Brand Experience & Trade Fair Design Annual 2025

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- Standard work for the trade fair design community
- About 60 outstanding international projects

How can artificial intelligence revolutionize interactions with visitors, ecological intelligence promote sustainable solutions, emotional intelligence create lasting ties between brands and people, and artistic intelligence transform places into creative spaces? How can technological intelligence push the boundaries of what is possible and how can collective and social intelligence culminate in participatory concepts?

The latest edition of the **Brand Experience & Trade Fair Design Annual** aims to answer these questions and inspire exciting new projects by showcasing outstanding projects and presenting essays contributed by true industry experts.

Text in English and German.

Janina Poesch is architect, journalist and a founder of PLOT – the network in the field of spatial staging. Since 2008 she has been publishing print and online magazines and reference books about scenography.