



Trade Fair Annual 2020/21

Sabine Marinescu

Janina Poesch

ISBN	9783899863369
Publisher	Avedition Gmbh
Binding	Hardback
Territory	World excluding Benelux, Germany, Austria, Switzerland, Scandinavia, Laos, Cambodia, Brunei, Maldives and the Far East (except Japan and Korea. Taiwan non-exclusive)
Size	310 mm x 230 mm
Pages	288 Pages
Illustrations	300 color
Name of series	Trade Fair Design Annual
Price	£85.00

- Navigating a new world due to Covid-19, has brought forth new concepts with which we had not reckoned a couple of years ago
- Virtual twins, AR or VR walk-through stands, online exhibitions with new meeting formats
- The new trade fair yearbook presents not only the most exciting exhibition settings of the previous year but also entices us into virtual space

Until spring 2020 the trade fair sector was still boasting: "You can't e-mail a handshake!" Then Covid-19 came along and everything was turned upside down: exhibitions were postponed, cancelled or relocated into digital space. It also brought forth new concepts with which we had not reckoned a couple of years ago: virtual twins, AR or VR walk-through stands, online exhibitions with new meeting formats, or quite different ideas that are currently turning the sector upside down, providing new impetuses and making the trade fair a place as we have never known it before. The new trade fair yearbook presents not only the most exciting exhibition settings of the previous year but also entices us into virtual space.

Sabine Marinescu and **Janina Poesch** are both architects, journalists and founders of PLOT - the network in the area of spatial installations. Since 2008 they have been publishing print and online magazines as well as reference books in the wide field of scenography.