



Trade Fair Design Annual 2019/20

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- The standard reference work in the trade fair design world

So-called Instagramability has long become part of our communication policy – has the design of trade fair stands also changed as a consequence? Is the presentation's focus no longer the product but rather the potential customer and their interaction? How important are live experiences in order to draw the full attention of visitors? What effect does this have on the communication strategy and on the spatial design? These are questions pursued by the new *Trade Fair Design Annual* with 60 exceptional examples. Text in English and German. Also avail*Trade Fair Design Annual 2018/19* ISBN 9783899862829

The editors **Sabine Marinescu** and **Janina Poesch** are architects and journalists. Since 2008, they have been working tirelessly to build up a platform for scenography. Besides editing the printed books and magazines, they enthusiastically run the blog www.plotmag.com/blog.