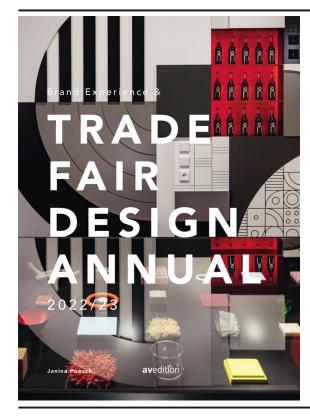


TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk





Brand Experience & Trade Fair Design Annual 2022/23 Janina Poesch

Jan....a : 0000...

ISBN 9783899863857

Publisher Avedition Gmbh

Binding Hardback

Territory World excluding Benelux, Germany, Austria,

Switzerland, Scandinavia, Laos, Cambodia, Brunei,

Maldives and the Far East (except Japan)

Size 310 mm × 230 mm

Pages 272 Pages
Illustrations 400 color
Name of series

Yearbooks

Price £99.00

- The standard work in the trade fair design community
- About 55 outstanding projects analogue, hybrid, virtual
- Interactive book with the ayscan image recognition app

It is definite: The trade fair is not dead, the trade fair is changing! And, going forward, this will not be the last time it has to adjust with agility to new circumstances. Designers will need to analyse the qualities of space again more closely – be it the physical space or the digital space: Space should be staged and designed so as to support communication, facilitate encounter and experience, create an immersive effect and, of course, provide content that adds value. But this also means that communication strategies need to be fixed beforehand, particularly if the focus is on positions and visions rather than products as in the past. It will be about connecting people with brands on many different levels in order to shape the future together.

Text in English and German.

Janina Poesch is architect, journalist and a founder of PLOT – the network in the field of spatial staging. Since 2008 she has been publishing print and online magazines and reference books about scenography.