



VAN DEN BLOCKE

SCENOGRAPHY & PRINTHOUSE

We mastered the art of **non-standard projects**.

Artwork delivered to **3,500 stores in 50 countries**.



Over 15 years experience

Success stories worldwide – in **New York, Paris, London, Moscow, Berlin, Geneva** and **Kuwait** among **others**.

We create an intimate space for exchanging ideas, ensuring close cooperation with our clients. We are direct and open. For more than 15 years, we have maintained a hands-on approach on every single project.

Working closely with major international brands motivates us to invest in the best equipment. All materials used at **VAN DEN BLOCKE** are sourced globally from renowned manufacturers and adhere to the highest European quality norms.

Let us help you to show the uniqueness of your brand!



We are all about visual storytelling

We come from Gdańsk. That is where we work and create our vision. We believe that one image can be far more suggestive than thousands of words. That is what inspired us to create our studio of decoration & window display designs.

Unconditionally focused on brand communication.

Unashamedly creative.

Simply essential.

Our unique approach and proven business model suit our clients – the biggest European brands.

Artistic craft with strong logistics, imaginative designs and in-depth market analysis.

And the result?

Never accidental. Always well-conceived.

Our dedication is the main reason why our clientbase includes over 3,500 stores in 50 countries worldwide.

Our products can be found in most European countries, as well as in Russia, the Middle East, the United States, China and Japan.

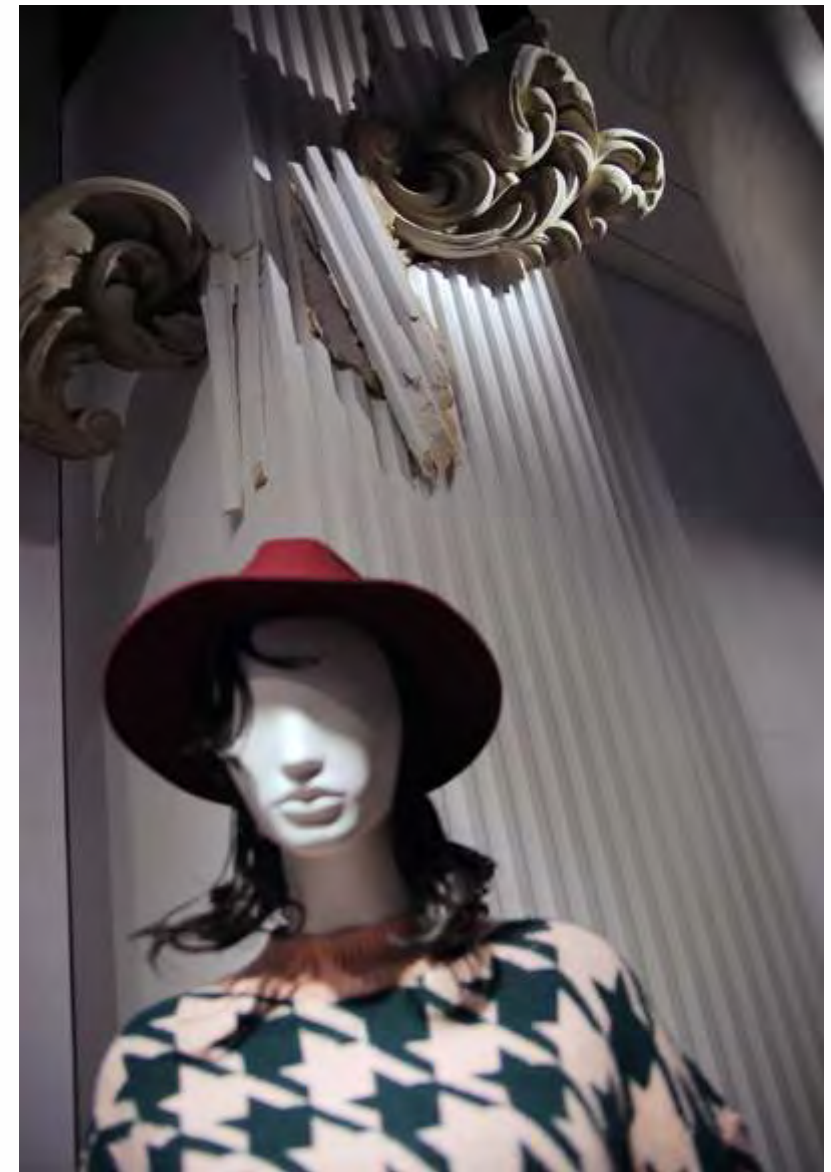




Window displays

Majority of our clients represent fashion houses, footwear brands and luxury goods stores. Unsurprisingly, their window displays remain **a crucial element** of their business. From the beginning, our creativity, technical know-how, passion and skills contributed to our clients' success stories.

We offer diverse technologies that meet the requirements of even the most demanding clients – whether creating simple prints, large-scale urban street furniture or intricate sculptures for the famous Parisian luxury store.

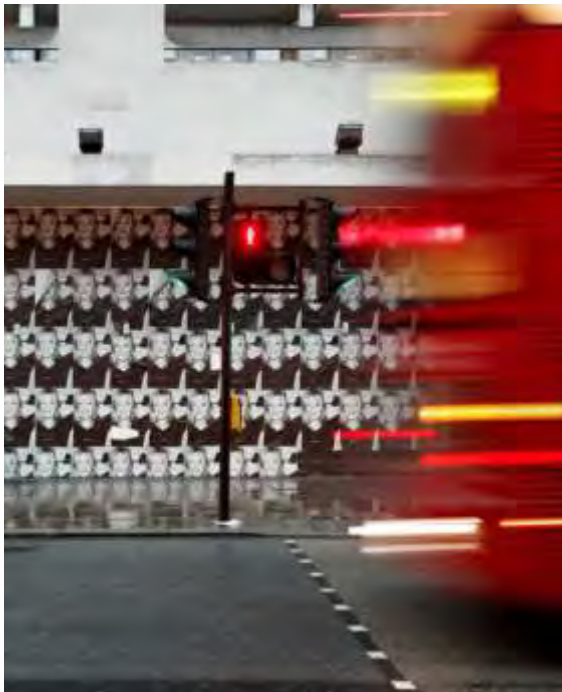


Window display design referring to Reserved advertising campaign *Ciao Kendall* featuring Kendall Jenner, the American model and the new face of Reserved.



Window displays

The window display designed for the grand opening of the first Reserved Flagship store in famous Oxford Street, London. The technical installation included exposed metal frames, glass neon signs, swirling cables and a large scale portrait of the world timeless icon – Kate Moss.





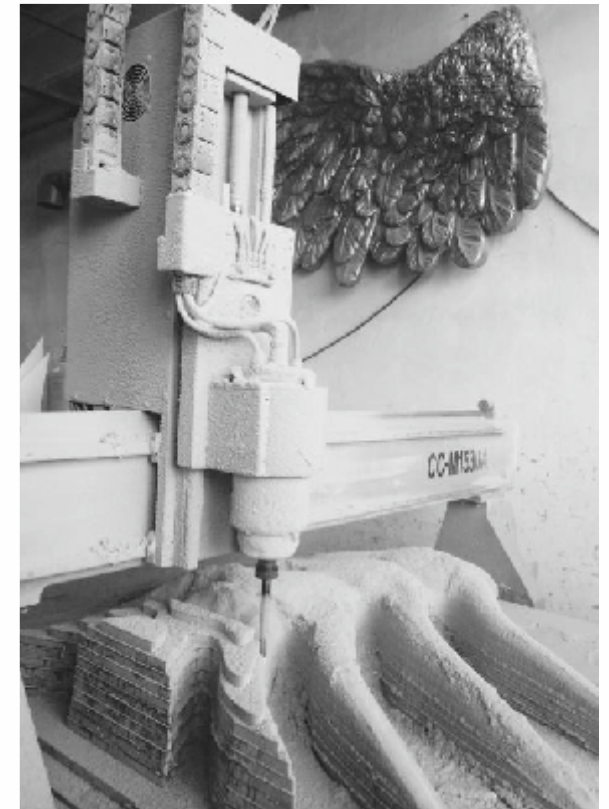
London, Oxford Street,
Reserved Flagship store;
Ciao Kendall Windows
& Christmas Windows





W

A gold angel's wing created for Reserved's Christmas window displays. The shape was inspired by a marble Hellenistic sculpture *Nike of Samothrace*, allegedly carved by the Rhodian sculptor Pythocritus. The wing made of a light material, was subtly displayed and made indirect references to a museum exhibit and the spirit of Christmas.

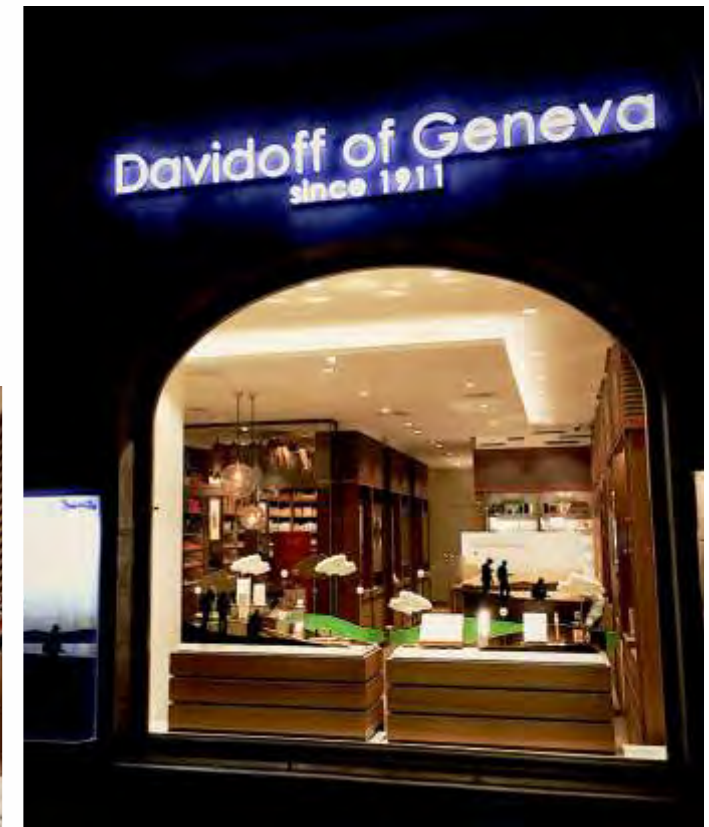




W

Eco Aware window display with geometrical forms; wood, stone and cardboard. Organic and 100% biodegradable. Sustainable since we care about the environment.

Window display stands designed for the unique cigar line ***The Davidoff Golf Scorecard Edition 2016***. As part of the campaign, a miniature golf course was created on the display. To emphasize the rank of the Golf Scorecard products; materials such as brass, frosted glass, custom-made ceramic clouds and real golf balls have been used among others.



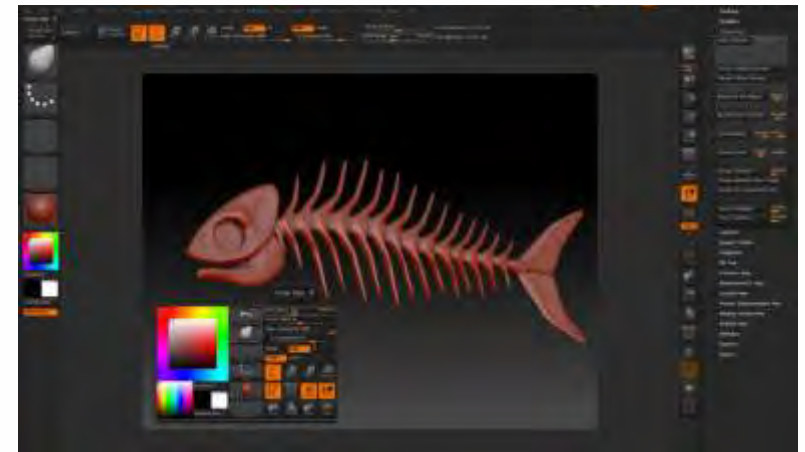


Window display stands designed to present accessories and tobacco products by Davidoff, which could be admired, among others in Swiss Geneva.

Various forms of product presentation, such as: free-standing, multi-layered backlit frames, stands, individual forms made of noble materials or specially designed graphics. All in order to convey as precisely as possible the character of a given Davidoff product line.



A large scale 3D-model of a fish skeleton created for Store & More, a department store in a seaside resort. A comprehensive project that fully met the client requirements; from the design concept, creation of the 3D-model to the successful on-site installation. The maritime references were intended to bring together all window displays of this multi-brand store on legendary Monte Cassino Street in Sopot, Poland.







Boundless creativity and sound technical solutions

More than a decade of successful international projects – creative ideas working hand in hand with state-of-the-art technology.

The expertise we have gained encourages us to be creative in combining classical production methods with innovative, automated technologies.

Always in a truly unique, **VAN DEN BLOCKE** way.



The Latest Print Formats

We provide our clients with comprehensive printing services. Thanks to state-of-the-art equipment, we can use almost any printing technique available – from UV printing to solvent-to-screen printing.

We offer unparalleled flexibility in selection of materials to fulfill your orders.

We can print on:

- + Foil,
- + Paper,
- + Fabric,
- + Wood,
- + Metal,
- ... or even concrete!

We usually print in bulk, but are happy to accept smaller orders as well as more complex assignments.





Scenography

We continually improve our equipment to ensure the highest quality at very competitive prices.

We run a professional business so targets and cost optimization are important too. However, we never compromise on quality.

Our quality is no coincidence...



A film set design created for the advertising campaign for CCC, a well-known footwear brand. Two notable Polish actors – Anna Przybylska and Piotr Adamczyk appeared in the spot. The scaled up design elements were used to create the 'king size' effect.





Advertising stage design for the CROPP clothing brand photo shoot. Scaled up 3D-objects have been designed and produced specifically for this project to maintain the style of the entire campaign.

photo: Łukasz Ziętek





S



Furniture. Architecture elements

Arranging public events or working within municipal open spaces demand innovative approach and design solutions. Therefore we decided to take a **bold step** to use steel, wood and glass to create large-scale urban street furniture or small architectural solutions.

In a truly unique, Van den Blocke way – by understanding clients' vision and ensuring unparalleled attention to detail and functionality.



Arrangements and furnitures made for Reserved's inaugural party, on the occasion of opening the long-awaited flagship store in London. The event had place in the industrial interiors of the old Gdańsk shipyard.

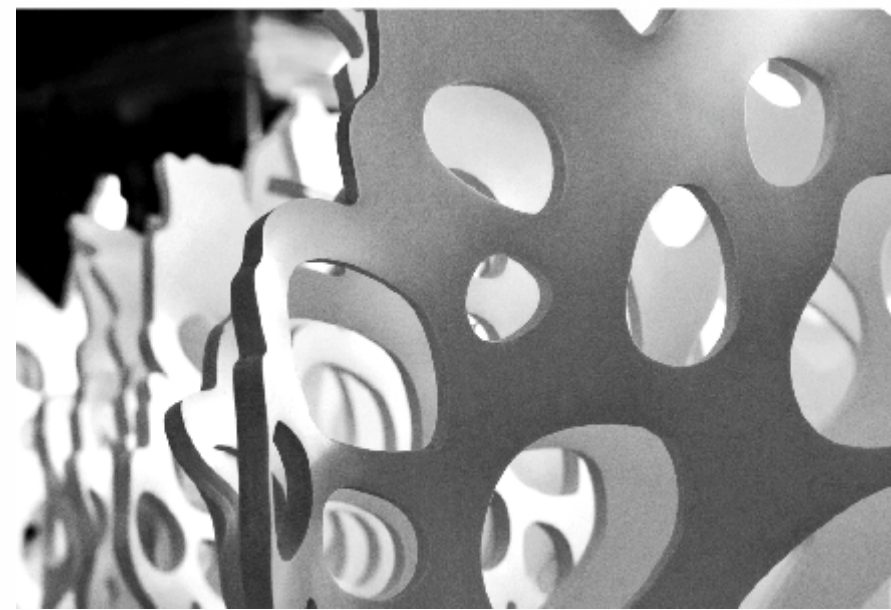


F

RELIABLE WOOD PROCESSING

Wood is one of the most noble and inspiring materials. We understand it perfectly well; which is why we specialize in both the processing of industrial wood and the production of complex woodworking forms. This is possible thanks to the wide spectrum of high-precision, specialist tools used by **VAN DEN BLOCKE**.

Smart urban street furniture created for shopping centres in the Scandinavian countries.



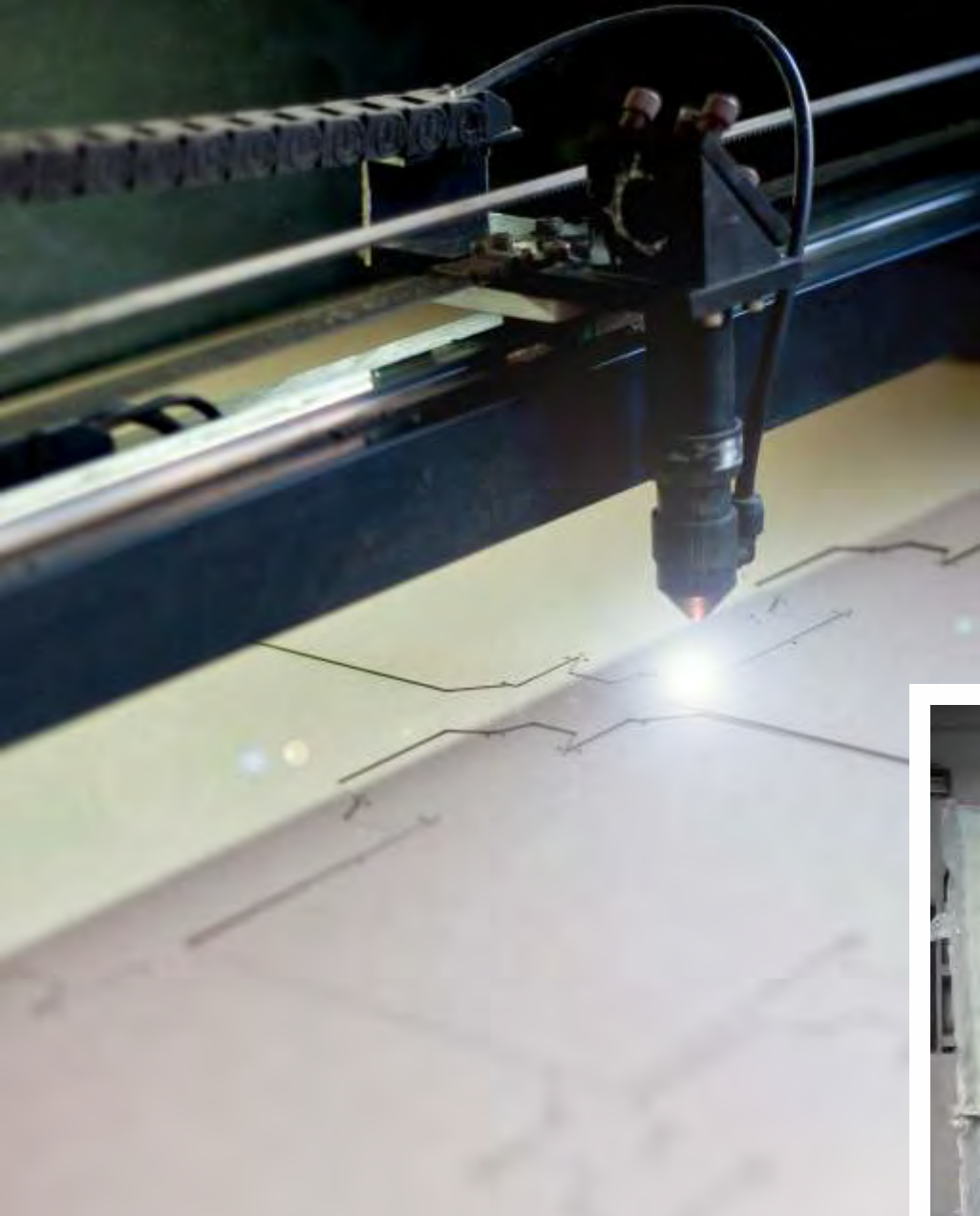


Unusual sculptures. Public space

SUITABLE TECHNOLOGIES

The perfect form requires personal touch. Therefore we apply both traditional sculpting methods and innovative technologies using CNC milling machines to transfer virtual images onto physical blocks. Meticulously and always with the right degree of creativity.

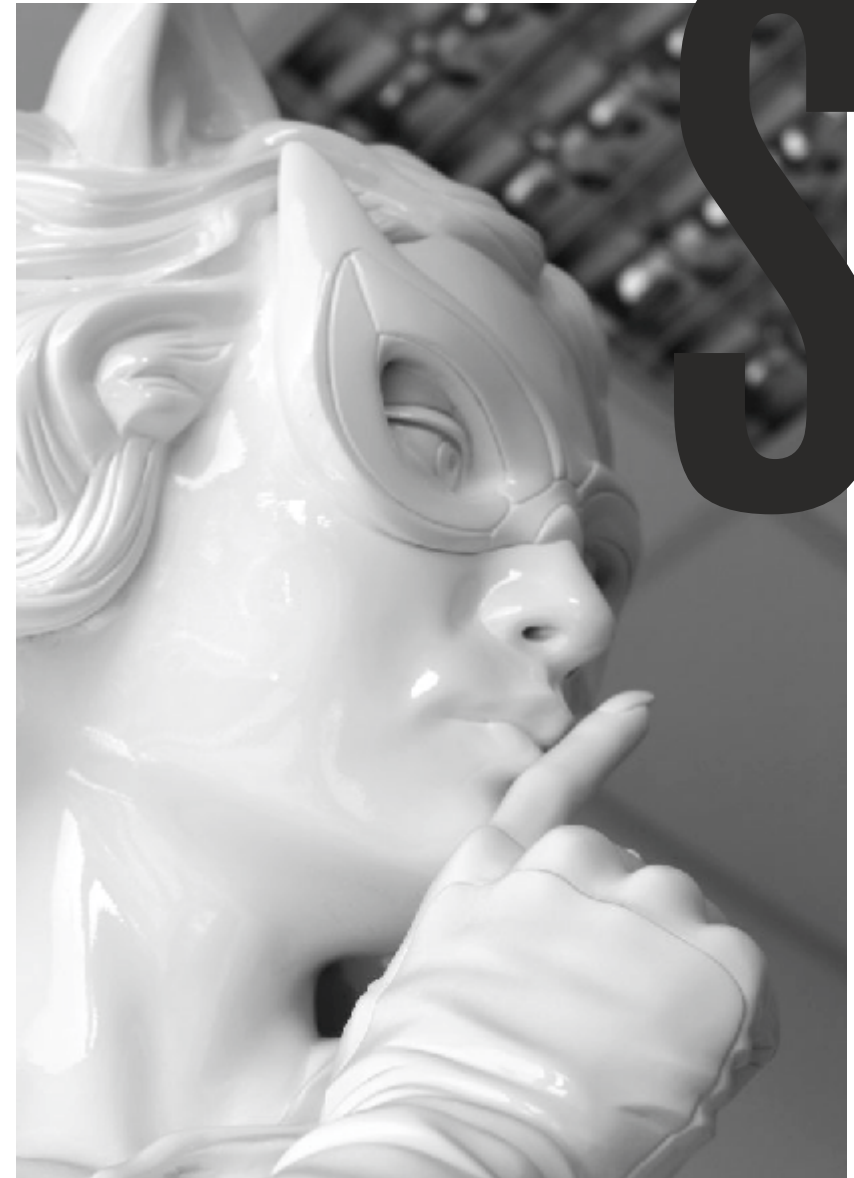




A Neptune figure made from laminate at a scale of 1:1.
An amusing interpretation of the original made among
others by Abraham Van den Blocke in the 17th century.
The god of the sea depicted kicking the ball was placed in
the centre of Gdańsk during the Euro 2012.





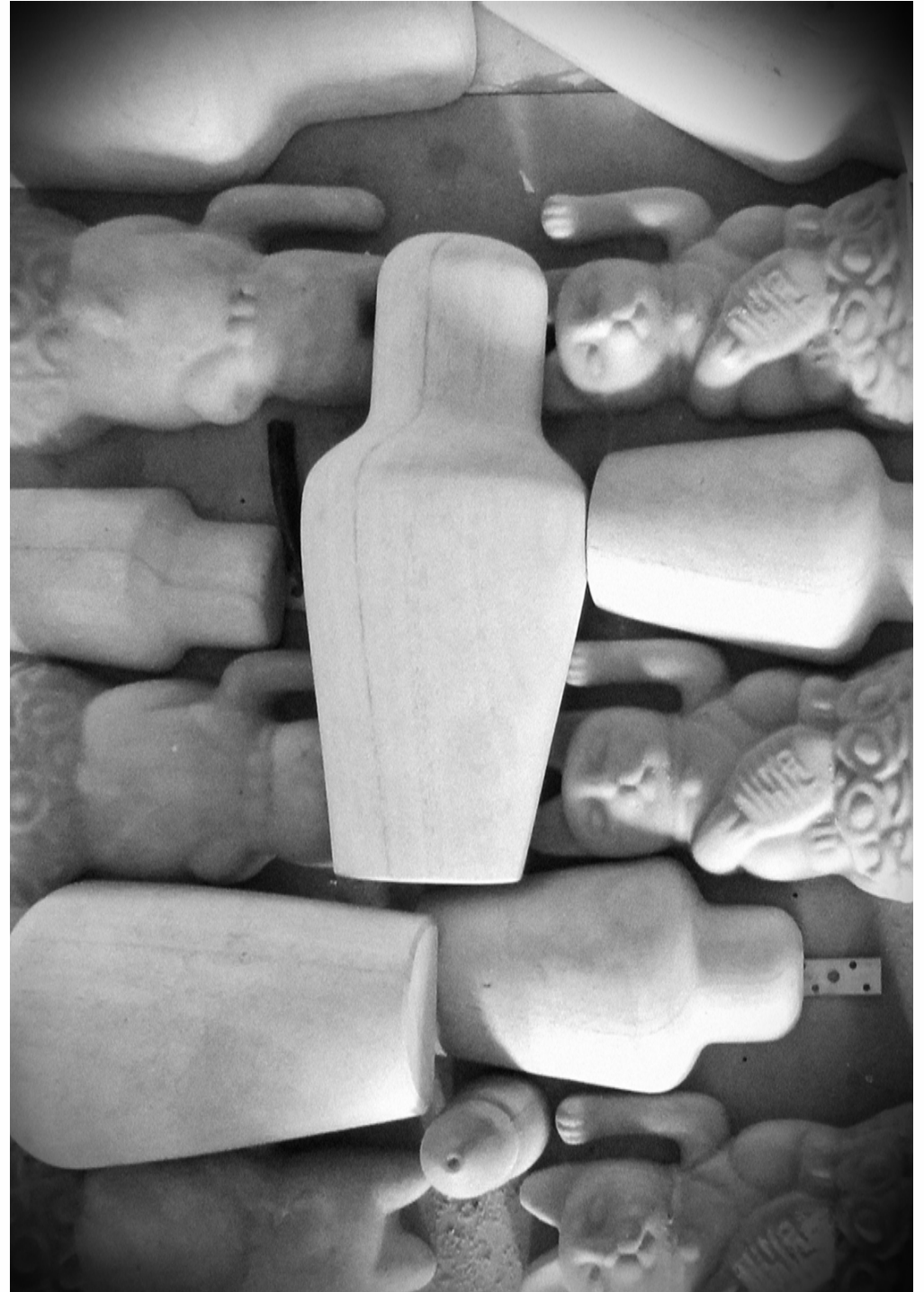


A sculpture of Judith and Holofernes depicted as Catwoman and Batman – designed and created for the opening of the second Printemps Louvre department store in Paris as part of 'Pop the Bag' exhibition. **VAN DEN BLOCHE** had an honour to work with the visionary Polish artist, Kordian Lewandowski.



MODEL CASTS

We meticulously prepare forms for casting while working closely with clients on choice of materials. Our clients are consulted throughout the casting process to ensure 100% client satisfaction.





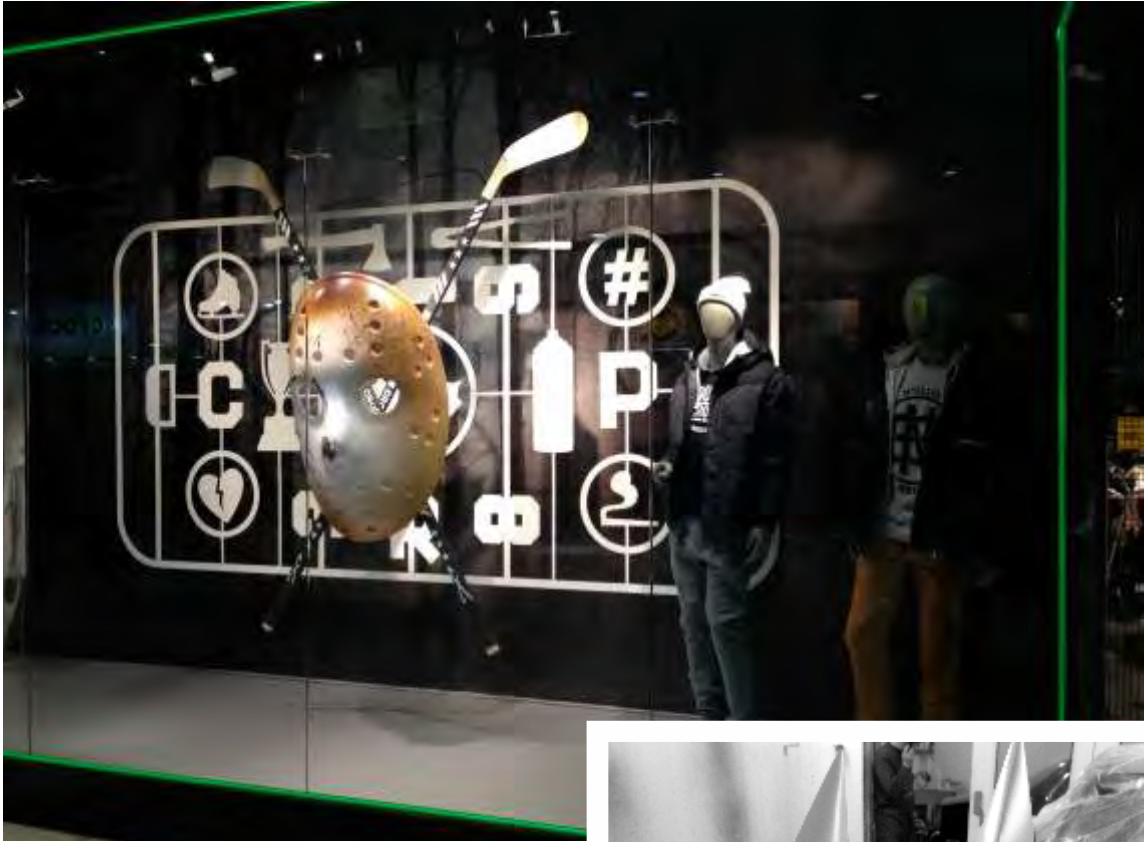


THE LIGHTNESS OF THERMOFORMING

Looking for an efficient low-cost method of mass production of unique forms? Thermoforming is the answer..

Through heating plastic sheets to pliable forming temperature, this manufacturing process allows to mold them into required shapes.





S

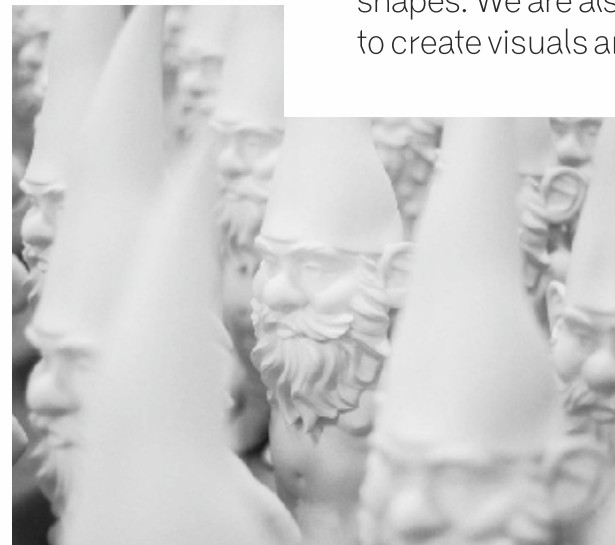
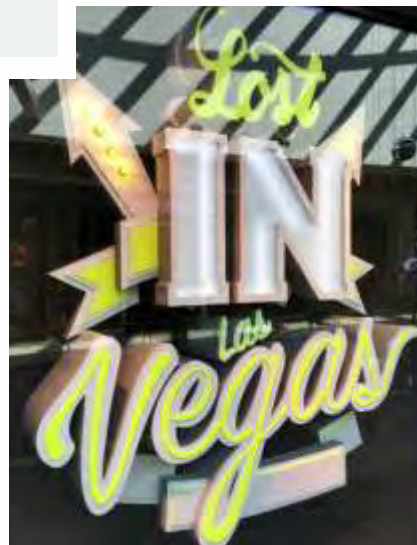
THE EASE OF WELDING

Not all materials can be fused together. For some it is a problem; we see a challenge...

With this in mind, we equipped our studio with tools allowing us to weld various metals such as aluminium, brass and steel, including stainless steel.

We like it when technology supports creativity and creativity in turn supports our clients' expectations. That's just how we are.





DETAILED 3D-MODELLING

At **VAN DEN BLOCKE**, we create 3D objects using specialist software, which allows us to execute technical and geometrical designs with great accuracy.

This method is one of the most innovative on the market; it also offers a vast range of benefits. First of all – the speed of work. Compared with an artist sculpting objects by hand, 3D-modelling enables us to shape virtual objects significantly faster.

Secondly – incredible precision combined with the ability to accurately reproduce the form.

Last but not least – its versatility. The level of flexibility of 3D-modelling allows us to turn every project into a real object made of several materials at once and scaled to different sizes if required.

3D-modelling allows us to achieve conventional sculpting forms as well as pure geometrical shapes. We are also able to use prepared renders to create visuals and 3D printouts.



Artwork delivered to **3,500** stores
in **50 countries**

They trusted us:

LPP

PRINTEMPS

swatch

Tchibo

sodexo

medicine

Enega

MOHITO

house

OCHNIK

VISTULA

CROPP

4F

RESERVED

Davidoff

diverse

RIVA

CCC

HENDERSON

sinsay

Poczta Polska

WP

LET'S CREATE
SOMETHING SPECIAL
TOGETHER!

VAN DEN BLOCKE

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