Event scenography for Davos Tech Summit

More than fifty robots across Davos, one recognisable summit: flags, robot signs, stage cubes and wayfinding built from the summit's own identity in five weeks.



CLIENT

Davos Tech Summit

INDUSTRY

Technology Conferences

PUBLISHED

July 2026

READ ONLINE

samuylov.ai · Event scenography for Davos Tech Summit

SERVICES

Event scenography · Wayfinding and signage · Environmental graphics · Print production specification · Manufacturer sourcing and procurement

44 signs
One layout for every robot

20 places
Robot City sites across the town

5 weeks
From brief to materials on site

Client

Davos Tech Summit is a conference on physical AI and robotics. For its 2026 edition, from 1 to 4 July, it went beyond the Kongresszentrum: its Robot City programme placed more than fifty robots in shops, hotels and outdoor locations across Davos.

So the summit's brand had to work on a stage, in a supermarket aisle and on a gravel car park, and be readable from a few steps away or across a square.

Challenge

The summit already had a logo, palette, typeface and style guide. The organisers wanted *a consolidation of the brand, not dilution*: physical formats, from outdoor flags to freestanding signs, that gave the core logo room and added nothing that competed with it.

The project had a fixed production budget, twenty locations, three stages and five weeks to delivery. Everything had to survive outdoors, stay clear of the stage screens and cameras, and give every robot the same kind of sign. The venue signs also had to be a template the client's own team could print and install.

Our approach

We built every format from three parts of the existing logo: its semicircle, the gradient and generous empty space.

We presented three stage concepts and several signage and navigation options, each with a manufacturing route and a cost, so the organisers could weigh look against cost. They chose the cube installation; we then simplified the signage to fit the budget and cut the flags down to a logo-only design that can be reused.



Signage concepts, June 2026.



Installed signage, July 2026.

The flags

Twenty feather flags marked the Robot City locations: smaller ones along the streets, taller ones in open spaces where they had to be seen from a distance. They carried the logo without a year or location-specific wording so they could be reused, and fillable bases held them on asphalt, gravel and grass.



Flag and drone demonstration, July 2026.



Feather flag at a Robot City location, July 2026.

The robot signs

Visitors needed to recognise a Robot City stop at a glance and vote for their favourite. Forty-four panels shared one layout: location, robot name, operator, category, a note on interacting responsibly and a voting QR code. Only the category icon and label changed; the layout and colours stayed the same.



Robot City installation in use, July 2026.



Robot sign beside a live demonstration, July 2026.

The cubes

Twenty-four printed cubes formed stage columns. Their faces alternated between the semicircle pattern, the brand colour and portraits of people and robots, so all three stages could share one kit.



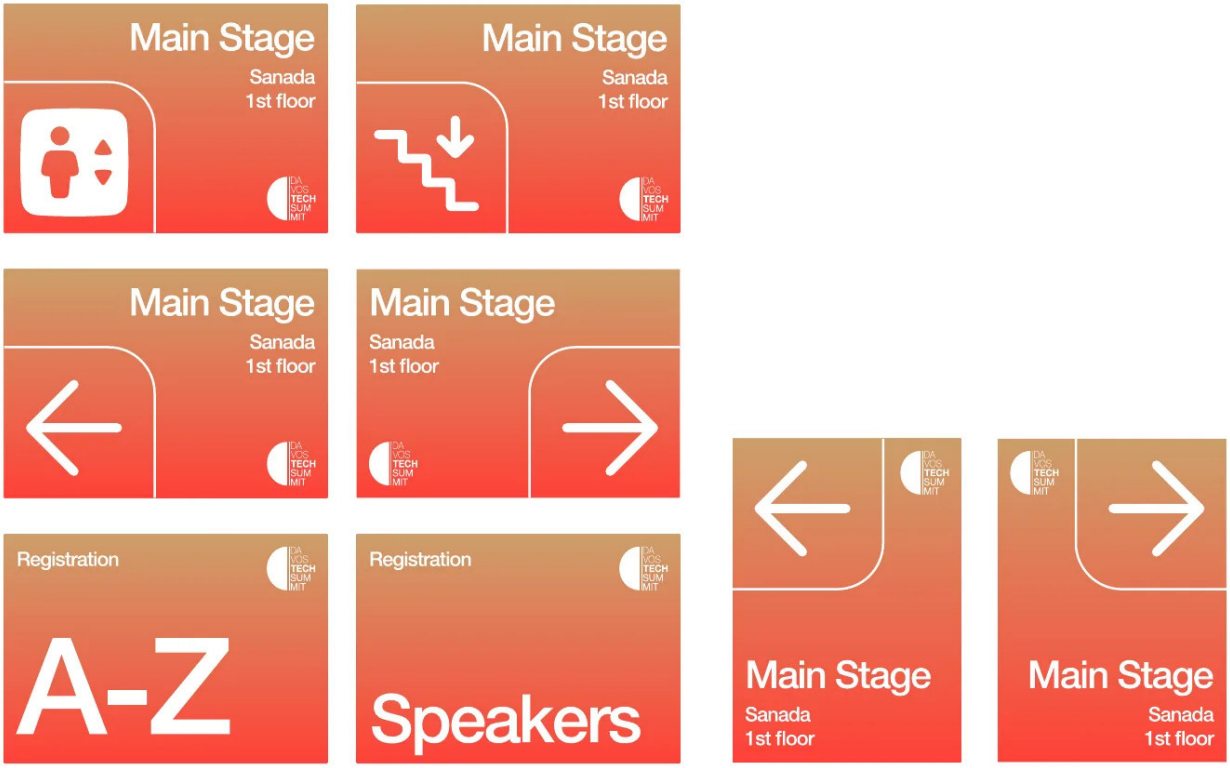
Cube faces, July 2026.



Cube installation beside the stage, July 2026.

The navigation kit

Room signs, zone headers, reception signs and directional arrows shared vertical and horizontal layouts on reusable bases with replaceable front panels. The client's own team printed and installed the pieces it needed, which kept the cost and the timing in its hands.



Navigation kit, June 2026.

What transfers

Design for the build, not the screen. Sourcing the manufacturer, specifying materials and placing the production order were part of the design work. That is why every piece was on site within five weeks.

Discipline beats novelty. A few forms from the existing logo, applied everywhere, made twenty locations and three stages read as one event.

Plan for the next edition. The flags carry no year and the navigation signs have replaceable front panels, so both can return next summer.



Main stage, Kongresszentrum Davos, July 2026.

For the robots themselves and what it took to run them around town, read Denis's recap of Davos Tech Summit.

Planning a summit, launch or stage installation? We take your brand from the style guide to the signs on site, including the manufacturer, the materials and print-ready templates your team can reuse. See Design & Experience, or Start a conversation.



Denis Samuylov

– Founder & CEO

Founder-led, team-delivered – Denis leads the engagement and stays on it after the pitch.

contact@samuylov.ai +41 79 136 38 26 Book an intro call →