



**PRESS RELEASE**

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G-Smatt's LFA installation



Barbara Lestak-Maynes, Operations Manager

High res images available on request

## **G-Smatt celebrates a successful first year in the UK**

- Recognised in both national and local awards
- Expanding team with a new Operations Manager the latest appointment
- Key player in the London Festival of Architecture, LFA

G-Smatt Europe opened its doors to business last July and since then the Oxford based company has flourished. Its innovative, smart glass media solution is generating enquiries from both the events sector as well as opportunities for pop-up retail units, hospitality and construction. Visitors to this year's Boomtown Festival will see 13 of the G-Tainers installed to form Bang Hai Technologies, the headquarters of the "in world" Bang Hai Corporation and the hub for the events digital innovations. Most recently visitors to London will have been able to witness the interactive and creative capabilities of the glass as one of the G-Tainers was installed behind the Royal Exchange in Threadneedle Street as part of this year's London Festival of Architecture (LFA), of which G-Smatt was also a lead sponsor.

Most recently, recognition for all that the company has achieved came when it was awarded the Thames Valley Newcomer of the Year 'Inward Investment' Award – at the Thames Valley Chamber of Commerce 2018 Business Awards. As a result, the company automatically qualifies for the national business awards, that are presented in the autumn and which recognise excellence in British business.

The company is led by Orhan Ertughrul, who said; "This has been amazing year for G-Smatt and I am delighted with what we have achieved and even more so by the opportunities that lie ahead. A key factor in this success has been the growth and development of the highly committed and professional team that I have been able to assemble." The latest recruit is Barbara Lestak-Maynes, who has taken on the role of Operations Manager. With a career in events management, that started with the World Cup in 2010, Barbara is responsible for project delivery for the events side of G-Smatt's business. "The event industry is always looking for something new and innovative to deliver that extra 'wow' and there is no doubt that G-Smatt delivers a really memorable experience to its audiences;" said Barbara.

Other awards and recognition that been received by the business in the last 12 months, are:

- Runner up – International Tech company of the Year, Thames Valley Tech Awards 2018
- Winner – Event Industry Product of the Year, Hire Awards 2018
- Winner – Technical Innovation Product of the Year, LCA Awards 2017
- Winner – Best Exhibition Stand, The Showman's Show, 2017

#### Company Profile

G-SMATT is a Korean company that produces an innovative digital smart glass product. Launched in 2013 the company now has offices in five countries. The company believes in the transformation of the digital city scape with compelling architectural media facades and interactivity. Its innovative, building grade, laminated media glass provides full transparency and rich media capability. This allows developers and architects to provide a new way for people to experience and enjoy their buildings and the surrounding urban spaces without compromising on the aesthetic beauty of their original design. In the new world of the Internet of Things it also allows for unparalleled connectivity and integration, a key in the development of the smart city. G-SMATT produces both architectural and exhibition products and received the LCA 2017 Award for Technological Innovation of the Year.

For more information & video links <https://www.g-smatteurope.com/products/events>

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