



Brand Experience & Trade Fair Design Annual 2026

Janina Poesch

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- Standard work for the trade fair design community
- Over 50 outstanding international projects

The new Annual is devoted to courage in design and showcases over 50 exciting projects from the fields of brand experience and trade fair design, as well as nation branding at the Expo 2025. These projects demonstrate how concepts, materials, narratives and technologies can be innovative and sustainable despite (or perhaps because of) limited resources and challenging circumstances. The selection is complemented by three interviews with thought leaders who embrace courage in their approach to spatial AI, the circular economy and the future of large-scale global events. This edition of the **Brand Experience & Trade Fair Design Annual** encourages you to challenge your routines, rethink your scope for action and take courageous steps forward. After all, the future is created when someone has the courage to shape it.

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.