

A startup fair with creative decor

The [Aarhus Slush'D](#), startup fair took place in October last year and brought together the Danish startup community for a day of inspiring speeches, networking and various surprises. Before the fair, ideas were given free rein in a brainstorming meeting between Startup Aarhus and Stibo Complete, and together we came up with lots of great plans for the fair.

The fair welcomed a total of 700 participants and around 50 exhibitors, and the wonderful photos were taken by 'Fårehyrden' ("The Shepherd").

It's been a pleasure to work with Stibo Complete. They have been amazing at accommodating our unusual and unconventional ideas, managing to turn them into high quality eco-conscious products that took our event decor to the next level.

Line Breckling
Head of Communications

When functionality and creativity come together

The recipe for the perfect Slush'D fair was to integrate functionality, creativity and preferably a bit of neon, providing a creative event decorated with both materials and light.

The exhibitors were able to use an exhibition wall, offering space as well as a demarcation. We decided on FSC-certified cellular cardboard, which formed walls totalling 100 metres. The sheets were assembled in a zig-zag pattern so that they could stand on their own with locks.

We constructed the wall in collaboration with Startup Aarhus, who wanted a 60 degree angle on each zig-zag opening. The walls were white so that the exhibitors could either set up their own posters or have prints done directly on the walls before they were dispatched from production.

A splash of neon

In addition, we also delivered large clear acrylic sheets with neon prints, to hang from the ceiling, as well as large black sheets where participants had the opportunity to interact with each other by writing answers to various questions directly on the sheets.



