



# Brand Experience & Trade Fair Design Annual 2023/24

Janina Poesch

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- The standard work in the trade fair design community
- About 60 outstanding international projects

When it comes to sustainable brand presentations, the question is no longer whether we can conserve resources and build green, but how! Sustainability has become a must. But to make circular brand spaces a reality, everyone – from exhibitors to designers to visitors – needs to pull in the same direction. The new issue of the **Brand Experience & Trade Fair Design Annual** features successful examples that demonstrate an intentional approach to people and the environment – and are inspiring to boot.

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.

