

# BIG SEE Festival

## Portorož

May 21-22, 2026

Event Guide

# BIG SEE Festival

## The Most Influential Architecture Event in South-East Europe

Coming Up:  
May 21 & 22, 2026, Portorož, Slovenia

Beyond a Trade Fair.  
Beyond a Conference.

**Trade Show · Conference · Awards ·  
Debates · Exhibitions · Celebration**

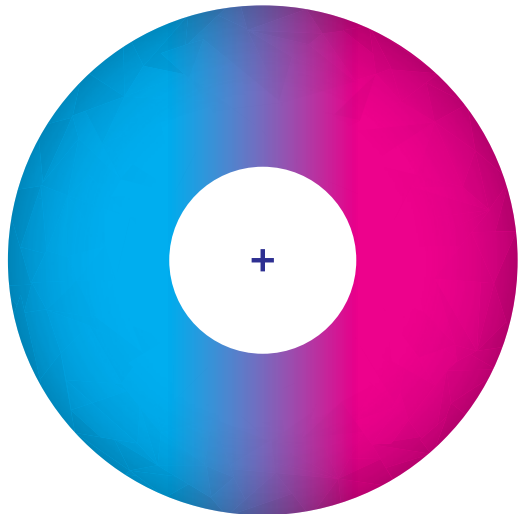
BIG SEE Festival (formerly BIG Architecture), offers a curated experience where your brand becomes part of a broader architectural dialogue — shaped by the trade show, conference, award-winning insights, emerging talents, panel debates, and moments of exchange.



# More Than Visibility. More Than Presence.

**Generating Qualified Leads · Architectural  
Credibility · Networking Among  
Professionals · Showcasing Innovation ·  
Knowledge Exchange**

At BIG SEE Festival, architects don't just pass by. They engage, connect, decide — and shape the projects of tomorrow.



As an exhibitor or sponsor, you're not just seen. You're involved in shaping what gets built.

# Not Just Scale. But Substance.

**3,000+** visitors

From 21 countries and beyond — including top architects, interior designers, designers, and key decision-makers.

**100+** exhibitors

Innovative brands in architectural materials, systems, and interior design, including select product design brands.

**800+** live moments

Conference, expert debates, award sessions, perspective talks — and real-time encounters at the trade show.

# Who Will Be There?

**49% Architects**

**38% Interior Designers**

**5% Urban Planners**

**8% Other:** Engineers, Project Managers, Urban Planners, Investment Advisors, Designers, Government & Municipal Decision Makers, Real Estate Developers, Investors, Architecture Students, Emerging Professionals

19% Slovenia

13% Croatia

9% Italy

8% Austria

6% Hungary

6% Serbia

4% Czech Republic

4% Turkey

3% Greece

3% Romania

2% Bosnia and Herzegovina

2% Bulgaria

2% Kosovo

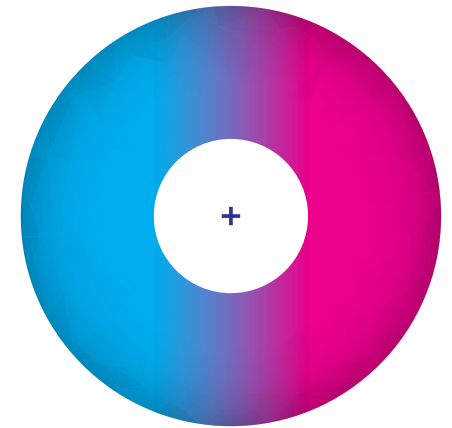
2% Montenegro

2% North Macedonia

2% Slovakia

2% Germany

11% Other (<1%): Albania, Cyprus, Malta, Moldova, and other countries worldwide



# Big Names

Over the years, BIG Architecture (now the BIG SEE Festival) has welcomed some of the world's most influential architectural voices – from Juhani Pallasmaa and Dorte Mandrup-Paulsen to Carme Pinós, Ken Marquardt, and many more.



**Carme Pinós**  
Estudio Carme Pinós



**Simon Ewings**  
Snøhetta



**Bjarne Mastenbroek**  
SeARCH Architects



**Dorte Mandrup-Paulsen**  
Dorte Mandrup Arkitekter



**Nuno Mateus**  
ARX Portugal Arquitectos



**Paul Robbrecht**  
Robbrecht en Daem  
architecten



**Juhani Pallasmaa**



**Juergen Mayer H.**  
J. MAYER H. und Partner



**Tony Fretton**  
Tony Fretton Architects



**Enrique Sobejano &  
Fuensanta Nieto**  
Nieto Sobejano



**Michael Obrist**  
feld72



**Antón García-Abril**  
Ensamble Studio

# How to Take Part?

## Exhibit

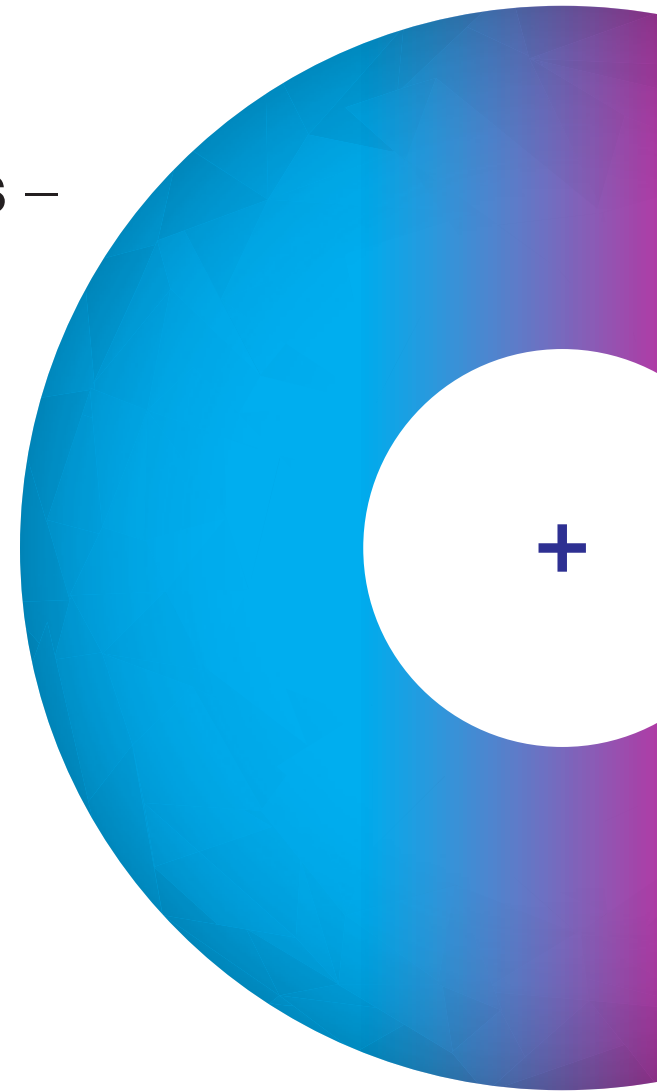
**Trade Show: Innovations & Design for Architects** – a curated exhibition at the heart of the event with unified pavilions, inviting lounge areas, and celebration moments woven into the flow.

[Apply now](#)

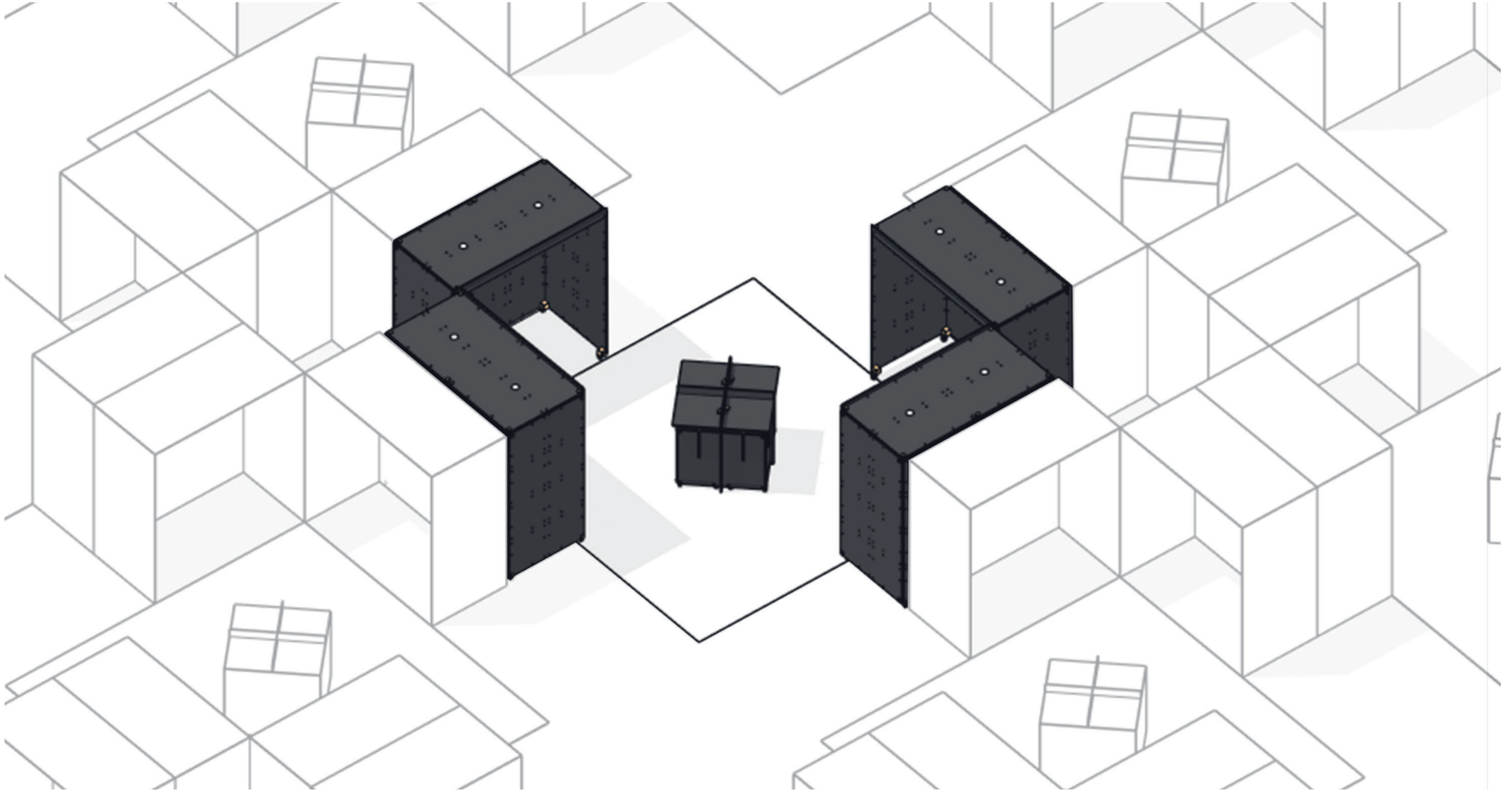
## Sponsor

**Exclusive opportunities** for partners committed to supporting architectural excellence.

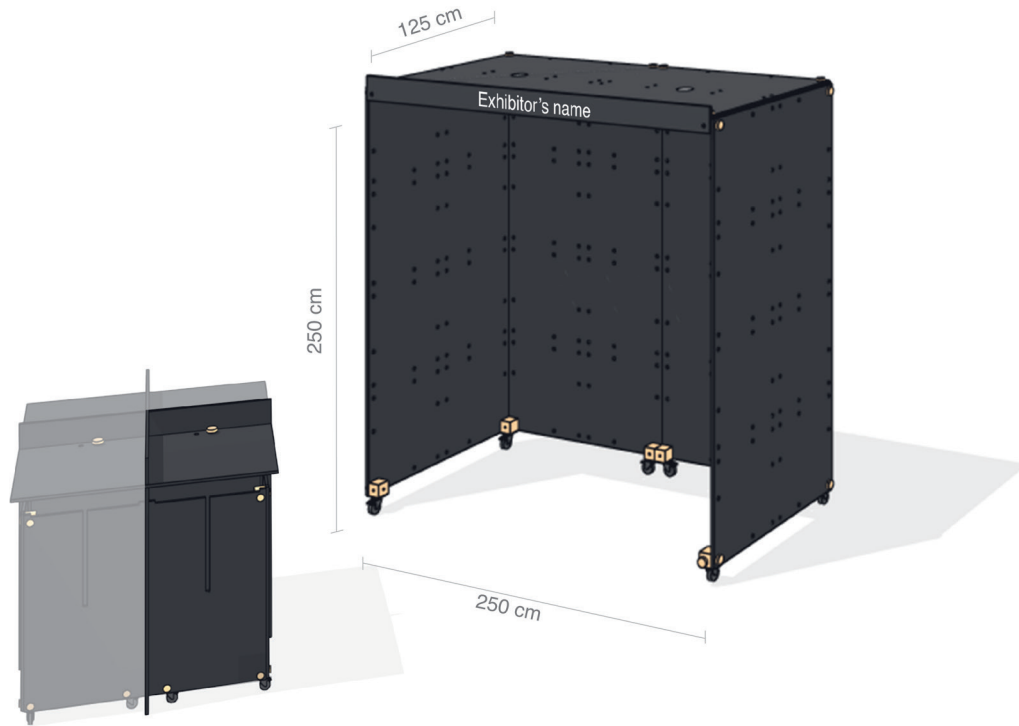
[Apply now](#)



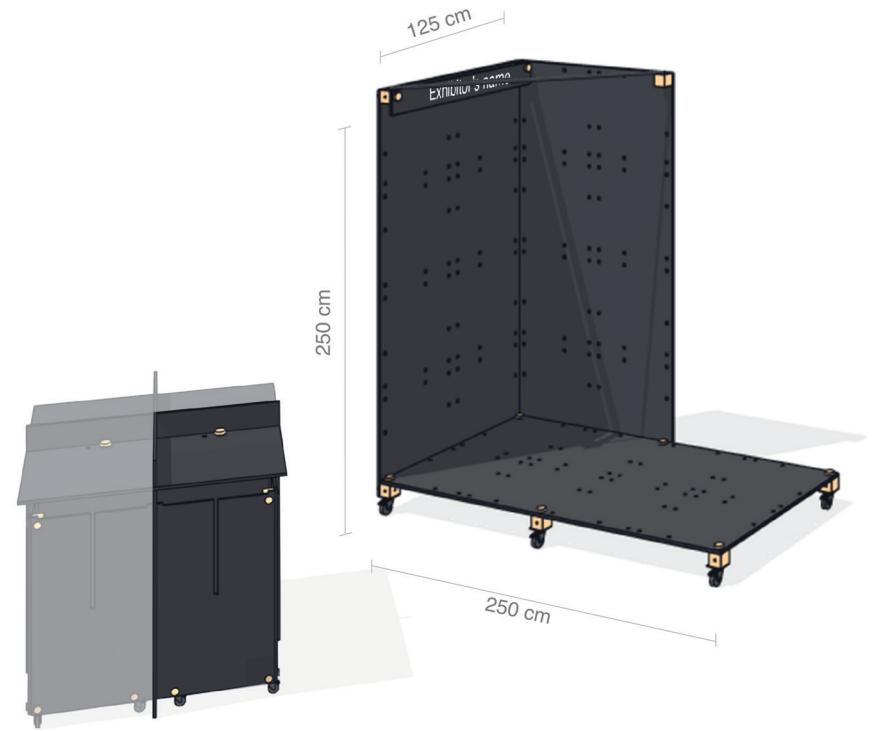
# Pavilion Stand Concept



# Pavilion Stand Concept



**Pavilion L - Closed**



**Pavilion L - Open**

# What's Included in the Ready-Made Pavilion

**Fully equipped pavilion stand** with unified shell system: basic lighting, brand signage, carpet flooring, workstation with electrical socket, and Wi-Fi (additional socket available: €100)

**Full programme access**, including visionary talks, expert debates, and presentations by BIG SEE award winners

**Exclusive passes** for your team and invited guests

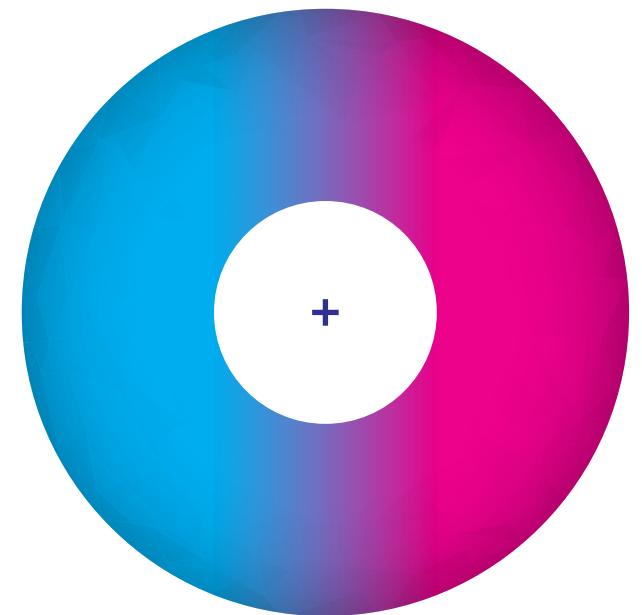
**Lead scanning app** for real-time business follow-up

**All-day hospitality** with complimentary catering

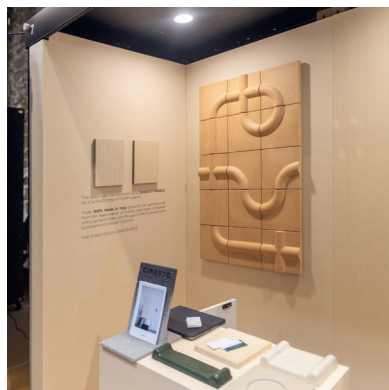
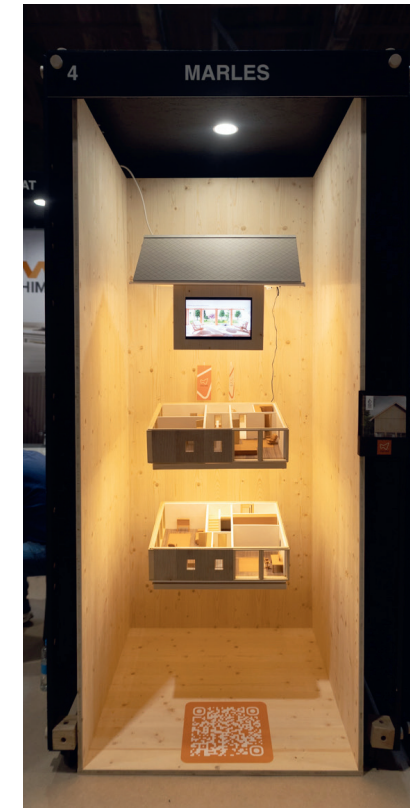
**Tailored promotional materials** crafted to support your outreach

**Premier visibility for 1–3 curated innovations:**

- Featured on the official event website
- Included in the printed BIG SEE Festival Catalogue



# Examples of Pavilion Setups



# Who Can Exhibit?

Companies showcasing innovations & design for architects.

## Building Envelopes

Construction materials, structural systems, roof tiles, façade solutions, insulation, coatings, drainage, windows, doors, sunshades

## Building Systems

Electrical and automation systems, smart technologies, lighting systems, sanitary ware, heating & cooling, mechanical installations, renewable energy solutions

## Interior & Product Design

Flooring and wall finishes, interior doors and fittings, partitions and ceilings, furniture, ceramics, parquet, lighting, acoustics, home accessories & appliances, and other design products.

## Services & ICT

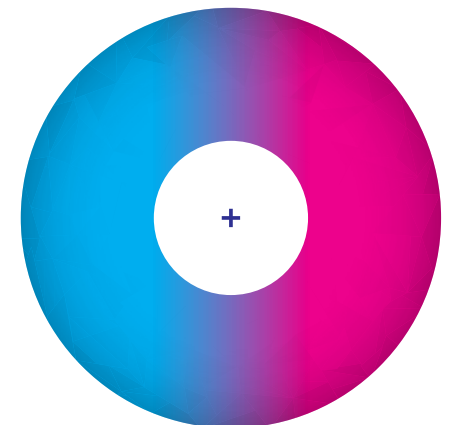
Digital solutions, BIM tools, project services, consulting, communication platforms

## Organizations & Media

Industry associations, professional publications, architectural institutions

Limited to 100 curated exhibitors.

Participation is subject to approval based on innovation and relevance.

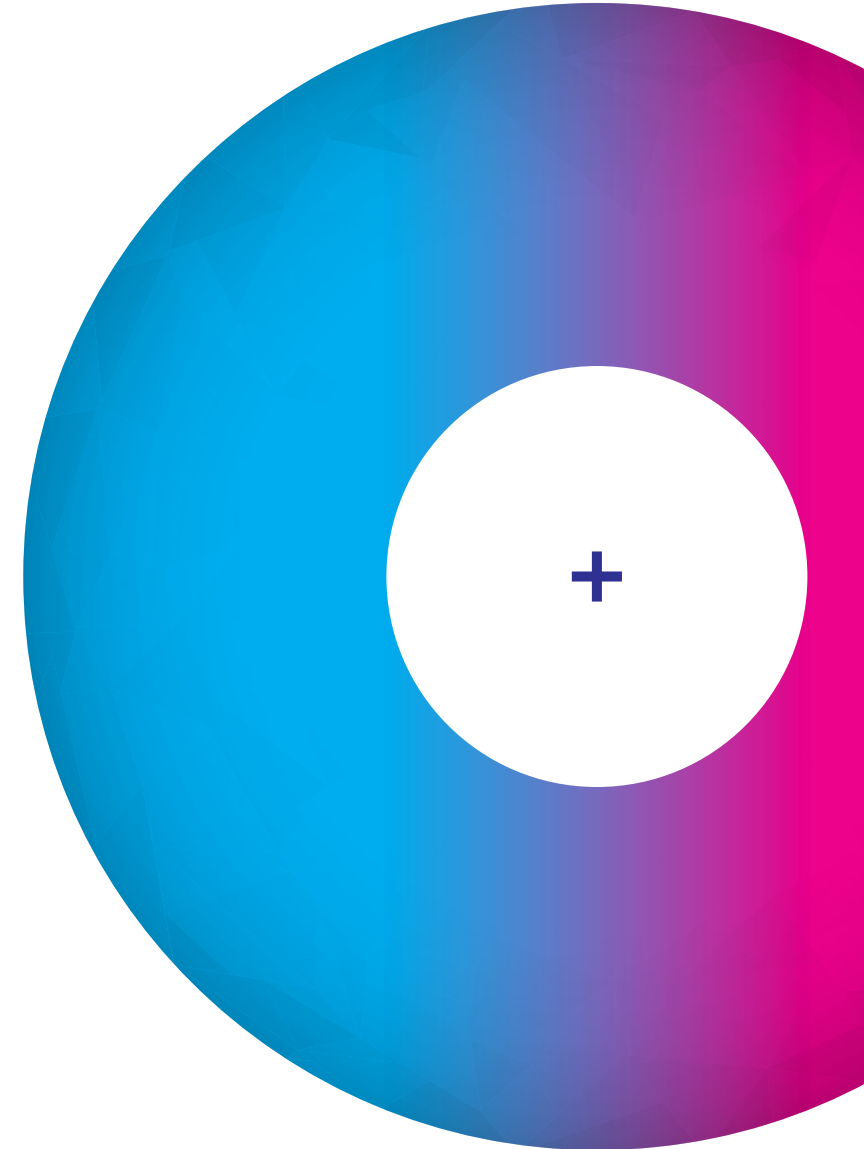


# Strategic Visibility. Lasting Impact.

It's not marketing. It's movement-building.

Our outreach is targeted, strategic, and designed to engage those who truly shape the built environment:

- **In collaboration with architectural & design associations and professional networks**
- **Through trusted media partners** across the architecture and design landscape
- **Via direct invitations and tailor-made campaigns** that reach decision-makers
- **Through dynamic social media engagement** — both organic and paid
- **Empowered by exhibitors, sponsors, and partners,** who activate their own networks with exclusive passes



# BIG SEE Media Ecosystem

## **bigsee.eu**

269,000 Active Users

848,000 Page Views

2.1 million User Interactions

## **BIG SEE Social Media**

< 1,800,000 Total Reach

## **Central Platforms**

IG | FB | LI

## **Local Channels**

IG | FB: Austria, Bosnia and Herzegovina, Bulgaria, Greece, Hungary, Montenegro, North Macedonia, Romania, Serbia, Slovenia, Turkey

## **BIG SEE News (e-newsletter)**

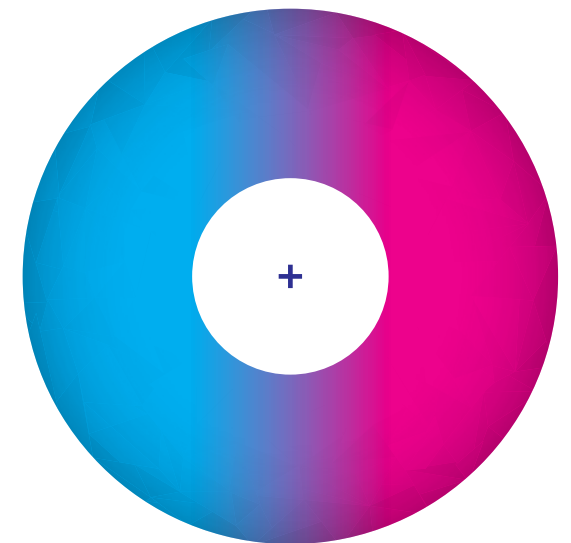
100.000 subscribers

## **BIG SEE Report (print)**

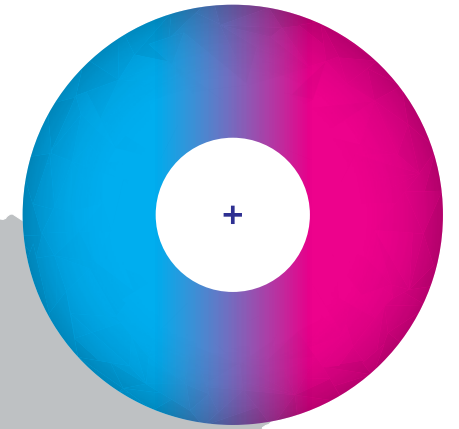
Circulation: 5.000

## **BIG SEE Event Catalogue (print)**

Circulation: 5.000



# Powered by South-East Europe. Open to the World.



A regional platform with global perspective.

Albania, Austria, Bosnia and Herzegovina,  
Bulgaria, Croatia, Cyprus, Czech Republic,  
Greece, Hungary, Israel, Italy, Kosovo,  
Malta, Moldova, Montenegro,  
North Macedonia, Romania, Serbia,  
Slovakia, Slovenia, Turkey

## Partners:

3M, ACO, ALPI, ALUMIL YU INDUSTRY, ARBLOC, ASKO, ASONA – ACOUSTIC SOLUTIONS, ATENA, ATLAS SOFAS, AUSTRIAWOOD&CO, BACHMANN GROUP, BANDALUX ITALIA, BORA, BOSCH, CANON, CARL STAHLARC, CBD, CERAMICA DOLOMITE, CIMENTO®, CORIAN® DESIGN SOLID SURFACE, COSENTINO ITALIA, DORNBRACHT, DVA ARHITEKTA ZIDARIĆ, ECLISSE, ECHO DESIGN, ELEKTROMATERIAL LENDAVA, EGGER, EXPLAST, FEYDOM HOME, FIBROBETON, FIMA, FLETCO CARPETS, FSB, GAGGENAU, GANTNER, GAŠPEROKNAVRATA, GEBERIT, GEALAN, GIOVANNI BARBIERI, GRAMITHERM, GRANITIFIANDRE, GROHE, GRUPA STUDIO, HABY, HANSGROHE, HAWA SLIDING SOLUTIONS, HEIDELBERG MATERIALS, HL HUTTERER & LECHNER, IDEAL WORK, INTERLUX, INTRA LIGHTING, IRSAP, ITALIAN TRADE AGENCY, J.U.A. FRISCHEIS, JAF SLOVENIJA, JUGOŠIK, KALCER, KANSAI HELIOS, KNAUF CEILING SOLUTIONS, KNOF, KOLPA, KOMOK, KSL – STUDIO, LAUFEN, LESPATEX, LUMILOGY, M SORA, MAGIS40, MAKRO 5, MAPEI, MARCA CORONA, MARGRAF, MARLES, MASHONI–JANEZ MESARIČ, MATEJ ŠTEFANAC, MICHELETTO, MIRALIS, NEBESYS, NEU/ZEUG, NORICA, OIKOS VENEZIA, OKALUX GLASTECHNIK, OPIKAR, PENZEL PREMIUM DECOR, PILON AEC, PROGRESSARCHITECTURE, ROCA, RODECA, ROTHO BLAAS, RUBINETTERIE ZAZZERI, SENCE, SENČILA BLED, SICIS, SIXINCH, SOLSKIN, SOUNDWOOL, STO, STUDIO, SWISSPEARL SLOVENIJA, TECE, TEM, TEXTFEL, TIGER, TLAKOVCI PODLESNIK, TKK, VIMAR, VOLUM3, WIENERBERGER, XAL, ZAGOŽEN, ZAMBAITI PARATI, ZUMTOBEL GROUP

# Apply now.

## Exhibit / Sponsor



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