

THINK SMART
GET SMART



SMARTXS

SMART EXHIBITION DESIGN

WHO WE ARE

Smart XS are exhibition / event design & build specialists.

We bring together a wealth of experience in design and project management. Our team has long history in events, exhibitions and interiors, as well as joinery and architecture; in our profession there is no substitute for experience and knowledge.

We believe that the success of our business lies in the close relationships we forge with our Clients and their brands.

Our work is as varied and unique as the clients we work for; from large to small, consumer or trade-facing. We have a passion for our work that is unparalleled, a commitment that is verging on the unhealthy, and a work ethic that is bordering on the obsessive.

Smart XS project manage from initial design concepts to fabrication and installation, extending through dismantle and storage of exhibition and event equipment pending National, European, or Global distribution. Fundamentally we believe that great individual exhibition and event solutions can be achieved on the tightest of budgets and time lines if you have the right partner driving the project forward.

REVIEWS

Nicola Coaley - GE Money

“ Smart XS have provided us with an invaluable service over the years for our biggest event The Mortgage Business Expo. Our stand has become something competitors have tried to copy as both the design and functionality that Smart developed helped make our events highly successful. Carl and his team pay attention to detail and even when asked to do last minute changes, turn things around to make the impossible - possible...”

Laurent Van Bekkum - Molyneux Skincare

“ Having worked with the team at Smart XS for over 4 years it gives me great pleasure in recommending the whole team. The combination of creativity, insight and 'can do' attitude has made my team's work much easier but more importantly their work has continually enhanced our brands. An excellent partner to work with...”

Heidi Bruce - Track 9

“ We've produced events together with Smart XS for several years now, both in Europe and the U.S. Always a pleasure to work with Carl's trustworthy and talented team, I can gladly recommend them to anyone...”

John Denman - Quattro

“ We have been working with Carl for about 10 years across a wide variety of projects. Incredibly hard working, he always manages to deliver no matter what curved balls are thrown at him. He is the first person I call when I have an exhibition brief...”

PORTFOLIO - MICROSOFT MWC



Smart XS worked again with Trackg and Thing! over 6 months to deliver this mammoth stand for Microsoft. The stand comprised a multitude of public demo spaces, retail areas, stage & press areas, as well as 2 floors of meeting rooms and additional demo space. The project was meticulously planned and executed on time to a highly professional finish, ensuring another happy client.

PORTFOLIO - NOKIA AT MWC



Smart XS were again tasked with delivering the project for Nokia at Mobile World Congress; and delivered a show-stopping stand alongside our creative partners in Finland. The stand required 14 separate demo areas as well as a main stage and 35+ meeting rooms. The stand was split over four floor levels and required close work with the engineers to ensure great success.

PORTFOLIO - MOLYNEUX SKINCARE



Smart XS have worked with Molyneux Skincare for a number of years . During that time the brand has grown and flourished, while we have continued to deliver on a number of projects at various shows. On each of these we have worked closely with the client to deliver innovative and exciting designs that are as functional as they are beautiful, from initial concept to on site delivery.

PORTFOLIO - HERE MAPS PARIS MOTOR SHOW



Working with our Finnish creative partners Track 9 and Thing!, in the summer of 2014 Smart delivered this contemporary stand for HERE Maps at the Paris Motor Show. As supplier to Mercedes, Land Rover, Jaguar & VW to name but a few, the stand needed to be finished to the very highest of standards and Smart XS did not disappoint, completing a beautiful build ahead of schedule.

PORTFOLIO - NOKIA LUMIA 1020 LAUNCH



In the summer of 2013 Smart XS were asked to manage the New York launch for the new Nokia Lumia 1020. Set in a pier off of the Hudson River, the challenging site was almost 300m long requiring each part of the experience to be micro - managed. Despite curve balls, late nights and 40+ temperatures, Smart XS were once again able to overcome and deliver another successful project.

PORTFOLIO - NOKIA AT MWC



Smart XS were tasked with the development of the initial concept for construction and delivery of the project on site. With the overall footprint in the region of 2500m² and a variety of demo and staff meeting areas required, this huge project was delivered on time to an exceptionally high finish. The stand also received the great honour of being voted "Stand of the Show".

PORTFOLIO - BALENS SPECIALIST INSURANCE



Balens are another client who have stuck with Smart XS over the course of many years. Smart XS deliver stands for Balens at a number of shows over the course of each year. From beauty shows to yoga & holistic health, each stand requires unique branding tailored to its specific audience. We look forward to working with Balens as a much-valued client for many years in the future.

PORTFOLIO - COCA-COLA FOCUS CONFERENCE - ROYAL ASCOT



Coca-Cola completely took over Royal Ascot for their annual conference. Working with Bulletproof Design, our brand partners we managed, in just three days, to turn 1400m² of betting lounges and conference halls into themed walk-through zones where more than 1000 delegates enjoyed thirty-minute individual presentations before moving through to the next cool environment.

PORTFOLIO - G.E MONEY



GE Money had a very difficult brief, which required their two brands; iGroup & First National Home Lending to be supported under one umbrella with the same allocation and stand out. Our resolve was to encompass each brand with a rising, fluid form structure, which carried a strong graphic anchored with large heavy set entrance ways to give a solid, permanent feel to the unique brands.

PORTFOLIO - NOLAN UPVC SHOWROOM



Nolan UPVC relocated to bigger and better premises. They required a fantastic, colourful showroom over two floors to reflect their position as local market leaders. We realised upon first meeting how disjointed the space and how vast the product range to be displayed. With careful planning we designed a visually coherent environment with a controlled walkway from door to sales team.