



# Trade Fair Design Annual 2016/2017

**Edited by Sabine Marinescu**

**Edited by Janina Poesch**

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- The standard work of reference in the trade fair design world, now in its fifteenth year
- Includes sixty trade fair stands from across the globe

In this edition of the *Trade Fair Design Annual*, the authors not only show the best trade fair stands of the past year with the usual wealth of images, they also dedicate themselves to the displays at the last Expo. While in Milan the largest annual trade fair in the world 21 million visitors immersed themselves deeply into the universe of the 145 exhibiting nations and were able to get to know their cultural identity, economic strengths, new projects and innovations, the exhibitors from around the world also delivered a statement about their distinctive identity and promising innovative strength with the individual and accomplished design of their trade fair stands. It is no secret that trade fairs can sometimes be like funfairs... Text in English and German.

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