



Goed Bezig Producties designs and constructs environments for a wide range of clients and circumstances, from stands for trade fairs, DJ Booths for festivals, sets for television productions and on to mobile showrooms. The work is always challenging and requires a full service to our clients. We meet and discuss the aims of the project, we design and cost the project, including the transport and building on location. All our projects are of a temporary nature and need to be modular for transport.

The promotion for Adidas was intended for the marketing of new soccer boots. The vehicle situates itself by playing fields, for players to sample boots during training sessions. It toured all over Holland. The space acted as a fitting showroom/gallery for the product and was designed to be promptly packed up in the back of the van.



The DJ Booth was made and designed for a position at Dance valley, a huge open air Dance Party in Holland. This speaker box tower had a telescopic function, by use of a scissor lift inside the structure. The lower box measures three meters high and at the highest point the tower measures ten meters above the ground. It was made from timber and plywood panels and weighed over nine hundred kilograms. The client, Smirnoff, had a private dance floor built around it. We worked together with a company called Natwerk to realise this concept for the client.

The Mode Fabriek (Fashion Factory) was situated at a Fashion Trade Fair in Amsterdam. The hall was a passageway and bar area between exhibition areas. It is made up of light boxes and a suspended lid. The brief came from the Trade Fair organizers, they simply wanted a minimal and stylish object for the space, inside is fitted with a full DJ set up. The form comes together in eight sections and is quickly assembled.



The Kleine Fabriek: (Small Factory) design was for a children's fashion trade fair stand. The company has two brands one for 5-12 and the other 12-16 age groups. We made one stand that was literally divided into two sections, with two different themes. The themes were related to the photo shoots that were undertaken for the new collection. We sourced props for them to use and they were brought and placed within the set. The main functional requirements were to attract clients and keep them there long enough to introduce and present the new collections. This design incorporated three openings, to allow for a good flow of people while being equally easy to monitor traffic through the space. For the winter and summer seasons the themes change, hence changing the look of the established space is an ongoing contract. In this way it is cost effective for our clients as we redesign and build new elements to adjust the feel for each season of the new collections. This stand is easily transportable, which is important in Europe as intercontinental travel to Trade Fairs is an essential.

interior design 2000

jamie sutherland

set/event design

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Goed Bezig Producties is a set design and building company for stage and screen. The company is situated in a huge old warehouse in the east of Amsterdam. We have been offered contracts to design and build on a diverse range of projects and since moving into new premises we now have a space that can be a showroom in which to present the finished built product to our clients. Our market is broad, and our business is as much about problem solving as it is in concept generation.

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