

LG
LG SUPER UHD TV

Nano Cell™ Display
LG SUPER UHD TV

CZARNOWSKI®
STORIES THAT MOVE

LG AI OLED TV ThinQ
GOLED TV
α9
Embraces AI

OLED Meets
Intelligent Brain

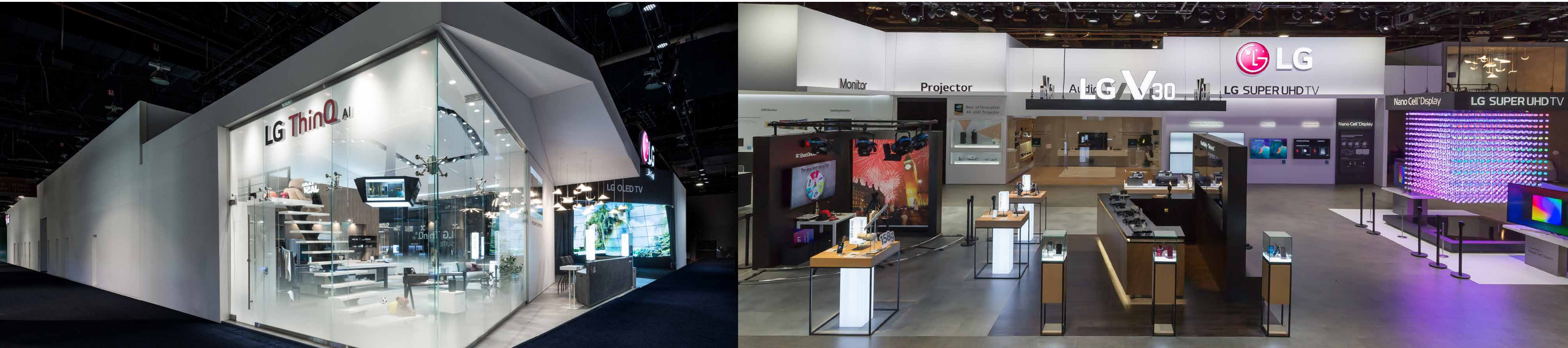
SUPER UHD TV
Nano Cell™ Display

CZARNOWSKI.

LG at CES

AN EXPANSIVE SHOWCASE FOR INNOVATION

1 (800) 247-4302
INFO@CZARNOWSKI.COM



Challenge

To engineer, fabricate and execute—within an extremely limited timeframe—HS Ad’s expansive design showcasing LG's cutting-edge products.

Solution

A high-quality, precise experience created with over 43,500 square feet of fabric to fully immerse attendees in the world of LG.

The annual Consumer Electronics Show (CES) is a veritable who’s who of next-generation innovators coming together to introduce new products, showcase groundbreaking designs and generally bring the wow. With over 75,000 attendees from 150 countries and 2.6 million net square feet of show space, HS Ad knew they had to do something big to stand out at CES.

HS Ad’s overarching theme for CES was a journey through its product ecosystem. Attendees walked through LG’s business units, experiencing each respective innovation as they flowed easily from home electronics to Nano Cell technology and artificial intelligence.





The crowning jewel of HS Ad’s design was a winding 92-foot long canyon made up of more than 240 flexible OLED screens featuring images of everything from outer space to the deep sea.

We acted as HS Ad’s partner for the event, supporting their amazing design with exceptional fabrication, engineering and execution.

With the majority of the structural materials produced by us, we faced a major challenge of only having four weeks to fabricate and build the experience.

We were tasked with constructing the entire footprint, a 200’x110’ space, in addition to four large meeting rooms. Because of the shortened time frame, our engineering and fabrication had to be spot-on. There was no room for error.

We were also charged with working with an internal agency partner based out of Korea. Our communication with the Korean partner—especially around specific concepts and technical elements—needed to be precise, and we initially ran up against a language barrier.

To ensure there was no miscommunication, we brought in a translation team that could not only speak the partner’s language but the industry language as well. By taking this extra step, we ensured a seamless transition.

Because of the substantial scope and condensed timeline, we used our Denver, Atlanta and St. George offices—with most of the pieces fabricated in fewer than five business days from time of approval. And with no time to pre-fit the different structural components being produced in the different cities, we knew our execution had to be perfect.

This was our first full project with HS Ad, and we were responsible for everything structural—from the trusses in the ceiling down to the tiles on the floor.

When we started the project, it was clear that HS Ad was not interested in ordinary. They wanted to position themselves as a quality leader, so they needed a quality presentation to match. We pushed to understand their needs and expectations, and then did everything in our power to exceed them.

And with 50 trailer loads of off-the-shelf rentals and sub-structure, we were able to create an impactful experience for HS Ad, while staying within budget and delivering on time.

Built with an extremely tight production timeframe of 18 days, this engineering feat overcame logistical obstacles and international language barriers to become a smashing CES success.

