



# Event Design Yearbook 2021/22

**Special Edition**  
**Katharina Stein**

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- Trendbook on the future of event design
- Best cases of analogue, hybrid and virtual events
- More than 40 events by international designers and agencies

For over a year, the coronavirus has been holding us in its grip. Live events and brand experiences are either not possible at all or only with significant restrictions. The consequences and problems for the industry are enormous. But alongside this, it enabled us to learn a lot, surprise us and fascinate us with new ideas. Digital and hybrid experiences have developed dynamically, initiating new and creative approaches that are to be perfected over the forthcoming years.

This edition of the **Event Design yearbook 2021-2022** builds bridges between events before and since the coronavirus, between analogue, hybrid and digital events.

Text in English and German.

**Katharina Stein** is a specialist journalist and a connoisseur of the event design scene. In 2009 she founded eveosblog together with Henning Stein, one of the best-known and most widely read event blogs in Germany.