PORTFOLIO 2026

A design studio building whole systems for brands, digital products and spaces

Working worldwide

madswop

WHO WE ARE

We turn strong ideas into whole brand systems for the digital and physical world

2015	the studio at work since
700+	projects
12	design awards



Artem Gvozdev

FOUNDER AND CREATIVE DIRECTOR
OF MADSWOP

“The art director is personally involved at every key stage of every project”

TEAM

We are a team that gives brands character



Artem Sizov

UX/UI design and development



Daria Bindisheva

Strategy and clients



Anastasia Cherednik

Brand identity, brand books



Eva Efremova

UX research, prototyping, UI



Maryana Pavlova

Video editing and motion design

BASED IN SAINT PETERSBURG

Working worldwide



THAILAND
Bangkok, Samui

INDONESIA
Bali

UAE
Dubai

USA
New York, Miami

EUROPE · AUSTRALIA
Munich, Sydney

RUSSIA
St. Petersburg, Moscow

HOW WE THINK

We design the transition of a place from one state to another

Before: a plot, a building, an idea on paper. After: a place with a name, a character and guests who want to come back.

That is why we build brand, website, interior and content as one system, not a set of separate solutions.

WHAT WE DO · FIVE DIRECTIONS

01 Brand identity

Logo, colour and type, brand guidelines, packaging, presentations

02 Strategy

Research, positioning, naming, brand platform

03 Websites

Websites and landing pages, online stores, apps, AI and automation

04 Content

Photo and video, motion design, campaign visuals

05 Interiors

Concept, wayfinding, environmental design, author supervision

NICHES · A · WHERE WE ARE STRONGEST

DEVELOP

Real estate development

Solair, SOHO Residence, U-PRIME, Dom SML, Tule Talo, Alexey Tiskin, LetYourFlat, DOR-PRIZ

STAY

Hotels and hospitality

ZION, Artel 17/52 × Cloud9, Wynwood, Soyuz Hotels, Hideout Residence

NICHES · A · WHERE WE ARE STRONGEST

TASTE

Restaurants, lounges and cafes

e-motion, LIMB, Maison Rouge, Frameis, Monterey Cyber Lounge, NIXI · boca room

SAIL

Yachts and sea leisure

Bluuu, Fortune Yachts, MV Fun Race, Luxury Support Travel

NICHES · B · DEEP EXPERTISE

SHAPE

Architecture and interiors

Neymand Studio, DZM, [U]STUDIA, Room Moor, SI Design, Finterio

CARE

MedTech and wellness

Clyo Health, V-MED, OZERO, I'M Clinic Dental, Praktik Dental, Pavel Pol Dentistry, Alyans Zdorovya, 11 Beauty Boutique, HEBS lab

MEET

Premium communities and lifestyle

Falcon, Chess Social Club, Hideout Art, Muse Agency, Sub Box Music

NICHES · B · DEEP EXPERTISE

WEAR

Fashion, sport and jewellery

Budemique, Roman Karakurkchi, Feliksov Diamonds, Author Sport, PADELGRAD, AUROCKS, BOX39, Heroes, BFG

TRADE

Finance, trade and logistics

Tonhub, Holders, Crypto Penetration, GMS Global Marine Supply

CODE

Digital products and AI

Bestie, Feedy, HIDEOUT RESIDENCE

NICHES · C · EXPERIENCE

MAKE

Industry and manufacturing

NeoZoneX, Markon Kholod, F44 Bureau, DEREVO Group, Ecohit

ON AIR

Telecom and broadcasting

Tricolor: 13 channels, including Russia's first 4K/UHD

NEXT

Your niche

We are always open to something new. Your niche could be here

LOGOFOLIO · 1/5













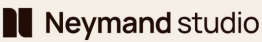












LOGOFOLIO · 2/5























LOGOFOLIO · 3/5

























LOGOFOLIO · 4/5

























LOGOFOLIO · 5/5

PADELGRAD

BEAUTY BOUTIQUE
МАНИФЕСТ ТВОЕЙ КРАСОТЫ

HEBS lab.

ALEXEY TISKIN

LETYOURFLAT

BFG

HAVEN STAYS

LUXURY SUPPORT TRAVEL

CRYPTO PENETRATION

FELIKSOV
DIAMONDS

Maier Hollmann

СЕРИАЛ UHD

OPENING PACKAGE

A brand for a place getting ready to open

01 Name and positioning

02 Brand identity and touchpoints

03 Website with booking

04 Wayfinding and environment

05 Menu and packaging

06 Opening content

One team and one art director at every stage — from the name to the first guest.

SELECTED PROJECTS

10 places that changed their state

01	Solair	DEVELOP
02	Bluuu	SAIL
03	LIMB	TASTE
04	Fortune Yachts	SAIL
05	e-motion	TASTE
06	U-PRIME	DEVELOP
07	ZION	STAY
08	Artel 17/52 × Cloud9	STAY
09	Clyo Health	CARE
10	Bestie	CODE



01 · DEVELOP

SOLAIR

a slow-living villa brand for Bali's tropical modernism

VILLAS · BALI

TASK

Give a villa complex in Pererenan the voice of tropical modernism and slow living: privacy, calm, natural materials.

RESULT

Brand identity, guest touchpoints and a sales presentation.

BRAND · PRESENTATION


SOLAIR



02 · SAIL

Bluuu

from DayTripBali to Bluuu: rebranding Bali's yacht experience

YACHTS · BALI

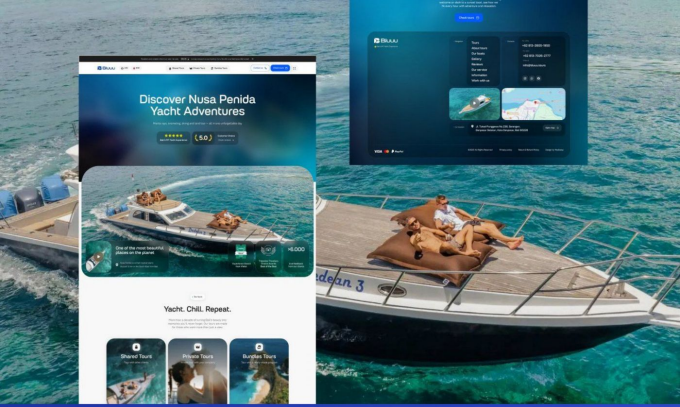
TASK

Relaunch DayTripBali — yacht tours to Bali, Nusa Penida, Lembongan and Ceningan — as a high-end service.

RESULT

New name and identity, an English website with tours, a presentation and content.

BRAND · WEBSITE · PRESENTATION · CONTENT


Discover Nusa Penida
Yacht Adventures
5.0
One of the most beautiful
places on the planet
+5,000
Yacht. Chill. Repeat.
Shared Tours
Private Tours
Bundles Tours







03 · TASTE

LIMB

an identity built on optical illusions

CONCEPT VENUE · BALI

TASK

Turn the building's architecture — ribbed glass, glass blocks, refracted light — into the idea of the brand.

RESULT

An identity built on optical illusions, a website, wayfinding and spatial design.

BRAND · WEBSITE · SPACE


LIMB®



04 · SAIL

FORTUNE
YACHTS BALI

a brand for yachts built in Bali

SHIPYARD · BALI

TASK

Present a shipyard that designs and builds yachts in Bali as a brand where quality shows in every detail.

RESULT

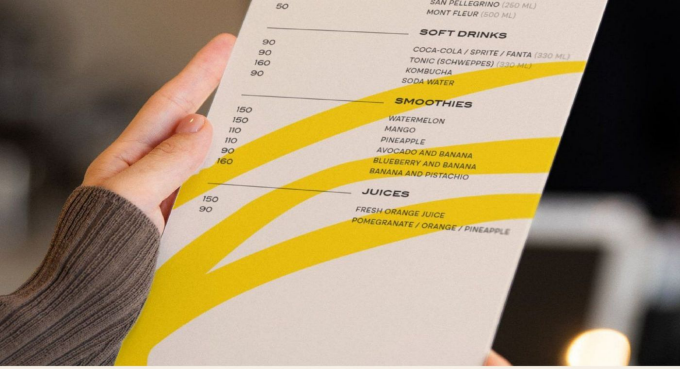
Brand identity, website and presentation.

BRAND · WEBSITE · PRESENTATION


FORTUNE
Building Bali's Best Yachts
Discover


FORTUNE


FORTUNE
YACHTS



05 · TASTE

emotion
MODERN FOOD & DRINKS

where Thai cuisine becomes a language of emotion

FINE DINING · BANGKOK

TASK

Build a restaurant brand where Thai traditions and signature cuisine speak the language of emotion.

RESULT

Brand identity, menu, packaging and presentation.

BRAND · PRESENTATION

PURE EMOTIONS NEVER LIE,
NEITHER DO WE.







06 · DEVELOP

U-PRIME

architecture shaped around a way of life

DE LUXE PRIVATE CONSTRUCTION

TASK

Give a full-cycle de luxe builder
a language of individual architecture and
the owner's way of life.

RESULT

Brand identity, touchpoints and
a company presentation.

BRAND · PRESENTATION




U-PRIME


U-PRIME
PRIME
DEVELOPMENT
ARCHITECTURE
DESIGN
LINE



07 · STAY

ZION

Scandinavian minimalism for a hotel in the forest

LANDSCAPE HOTEL · LENINGRAD REGION

TASK

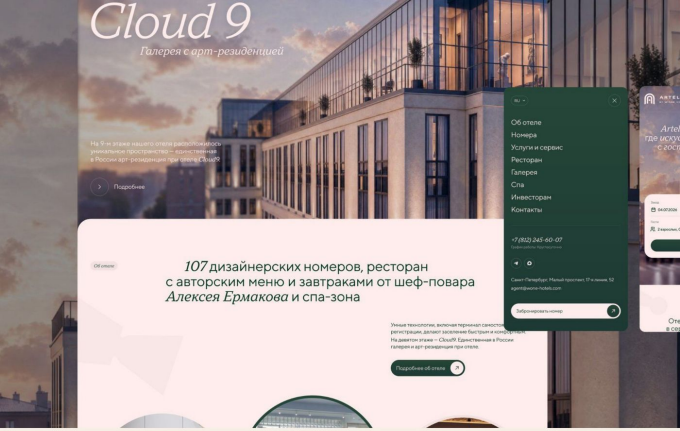
A country hotel by Jerome Development: Scandinavian minimalism built into the natural landscape.

RESULT

Brand identity, website and presentation.

BRAND · WEBSITE · PRESENTATION





08 · STAY

Artel 17/52 × Cloud9

a hotel where art lives on the 9th floor

HOTEL AND ART RESIDENCE · SAINT PETERSBURG

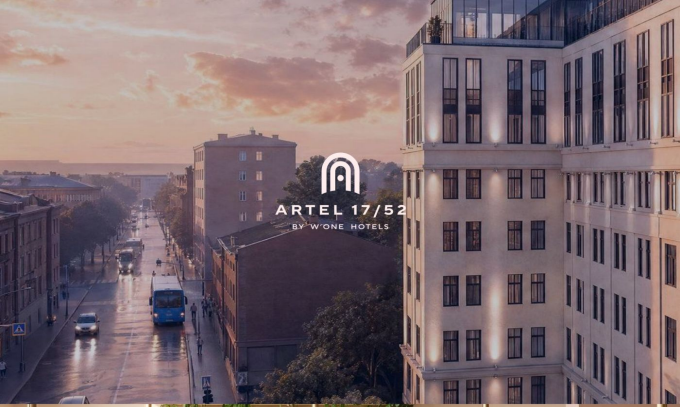
TASK

Tell the story of a W'one Hotels property on the 17th Line and of Cloud9 — Russia's only art residence inside a hotel.

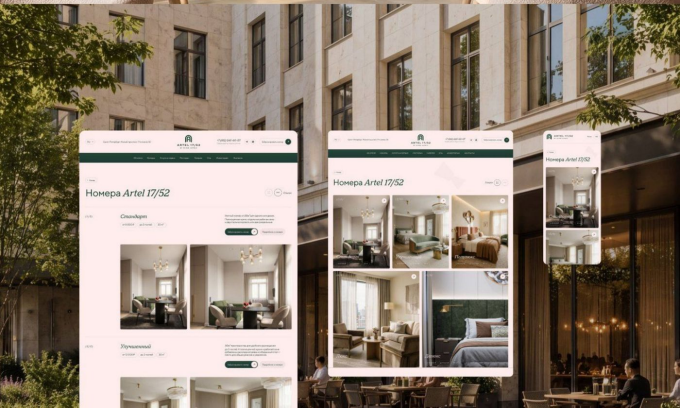
RESULT

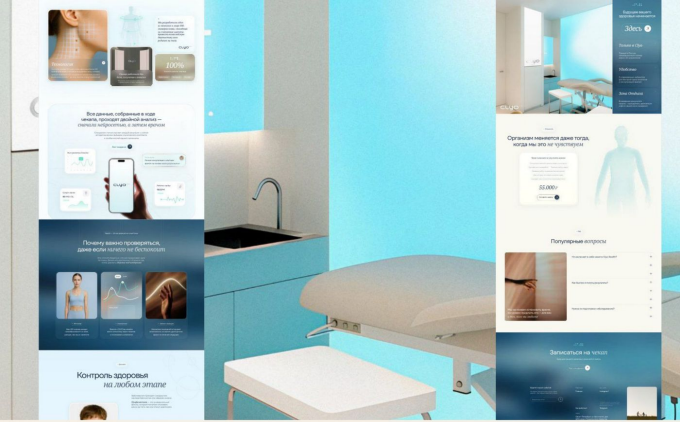
Brand, booking website and content.

BRAND · WEBSITE · CONTENT


ARTEL 17/52
BY W ONE HOTELS




Номера Artel 17/52
Стандарт
Улучшенный
Номера Artel 17/52
Номера Artel 17/52



09 · CARE

Clyo Health

making preventive health feel like the future

AI CHECK-UP CLINIC · SAINT PETERSBURG

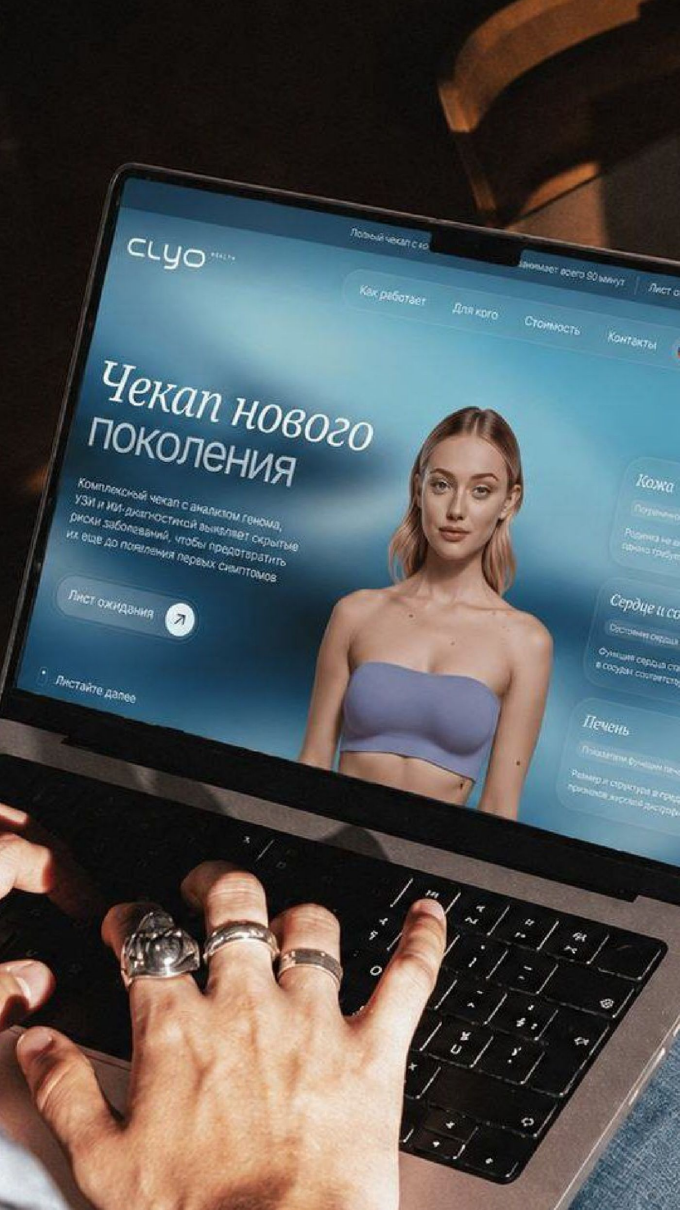
TASK

A new-generation check-up clinic: real-time health monitoring with data visualisation, doctors' expertise and AI.

RESULT

Brand identity, website and presentation.

BRAND · WEBSITE · PRESENTATION


Полный чекап с ко
Занимает всего 90 минут
Лист о
clyo
Как работает
Для кого
Стоимость
Контакты
Чекап нового поколения
Комплексный чекап с анализом генома, УЗИ и ИИ-диагностикой выявляет скрытые риски заболеваний, чтобы предотвратить их еще до появления первых симптомов
Лист ожидания
Листайте далее
Кожа
Сердце и со
Печень



10 · CODE

Bestie

166 screens, from research to launch

MOBILE SOCIAL NETWORK

TASK

A messenger, a social network and private rooms for girlfriends — in one app.

RESULT

Full cycle: research, product concept, UX/UI, illustration, animation and development. 166 screens, 11 scenarios.

BRAND · WEBSITE · PRESENTATION

9:41

Пропустить



Пригласи подруг

Комната оживет, когда в ней твои Besties

Пригласить подругу в Bestie >
Ты можешь пригласить 5 подруг

3 / 5

Твои Besties



Анастасия Яковлева
@nastyyaa



Sasha Yakovleva
@sashayakovleva



Дарья Морозова
@morozova

Пригласить 1 подругу

MORE WORK

More completed projects

11	Maison Rouge	TASTE
12	PADELGRAD	WEAR
13	AUROCKS	WEAR
14	Budemique	WEAR
15	Neymand Studio	SHAPE
16	DZM	SHAPE
17	Dom SML	DEVELOP
18	Tule Talo	DEVELOP
19	NeoZoneX	MAKE
20	Falcon	MEET

11 · TASTE

Maison Rouge

RESTAURANT, BAR AND LOUNGE · SAINT PETERSBURG

For guests who value service and warmth. Red here stands for passion, luxury and exclusivity.



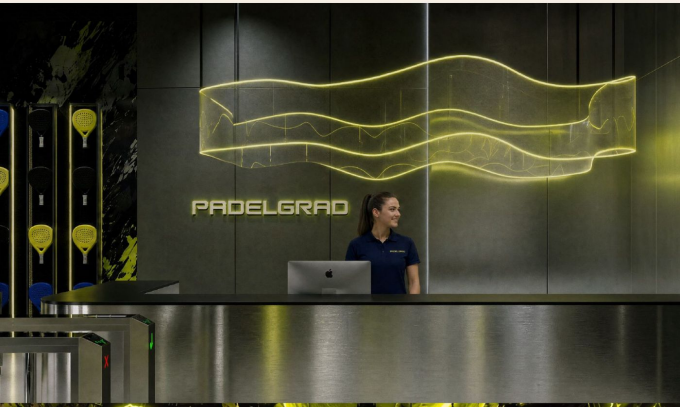


12 · WEAR

PADELGRAD

PADEL CLUB · SAINT PETERSBURG

Seven courts and a new point of attraction: sport, conversation and city culture.





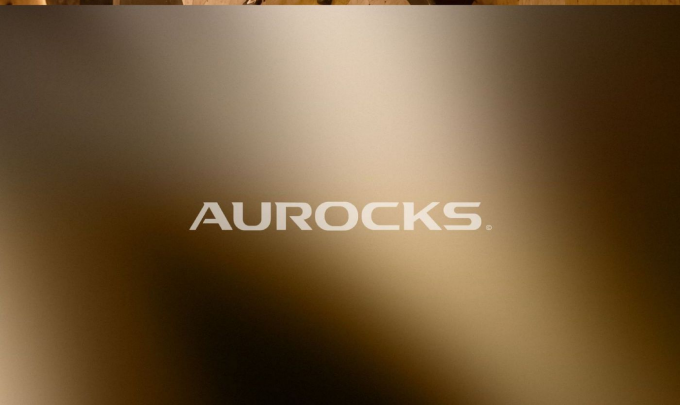
13 · WEAR

AUROCKS

BOULDERING CENTRE

A space of support and freedom where you want to train, push yourself and come back.





14 · WEAR

Budemique

JEWELLERY HOUSE · MOSCOW

Modern luxury — confident, refined and natural. Jewellery worn for the feeling, not for show.



15 · SHAPE

Neymand Studio

ARCHITECTURE AND DESIGN STUDIO

Interiors that reflect the client's personality and fit the specific space.





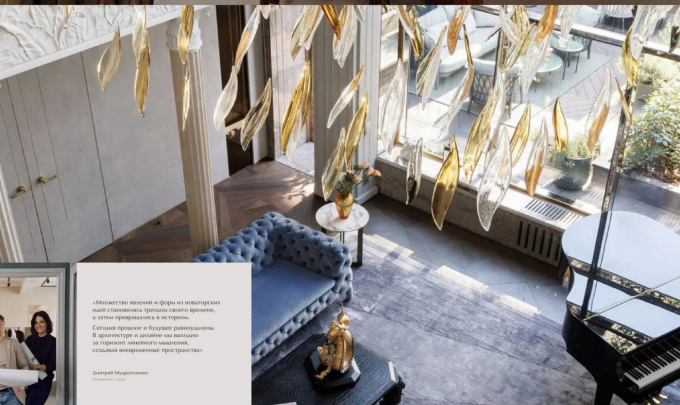
16 · SHAPE

DZM

HIGH-END ARCHITECTURE STUDIO

Private homes from historic apartments to country residences. Identity, logobook and website.





17 · DEVELOP

Dom SML

BOUTIQUE DEVELOPER

Collectible country residences in the aesthetic of a modern Russian estate.





18 · DEVELOP

Tule Talo

GLUED-TIMBER HOUSES

Finnish philosophy of comfort: natural wood, handcraft and timeless architecture.



19 · MAKE

NeoZoneX

TECHNOLOGY PLATFORM

Next-generation lubrication solutions based on in-house formulas.



20 · MEET

Falcon

PRIVATE BUSINESS CLUB

A community of owners and CEOs of industry leaders, where new ideas grow from conversation.





WHERE TO START

01 Brand launch

From scratch: strategy, naming, identity, website and materials

02 Rebranding

New positioning and visual system

03 Full launch

From business idea to brand, digital product and space

04 Single task

Website, identity, presentation, packaging or interior

05 Ongoing support

Continuous brand art direction

CONTACTS

Let’s Swop Reality

Let’s build a system that works for the long run

TELEGRAM	@madswop
INSTAGRAM	@madswop
WEBSITE	madswop.com
EMAIL	hello@madswop.com
PHONE	+7 999 202-90-00

Hideout Residence

22 Rimskogo-Korsakova St., Saint Petersburg

madswop