

CZARNOWSKI.

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STORIES THAT MOVE

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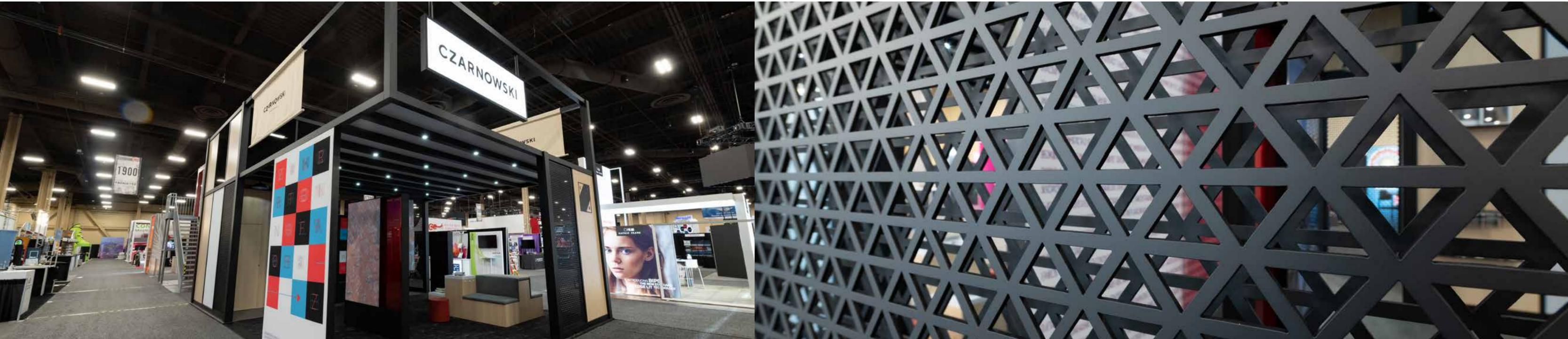
EXHIBITORLIVE 2019

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MAKING CONNECTIONS WHILE ALTERING PERCEPTIONS

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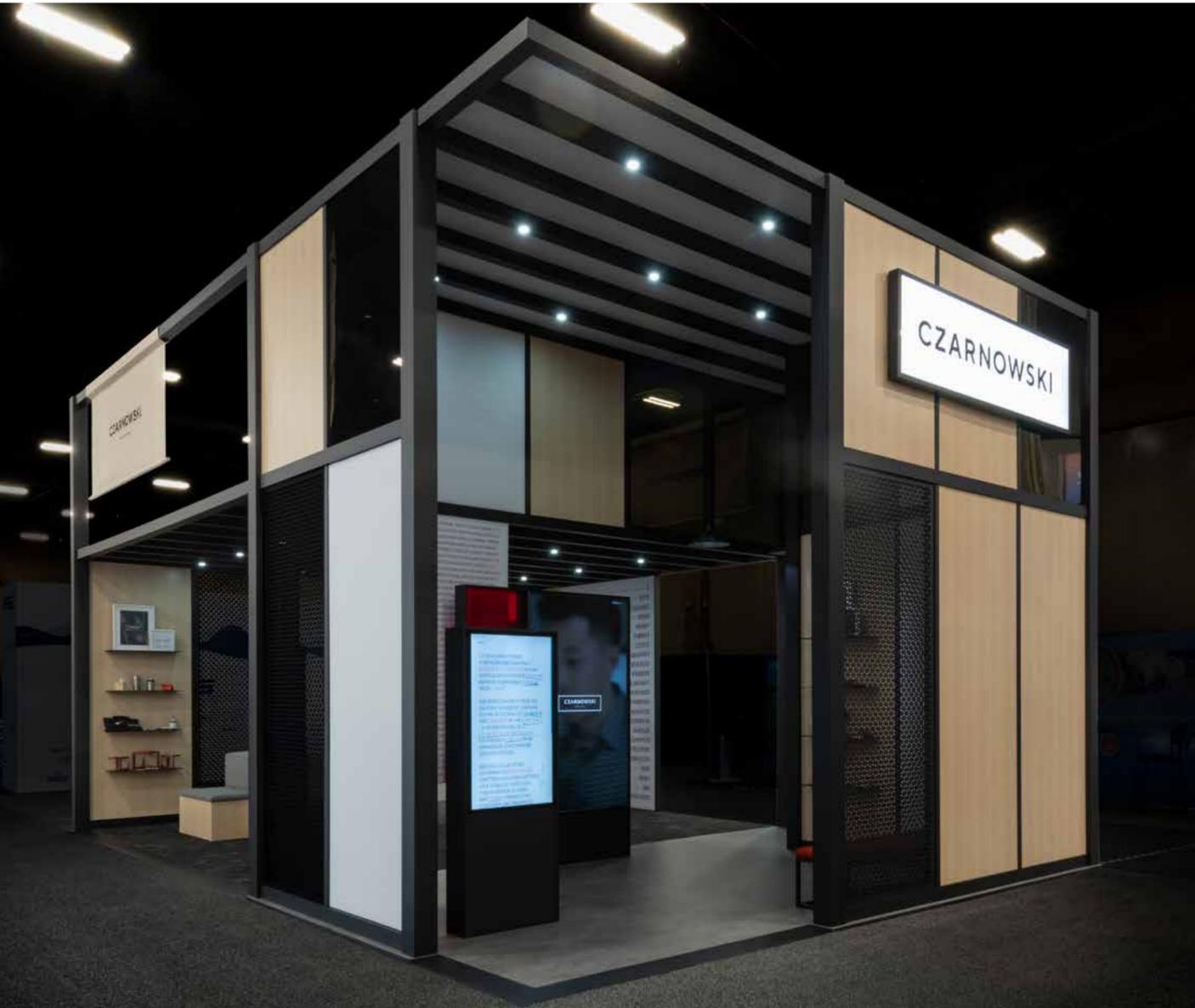


Challenge

To challenge established perceptions of Czarnowski by showcasing our culture and capabilities in a new way at EXHIBITORLIVE, the nation's largest gathering of tradeshow and event marketers.

Solution

A retail-inspired space that encouraged exploration, provoked curiosity and told our unique brand story through language, photography and detailed craftsmanship.





We designed our EXHIBITORLIVE space to be different: part boutique, part showroom, part art exhibition, all Czarnowski.

To get visitors into the space, we purposefully avoided overt tactics like giant signs and loud gimmicks, opting instead to let the simple, clean and modular design stand on its own. The sophisticated and restrained aesthetic not only pulled curious attendees in, but it also acted as the embodiment of our new branding—which we officially debuted at the event.

We're storytellers by nature, which means we have a lot of tales we want to tell. But our purpose for being at EXHIBITORLIVE was to have good conversations with customers, prospects and partners.

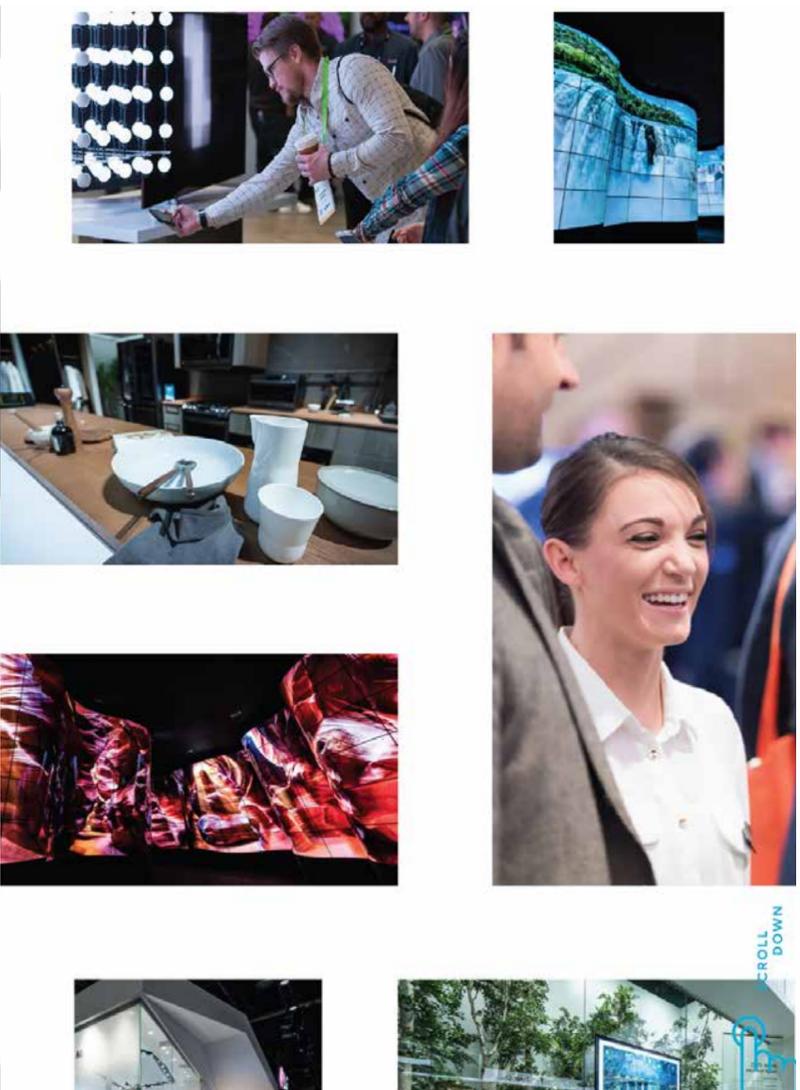
We know good conversations only happen when you listen more than you talk, so we made sure our EXHIBITORLIVE space was a place where visitors could relax, move through at their own pace and find exactly what they were looking for.

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We put aside any agenda, freeing up our sales team to interact with guests in the way they wanted to be interacted with. And we found that instead of diminishing the message we wanted to convey, the individualized interaction only enhanced it.

To upend visitors' established perceptions of Czarnowski, we designed the space—and the content within it—to be experienced differently from every entry and vantage point. This formed a learning experience that emphasized and celebrated the many sides of Czarnowski in a fun and engaging way.





WE ARENT AFRAID TO TURN
AN IDEASIDE DOWN AND
SEE WHATS TAKING PLACE
WE DELIGHT IN THE FEELING
OF BIG IDEAS WE ALSO
SAVOR THE PRACTICALITY
OF PRECISE DESIGN THAT
BRINGS OUR STORIES
TO LIFE
WE ARE A COLLECTIVE

Upon entering the space, visitors were provided with CzarVision—red glasses that served as a nod to both nostalgia and new perspectives. The glasses stripped away the visual clutter to reveal the importance of details, allowing guests to read and interact with 50-inch touchscreens detailing who we are, where we’ve been and where we’re going.

Visitors could click links on the screens, triggering additional content to project on the large video walls for the entire space to see. This created a collaborative learning environment for the entire gathering to follow along and learn more.

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The environment itself served as a talking point by demonstrating the breadth of our capabilities and tireless attention to detail—from seamless (and cordless) displays and camouflaged hardware to waterjet-cut architecture and distinct material choices.

Lovingly referred to as the Czarnowski Store, the space incorporated separate shelving areas to highlight our history and show off our new branding on a variety of swag. There were also seating areas for weary “shoppers” to take a load off and have a chat with a team member.





We're not the loudest presence on the show floor, but we like to think of ourselves as the most thoughtful.

We consider every aspect of the space—from large to small—in order to imbue it with deeper meaning that transcends the obvious and sparks more productive and meaningful conversations.