



## Event Design Yearbook 2017/2018

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Avedition Gmbh

**Binding**

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**Territory**

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**Size**

310 mm x 230 mm

**Pages**

256 Pages

**Illustrations**

250 color

**Price**

£42.00

- The best examples of contemporary event design are now collected in a smart and modern book, fusing authentic and digital experiences
- Insights into conception and realisation of more than 50 international events
- Features events in Austria, China, France, Germany, Great Britain, Hong Kong, Italy, Luxembourg, Macao, Portugal, Russia, Switzerland, and more

We are living in a networked age and can no longer deny digitisation. Although the events sector is characterised primarily by live experiences, events are becoming increasingly hybrid: new forms of spatial communication are emerging, which blur the boundaries between real and virtual experience.

In this yearbook, Sabine Marinescu and Janina Poesch present more than 50 successful examples where both digital innovation and personal encounters are the focus of the concept. Through numerous interviews with specialists in the sector, they venture a look into the future, in order to ask quite exclusively: what is 'the next big thing'?

Text in English and German.

The editors Sabine Marinescu and Janina Poesch are driven by a common goal: dominate creative spaces in the foreseeable future. Since 2008, they have been working tirelessly to build up a platform for scenography. Besides editing a printed magazine and enthusiastically running their blog, they develop and come up with ideas for events or publish books.