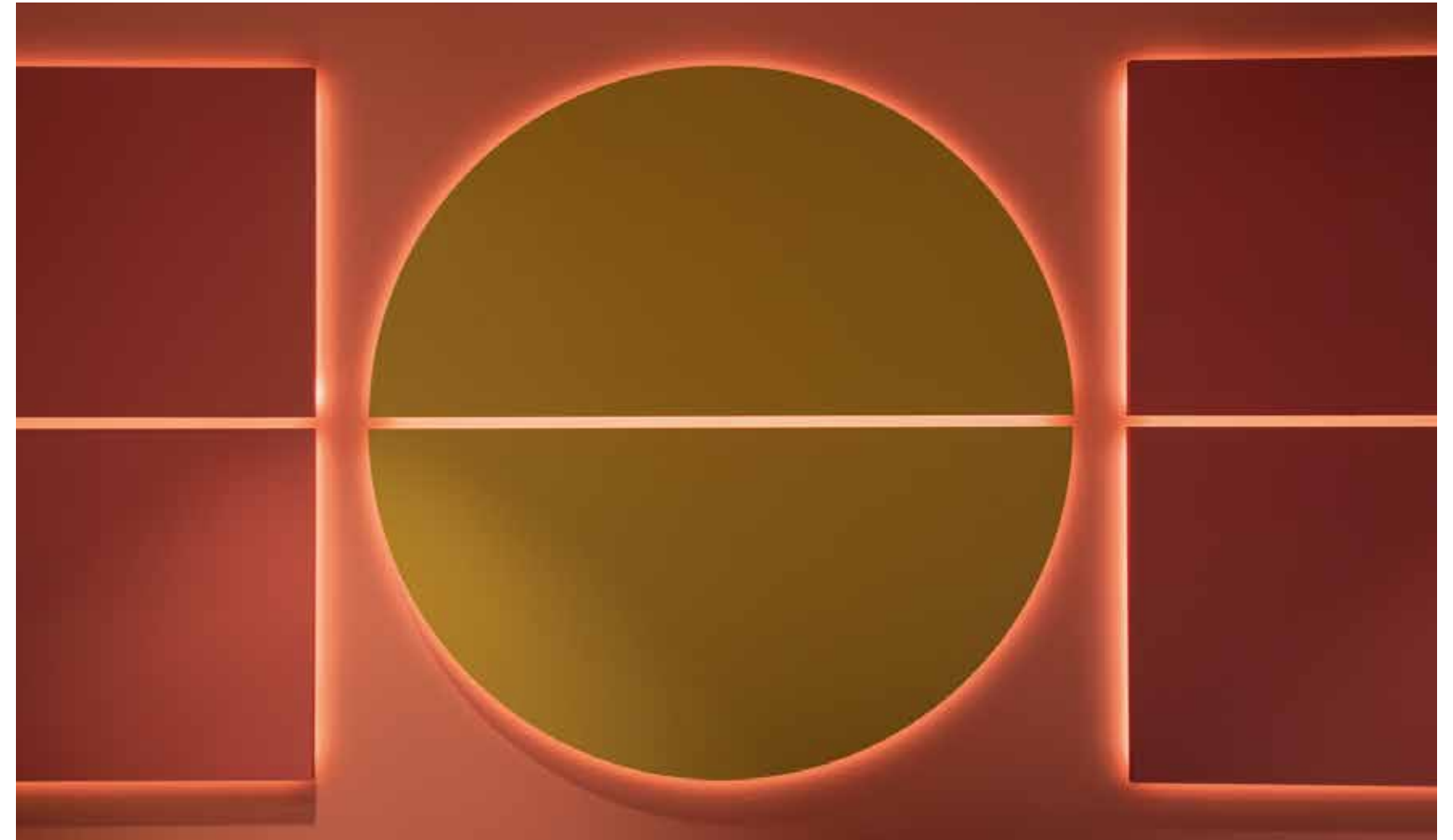
vivid orange



metal tiles
forming an artistic
mosaic



LED lighting



KRUPA KĘTY | ALUMINIUM 2024



Two wall installations made of aluminium tiles combine art with an industrial aesthetic. The bold orange colour palette draws attention, while the project itself was recognised by Trade Fair Design Annual.

**OPTIMEDIA
MADE EXPO, 180 SQM
MILAN, 2025**

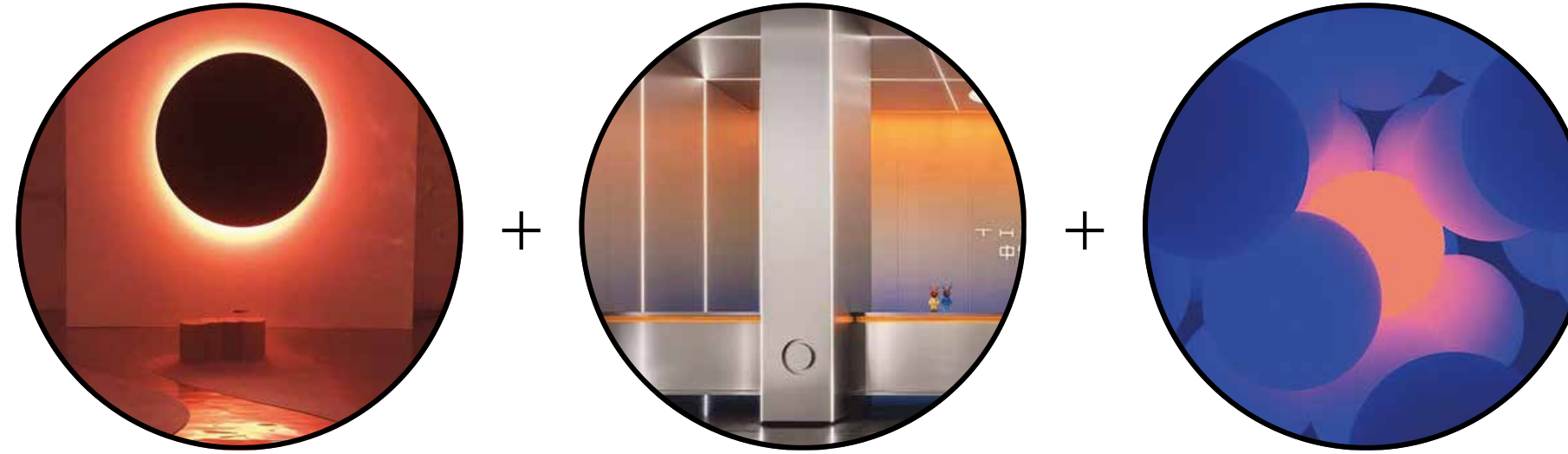
DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO

Optimedia 

Optimedia 



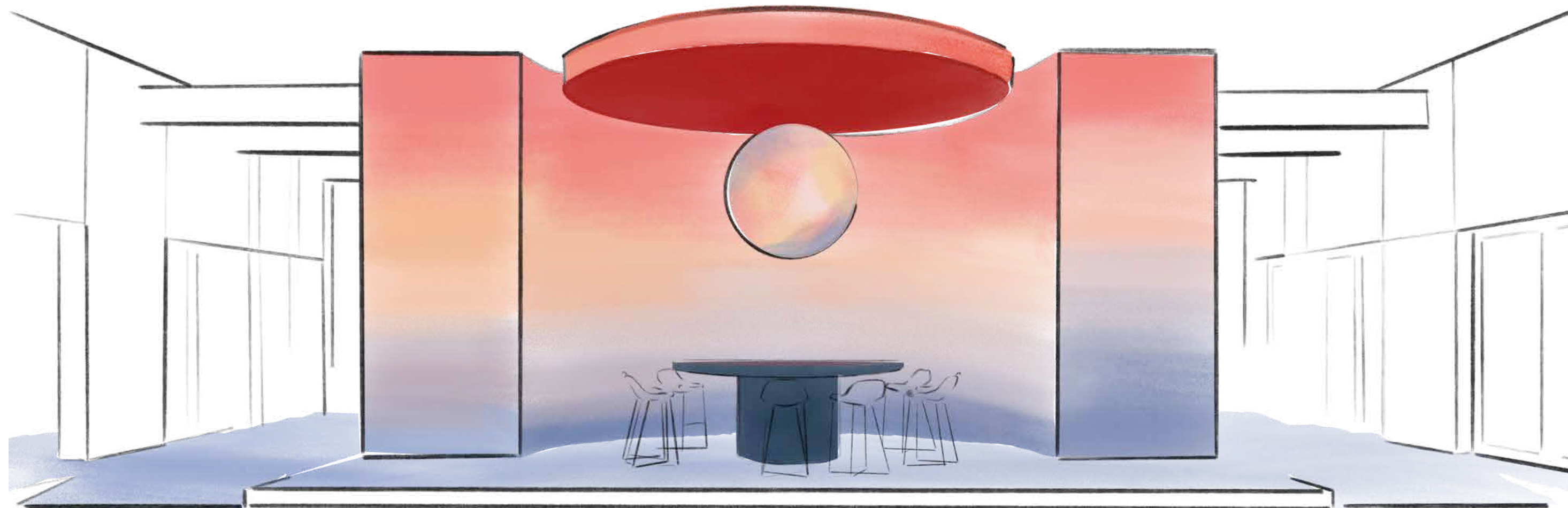
Smart inspiration



the orb of the setting sun

metallic details

tonal gradients





OPTIMEDIA | MADE EXPO 2025



The colours flow seamlessly from deep navy blue to soft shades of red, enveloping the space in a calm sense of dynamism – like the sky shifting at the end of the day.

**WIŚNIEWSKI
BAU, 572 SQM
MUNICH, 2023**

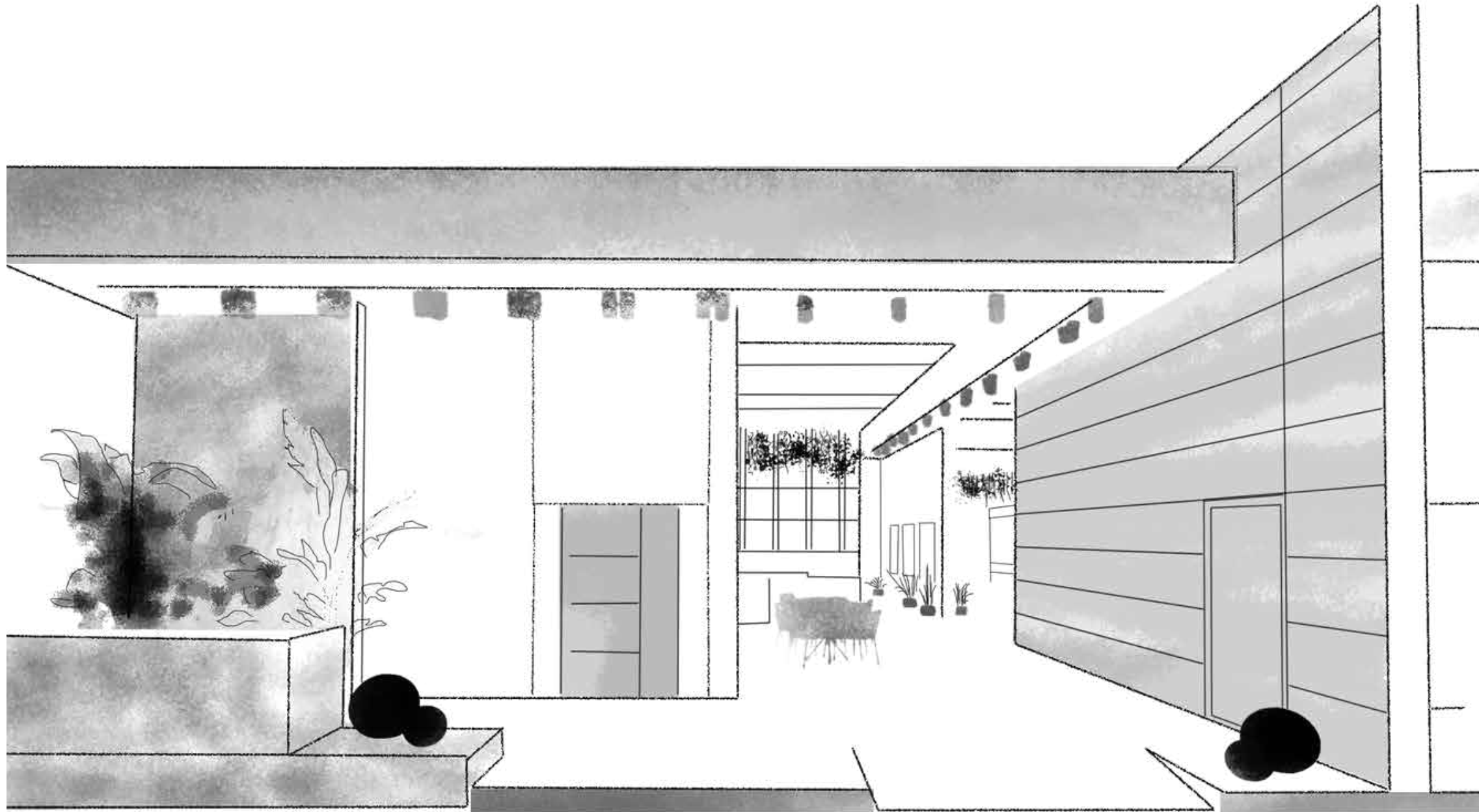
DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO





A'DESIGN AWARD
& COMPETITION
WINNER 2024
SILVER

Smart inspirations



marble finishes

+



concrete slab

+



cascading vegetation



WIŚNIEWSKI | BAU 2023



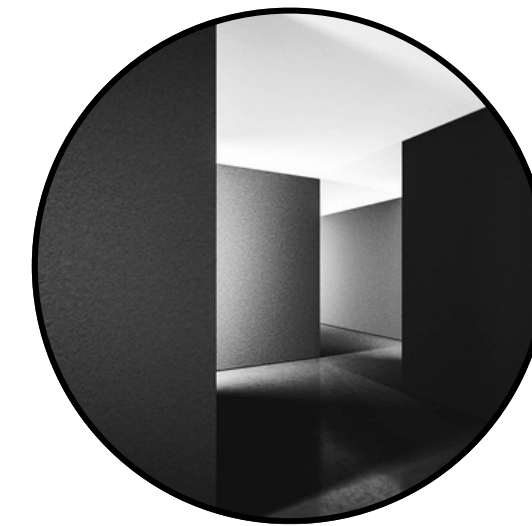
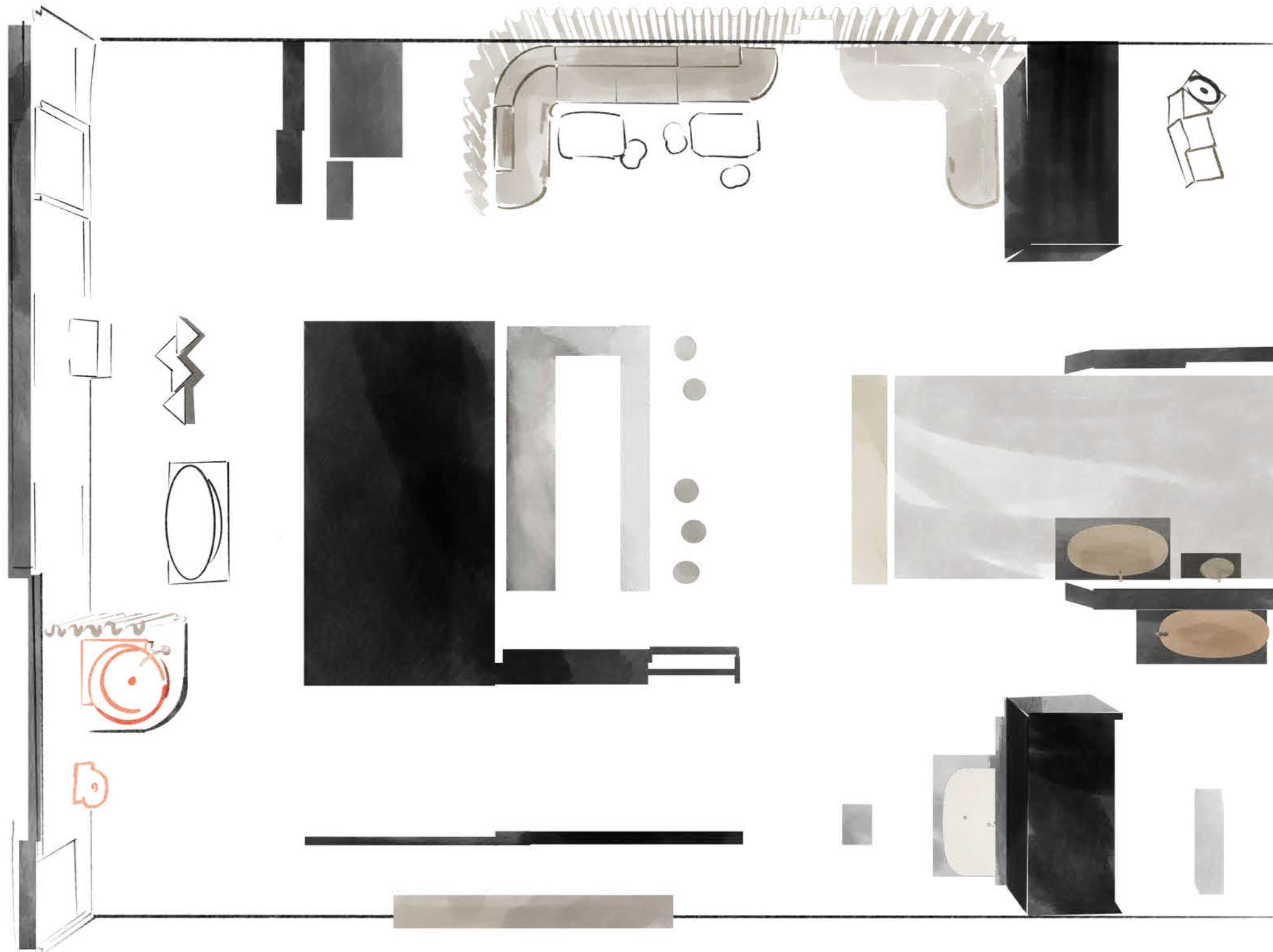
The whole creates a coherent and well-thought-out composition, where luxury meets nature. The stand not only presents products but also transports visitors into the world of an exclusive villa.

OMNIRES
ISH, 234 SQM
FRANKFURT, 2025

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO



Smart inspirations



play of light and shadow

+



form

+



marble



OMNIRES | ISH 2025

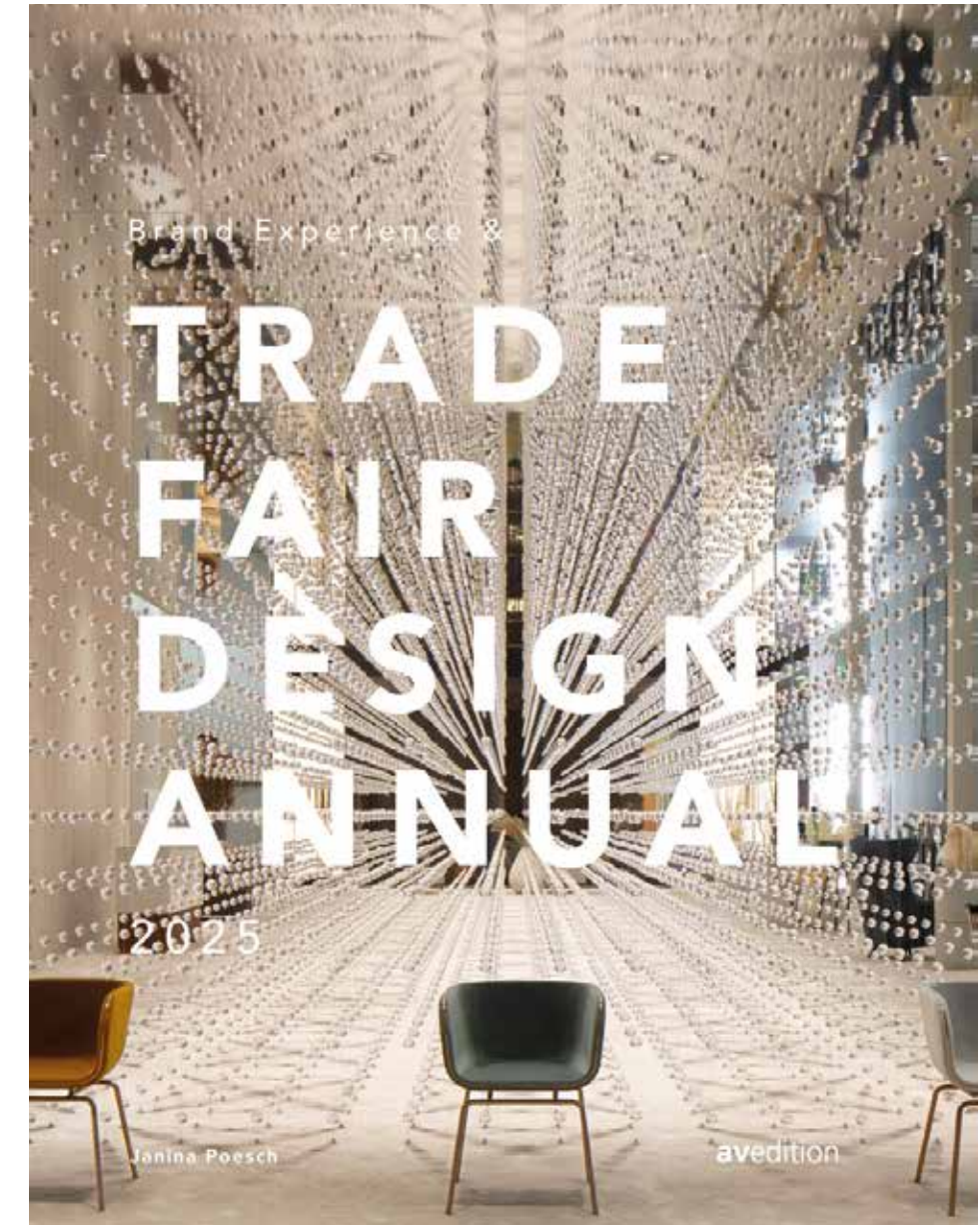


The play of light and shadow created an atmosphere that made Omnires products stand out against the dark background. Strategic lighting not only effectively showcased product details but also attracted attention amid the busy exhibition hall.

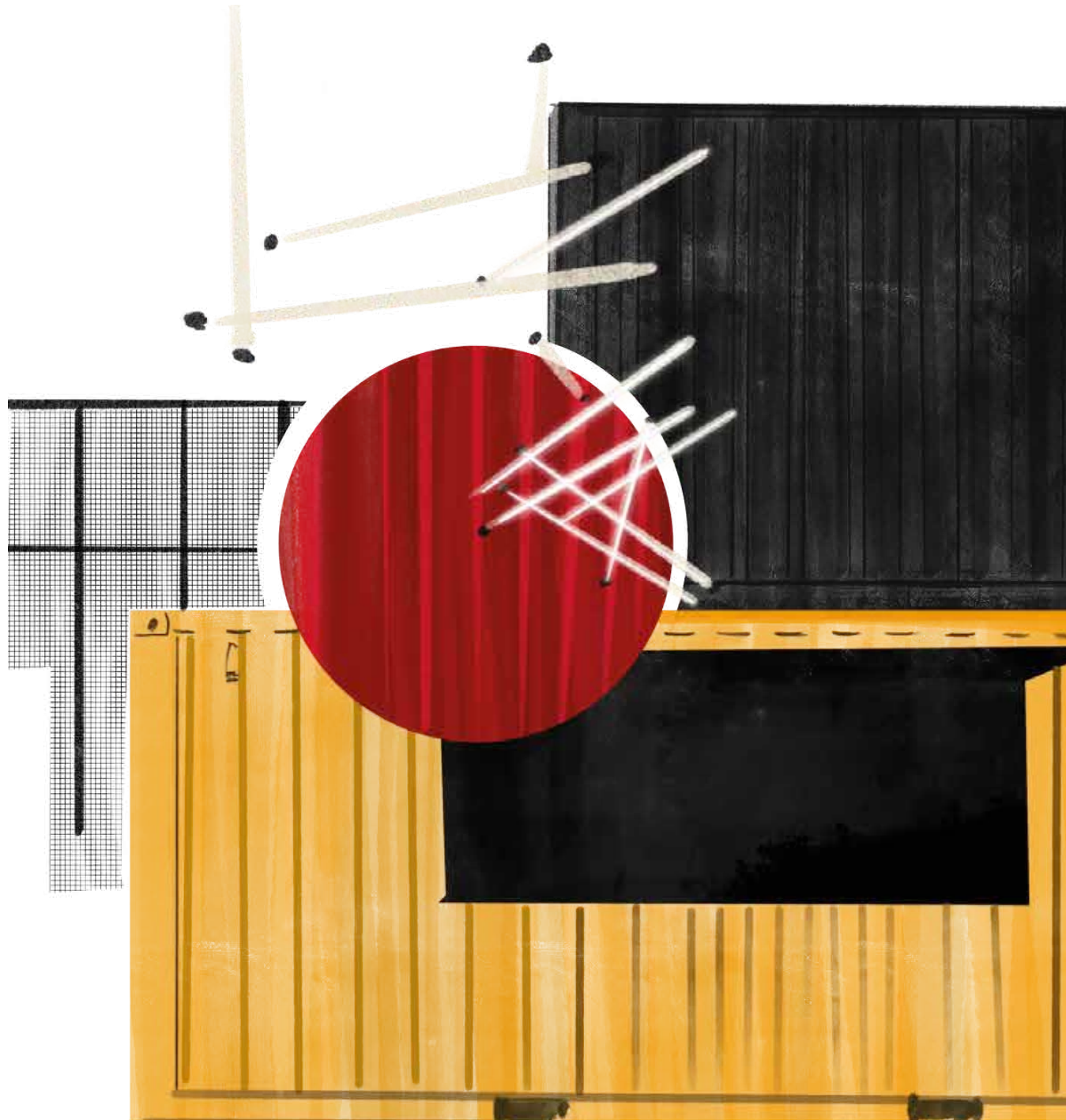
BP2
BAU, 255 SQM
MUNICH, 2023

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO





Smart inspirations



led lighting,
industrial construction

+



containers

+



plants



BP2 | BAU 2023



Raw industrialism with an ecological approach. The BP2 stand not only presents the company's products but also communicates its values: innovation, sustainable development, and a creative approach to design.

**SMART DESIGN EXPO
EUROSHOP, 45 SQM
DUSSELDORF 2026**

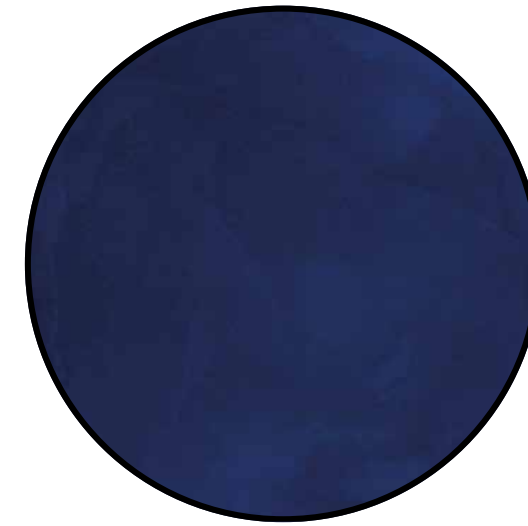
DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO

 **SMART
DESIGN
EXPO**

20 years together

 **SMART
DESIGN
EXPO**

Smart inspiration



ultramarine



playing with texture

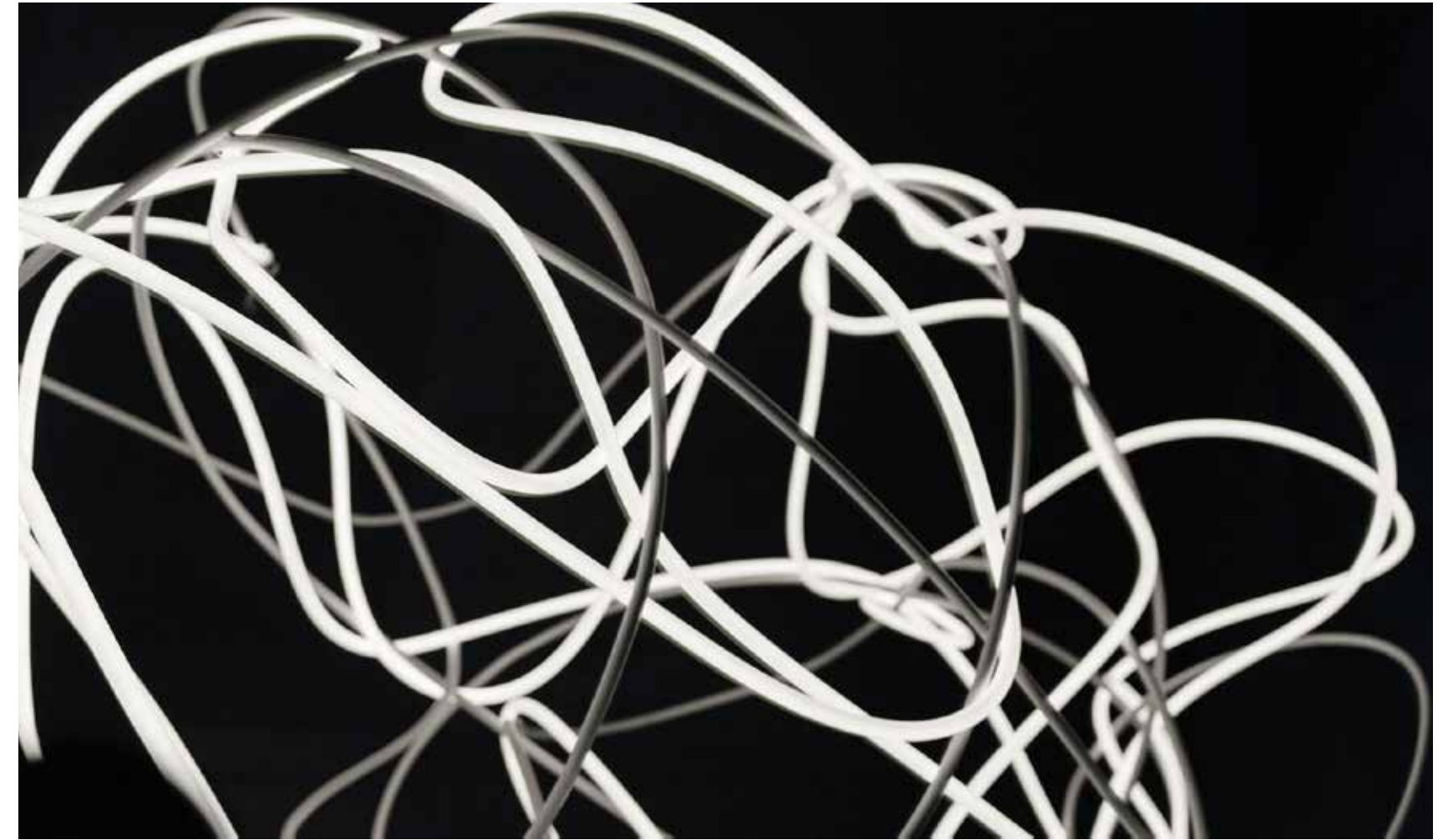
+



hand motif



"sketchy" lamp



SMART DESIGN EXPO | EUROSHOP 2026





SMART DESIGN EXPO | EUROSHOP 2026

Ultramarine wooden beams formed a sculptural installation reminiscent of a moving curtain, revealing a dimmed interior illuminated by a sketch-like luminaire.



SMART DESIGN EXPO | EUROSHOP 2026

**Our project received an award in the
Exhibitor Magazine EuroShop Awards
competition.**



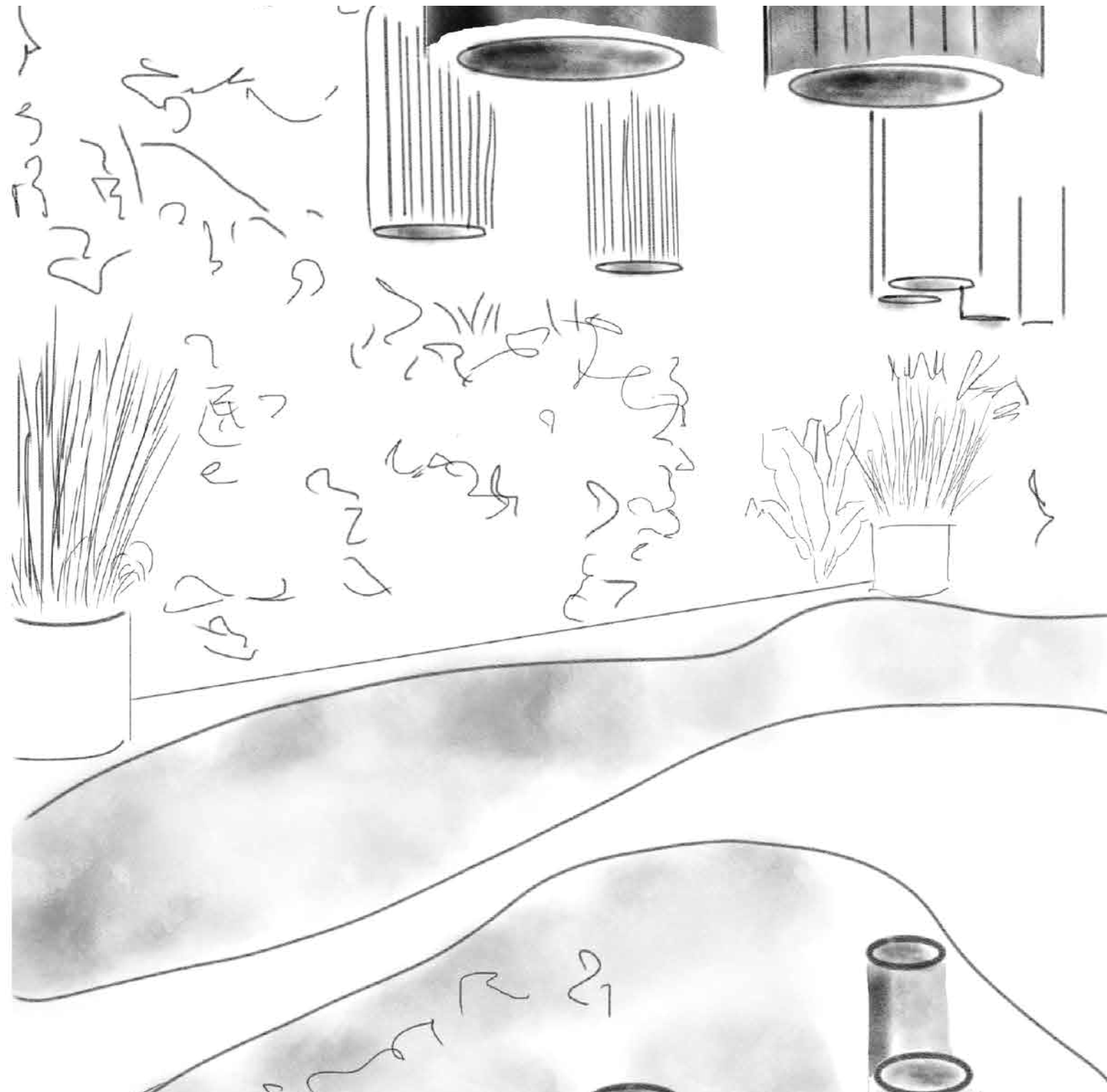
CIARKO
WARSAW HOME, 104 SQM
WARSAW, 2022

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO



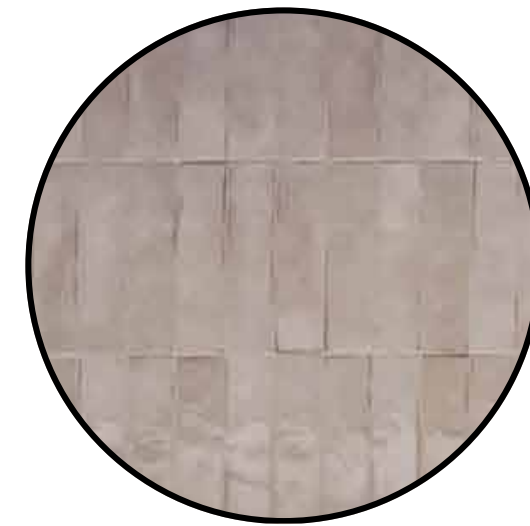


Smart inspirations



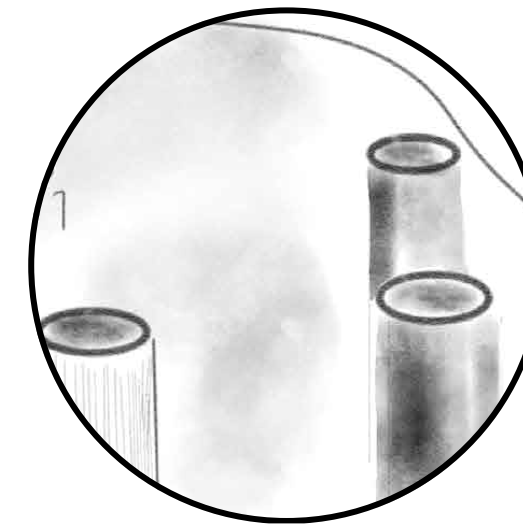
floral elements

+



finishing of the bar
counter

+



reflection
in the floor element



CIARKO | WARSAW HOME 2022

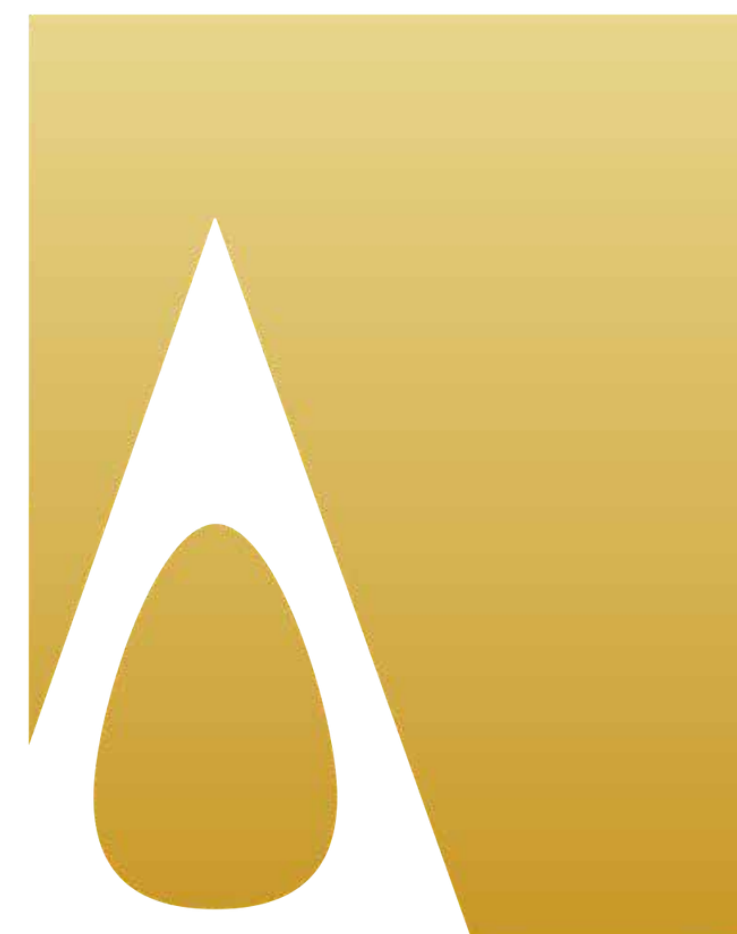


The entire composition creates an oneiric, sensual space where reality blends with fantasy. Light structures, delicate floral elements, and magical accents in the form of bubbles create an atmosphere of an enchanted garden.

DRUTEX
FRONTALE, 237 SQM
NUREMBERG, 2022

DESIGN AND CONSTRUCTION:
SMART DESIGN EXPO



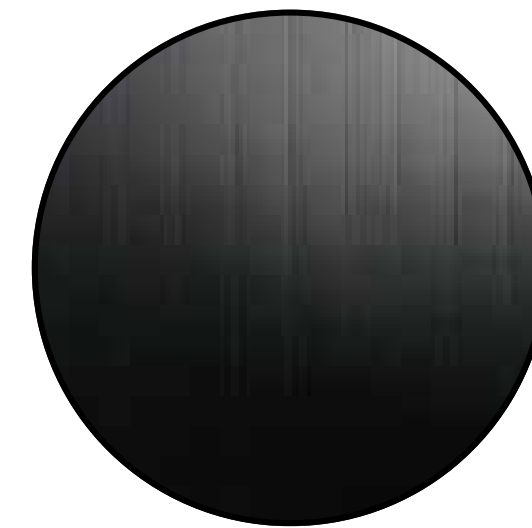


A'DESIGN AWARD
& COMPETITION

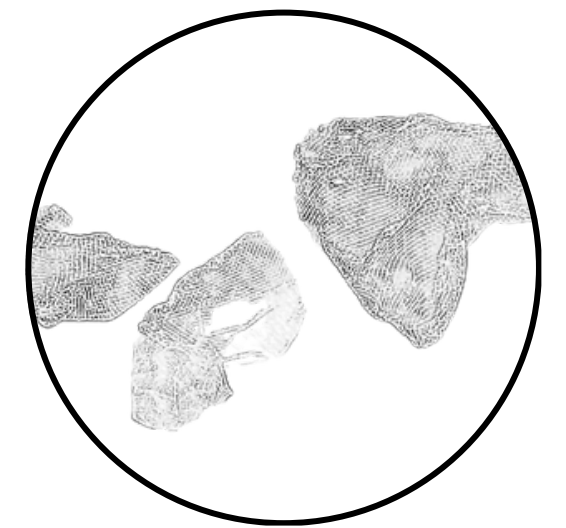
WINNER 2023

GOLD

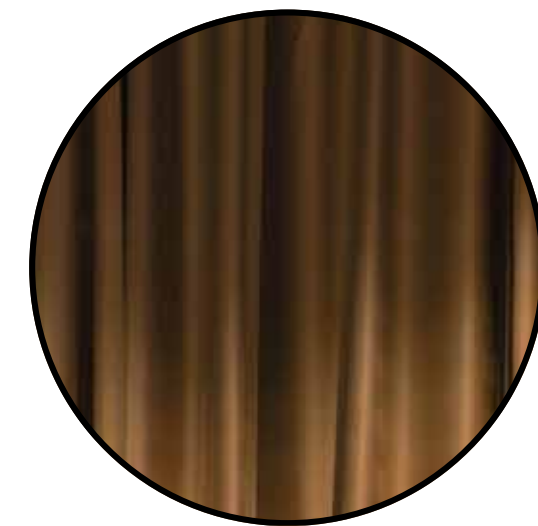
Smart inspirations



front panel



clouds



curtains

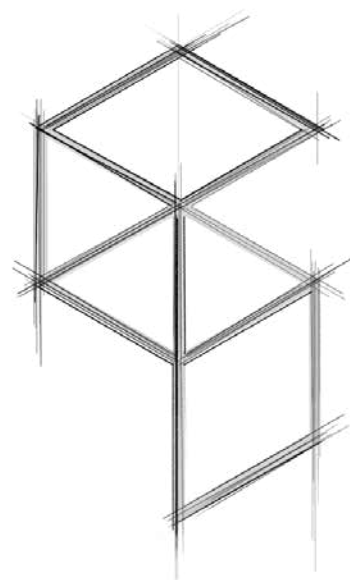


DRUTEX | FRONTALE 2022



Deep black serve as a backdrop for golden clouds, which add lightness and luxury to the space. Soft curtains introducing an element of elegance and coziness.

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
Phone: +48 61 642 71 47