



# simple

## **PRESENTATION OF THE GIFT CATALOG BY SIMPLE**

DATES OF THE EVENT:

**October 14, 2024 in Moscow**

**October 29, 2024 in St. Petersburg**

OCTOBER 14 AND 29, 2024  
MOSCOW 700 GUESTS  
SAINT PETERSBURG 400 GUESTS

FOCUS ON THE ADVANTAGES  
OF THE SERVICE

INCREASING THE ENGAGEMENT  
AND LOYALTY OF CORPORATE  
AND PRIVATE CLIENTS

# PRESENTATION OF THE GIFT CATALOG BY SIMPLE

## GOALS

TO GET CUSTOMERS INTEREST IN THE WHITE SEGMENT, RED, PINK, SPARKLING; CHAMPAGNE; STRONG ALCOHOLIC BEVERAGES.

TO PRESENT GIFT SOLUTIONS TO CUSTOMERS IN DIFFERENT CATEGORIES OF DRINKS AND PRICE SEGMENTS.

PROVIDE A SPACE FOR INFORMAL AND HIGH-QUALITY COMMUNICATION BETWEEN SALES MANAGERS AND CLIENTS.

ENHANCE THE PERCEPTION OF SIMPLE PRIVE AS AN EXPERT SERVICE OF SIMPLE, RELIABLE PARTNER AND DISTRIBUTOR OF UNIQUE PRODUCTS.

INCREASE CUSTOMERS LOYALTY DUE TO THE HIGH QUALITY ORGANIZATION LEVEL OF THE EVENT AND PRESENTATION OFFERS.

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# THE CONCEPT



**AROUND THE SECOND HALF OF THE 20TH CENTURY EXHIBITIONS OF THE CONTEMPORARY ARTISTS BEGAN TO ATTRACT THE MASS ATTENTION OF A SOPHISTICATED AUDIENCE.**

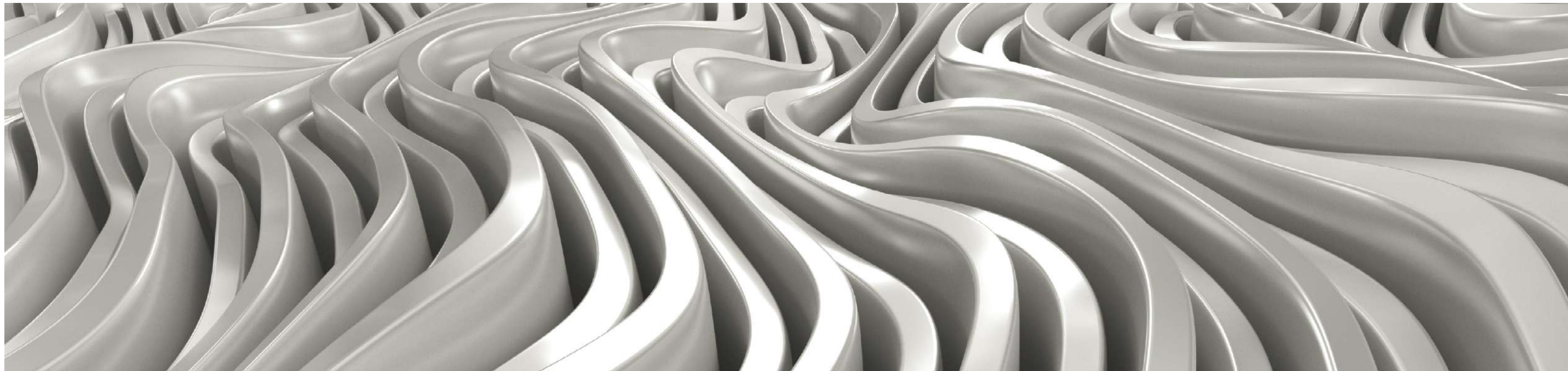


# La Biennale di Venezia

**NOWADAYS, INTERNATIONAL BIENNALES HAVE BECOME THE MAIN PLACE FOR A WEALTHY AUDIENCE TO GET ACQUAINTED WITH CURRENT TRENDS IN THE MARKET.**



**THE NEW CATALOG OF GIFT SOLUTIONS** BY SIMPLE IS MADE IN THE SPIRIT OF **AVANT-GARDE REALISM AND 3D DESIGN.**



THAT IS WHY WE CHOSE THIS SPECTACULAR AND EXCITING FORMAT FOR THIS PRESENTATION, WHICH WILL BE APPRECIATED BY AN ADVANCED AUDIENCE.

# THE BIENNALE OF GIFT SOLUTIONS

THE CONCEPT OF **THE BIENNALE** ALLOWED US TO PRESENT A **NEW COLLECTION OF GIFT SOLUTIONS** IN A CONTEXT THAT IMPLIES FLAWLESS TASTE AND PREMIUM QUALITY.

IT ALSO EMPHASIZE THE **AVAILABILITY OF DIFFERENT COMPANY OFFERS THAT ARE ABLE TO SATISFY REQUESTS OF THE PRIVE CLUB HIGHEST LEVEL MEMBERS.**

# THE BIENNALE

OF GIFT SOLUTIONS



# KV

THE KEY VISUAL CONCEPT REVEALS THE THEME OF THE BIENNALE AND AT THE SAME TIME LINKS WITH THE COVER OF SIMPLE GIFT SOLUTION, USING THE IMAGERY OF FOUR ROOMS WITH DIFFERENT LIGHTING.



# CONCEPTUAL NAMING OF BARS

THE NAMES OF THE BARS ARE LINKED WITH  
THE CONCEPT OF MODERN ART.

FOR EXAMPLE:

STRONG SPIRITS: **SUPREME SPIRITS**

RED WINE: **IMPRESSION OF RED**

WHITE WINE: **ALL SHADES OF WHITE**

SPARKLING WINE: **MODERN SPARKLING**

THESE NAMES OF THE BAR WILL ALSO LOOK  
GREAT ON THIS LIST:

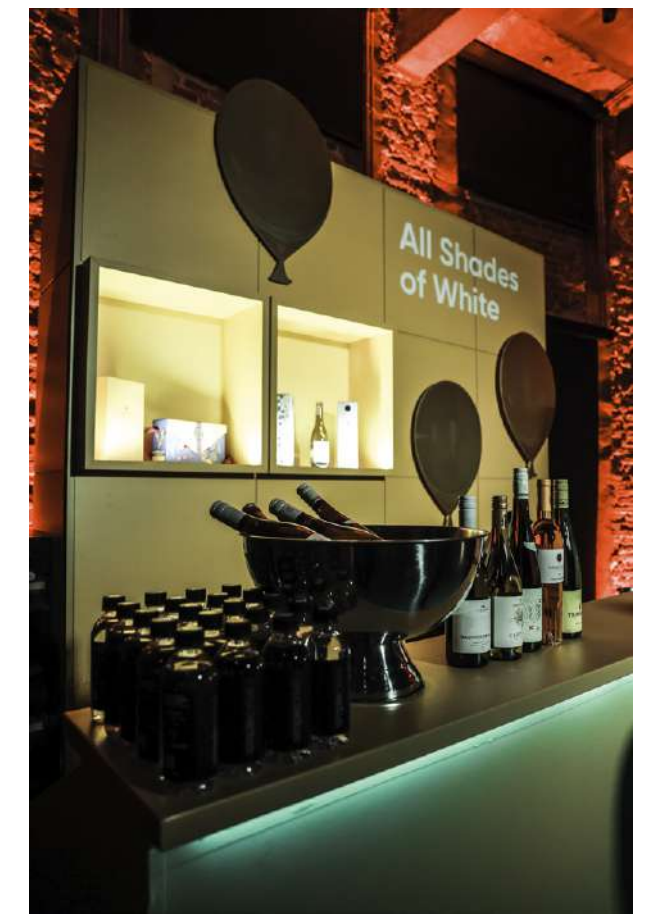
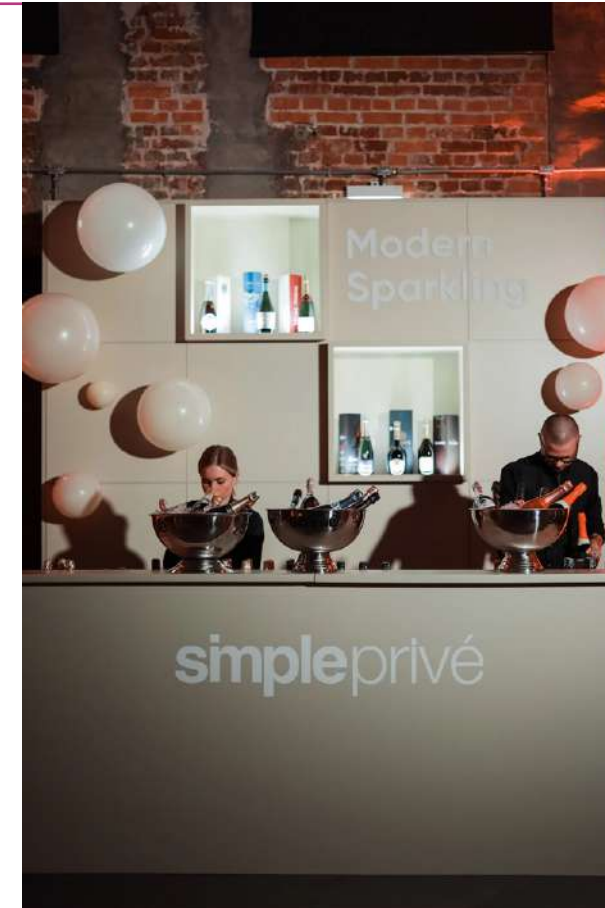
**ART OF RIESLING OR PIEDMONT CLASSIC.**



# BAR DECOR

**THE 3D LAYERED CONCEPT WAS USED IN THE DECORATION OF THE BARS.**

THE COLOR OF THE BACKDROPS AND PROTRUDING ELEMENTS CORRESPONDED TO THE WAY THE CATEGORIES ARE PRESENTED IN THE CATALOG.





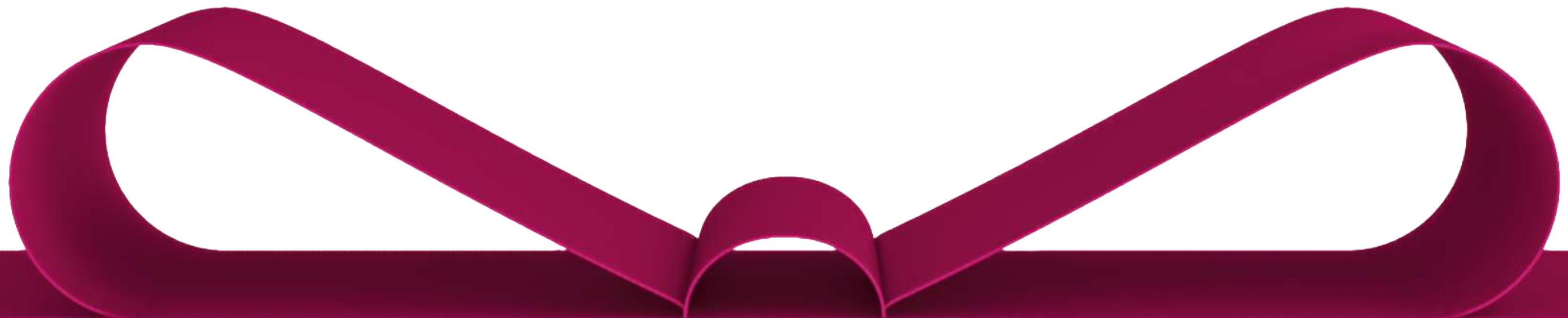
# PROGRAM



## TEASER

**GUESTS RECEIVED DIGITAL INVITATION WITH THE PRESENTATION PROGRAM ANNOUNCEMENT.**

# PROGRAM'S STRUCTURE





# CONTENT

## VENUE ACTIVITIES

**IN MOSCOW** THE EFFECT OF PRESENCE ON THE AVANT-GARDE ART EVENT WAS ENHANCED BY TWO EXHIBITIONS, WHICH WERE AVAILABLE TO OUR GUESTS DURING THE EVENT. THESE ARE EXPOSITIONS DEDICATED TO THE WORK OF ICONS OF THE RUSSIAN AVANT-GARDE: VLADIMIR MAYAKOVSKY AND VSEVOLOD MEYERHOLD

**IN ST. PETERSBURG** GUESTS WERE ABLE TO IMMERSE THEMSELVES IN THE EVENT WITH THE HELP OF EXHIBITIONS “DEEP INSIDE/GHT” AND “FAR - NEAR”. IN ONE OF WHICH GUESTS WERE GREETED BY THE AUTHOR’S CANVASES MADE IN AUGMENTED REALITY, AND THE SECOND WAS A NEW INTERPRETATION OF THE INTERNATIONAL ZORIKTO PROJECT.



## OPENING SHOW: DANCE PERFORMANCE

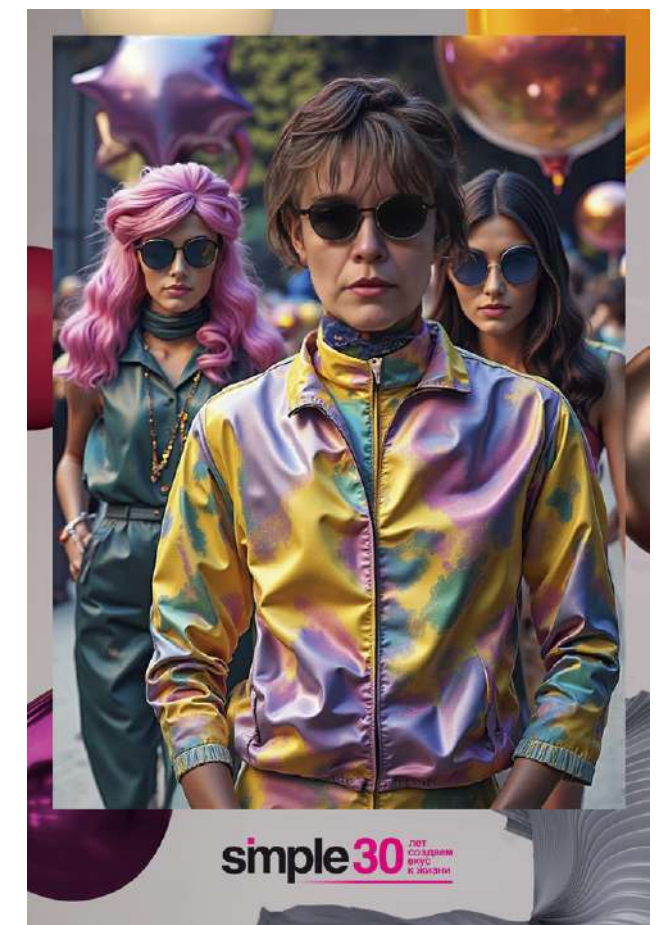
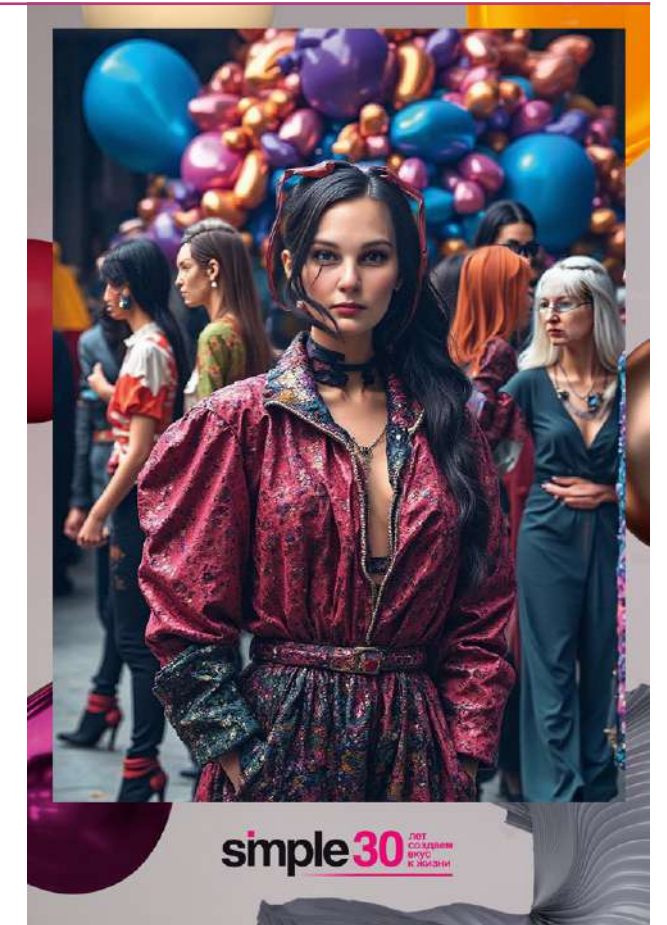
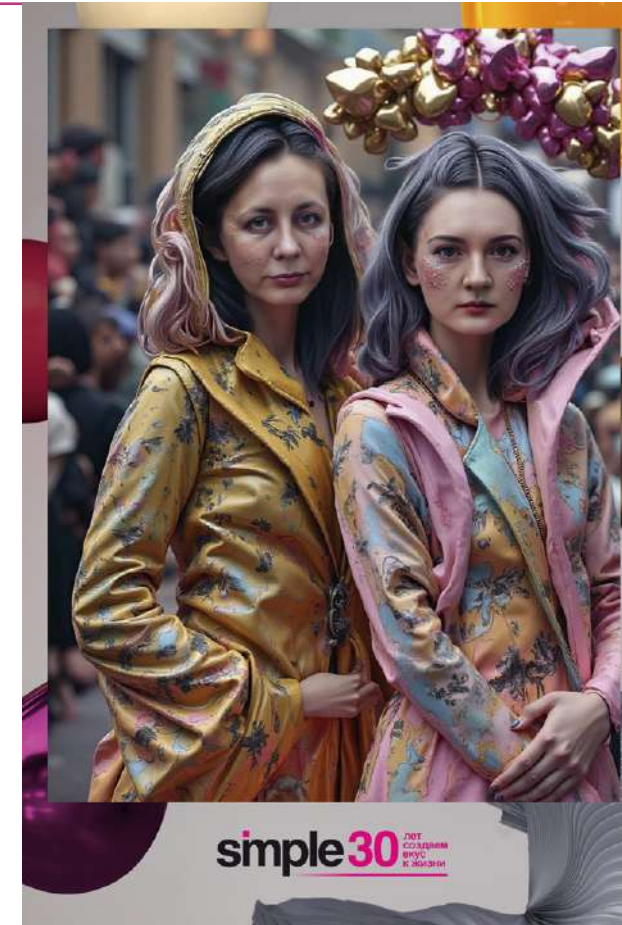
**THE EVENT STARTED WITH THE SPECTACULAR PERFORMANCE OF A DANCE GROUP, BUILT LIKE MOST OF THE CATALOG'S IMAGES ON DECONSTRUCTION OF FORM.**

THE PERFORMANCE WILL BEGIN IN THE HALL, AFTER THAT DANCERS WILL TAKE THE STAGE AND COME TOGETHER IN A SINGLE COMPOSITION.



# BASQUIAT'S STYLE DIGITAL SKETCH

GUESTS OF THE EVENT COULD TAKE PHOTOS. ARTIFICIAL INTELLIGENCE TRANSFORMED THEM IN A RECOGNIZABLE MANNER INSPIRED BY ONE OF THE BRIGHTEST AND MOST EXPENSIVE MODERN ARTISTS JEAN MICHEL BASQUIAT.



# SALVADOR DALI GOLDEN TAROT READING

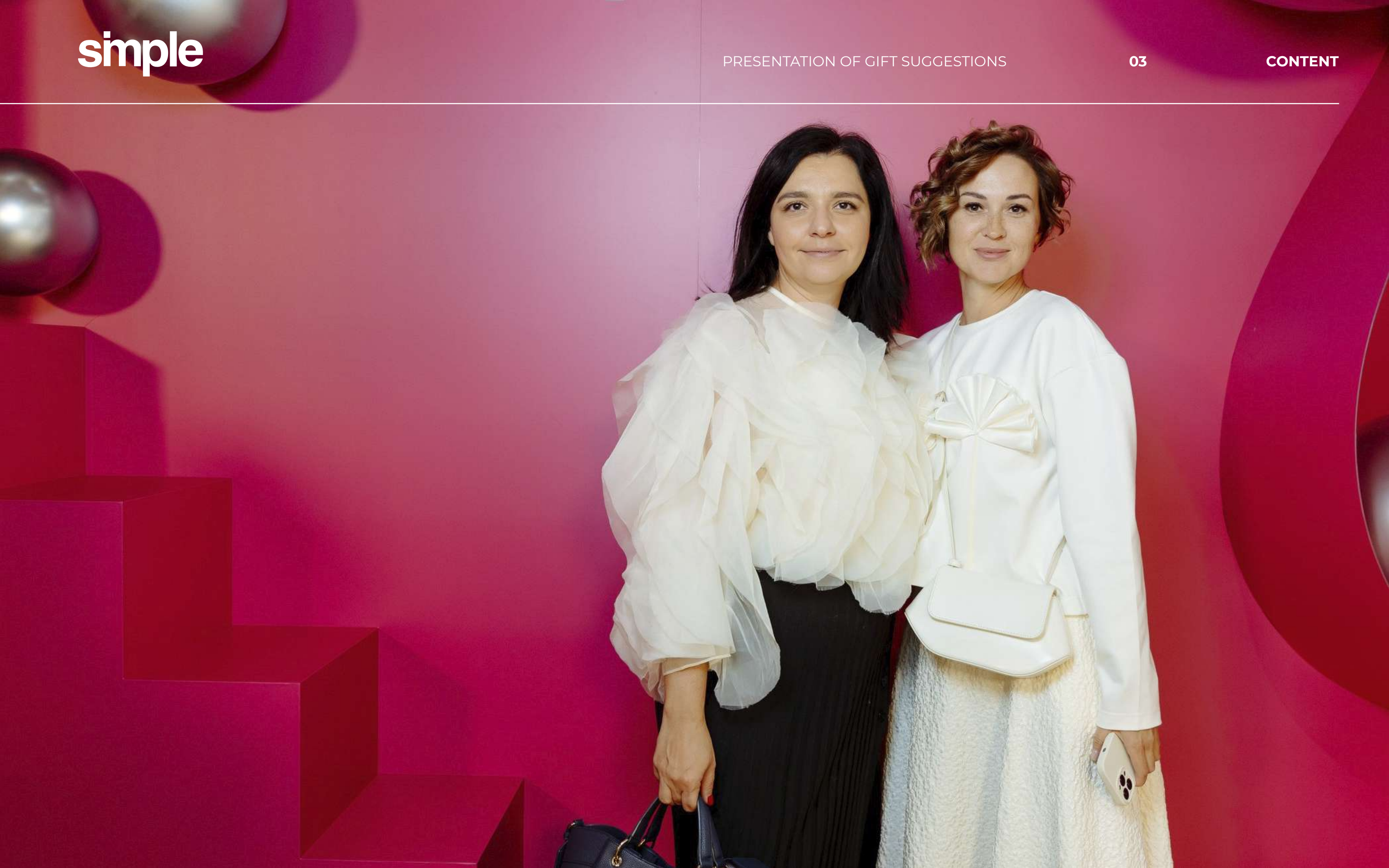
THE LEGENDARY GOLDEN EDITION OF SALVADOR DALI'S TAROT CARDS IS A UNIVERSALLY RECOGNISED MASTERPIECE OF ESOTERICISM AND SURREALISM.

APART FROM THAT, IT IS BELIEVED THAT THIS DECK POSSESSES MAGIC AND INCREDIBLE ENERGY.

# INFLATABLE MINIATURES INSPIRED BY JEFF KOONS

**A MASTER CLASS IN WHICH GUESTS WILL BECOME THE OWNERS OF A SMALL COPY OF JEFF KOON'S MASTERPIECE FROM THE LEGENDARY BALLOONS SERIES.**

GUESTS WILL TWIST FAMOUS DOGS, SNAKES, SWANS, MONKEYS, ETC. FROM MULTICOLORED METALLIC BALLS.





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