

The Fab 50

EXECUTIVE Q&A



FEATURED LEADER

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GIVE US THE QUICK VERSION: HOW DO YOU DESCRIBE YOUR COMPANY?

Bednark is a full-service fabrication company based in Brooklyn, with a global reach. What does “full-service” mean? It means we’re a one-stop shop for event design, fabrication, and installation; development, engineering, graphics, digital, LED, crating, logistics, rigging, and installation. We build everything in one 62,000 square foot facility with our over 100-member team of highly-trained specialists in drafting, woodworking, metal, acrylic, printing, lighting, sculpting, painting, trucking, and installing. We’re a deep and diverse team of talent, focused on efficiency, that doesn’t compromise quality. The main goal is to empower every design we execute to the fullest.

WHAT TYPES OF THINGS DO YOUR CLIENTS SAY ABOUT YOU?

I hear a lot from our clients about how fast we are and how we roll with the punches better than anyone. Working in event production sometimes feels like you’re building the plane as you’re flying it. We thrive under pressure of timelines, the chaos of load-in, the uncertainty of the weather. The variables will always be there - so we’ve developed systems and a structure that allows us to be nimble. We rely on a digital fabrication approach that emphasizes quick production. We focus a lot of energy on understanding our client’s needs, their vision, and the big picture. It lets us engineer and adapt on the fly if need be. We hire problem solvers and people obsessed with the details. It’s a formula that our clients respond to.

HOW HAVE YOU CHANGED YOUR OFFERINGS OVER THE LAST FEW YEARS?

We are constantly adding new capabilities in the name of better quality, more innovation, and faster execution. Capabilities create possibilities, right? We’ve spent the better part of 2019 turning a vacant building in the Brooklyn Navy Yard into our new 62,000 square foot production headquarters - more than doubling our capacity. It’s a dream location for us. We’ve added

more printing and CNC machines, and we’ve expanded our integrated tech and LED departments. To have our production HQ so close to the Manhattan event world has been a game-changer for our clients.

HOW CAN CLIENTS GET MORE VALUE FROM THEIR EXHIBIT BUILD BUDGETS?

Hire Bednark! Seriously, though, there is tremendous value for event marketers and producers to have a fabrication partner that can collaborate with them from start to finish on design and execution. Don’t overwork yourself (or your budget) managing 10 different partners. Find a shop like ours that can produce everything you need.