



Trade Fair Design Annual 2021 / 22

Special Edition
Sabine Marinescu
Janina Poesch

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- The Standard Reference Work in the Trade Fair Design World
- 48 projects worldwide – digital, hybrid, virtual, physical

“We need new concepts for trade fairs as places of chance encounters. This might also be showrooms and brand worlds in places where people and ideas converge. What we need are open forums for critical and competent dialogue.” You will find lots of demands like this one expressed by Ranger Design in this special edition: The industry has given us an outlook of the near future and shows what they have achieved in the last few months, where they had to find alternatives, what new concepts evolved and how the trade fair format has changed in recent times.

Text in English and German.

Sabine Marinescu and **Janina Poesch** are both architects, journalists and founders of PLOT – the network in the field of spatial staging. Since 2008 they have been publishing their own print and online magazines and reference books about scenography.