



# Experience & Event Design 2023 / 2024

**Katharina Stein**

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- Around 40 international events: real, hybrid, virtual, immersive

The new edition has been shaped by a both turbulent and exciting year. The demand for events and the delight about real experiences were huge. At the same time, war and its economic consequences have been a cause of great concern. The book collects this multitude of formats, from small but accomplished communication forums to virtual specialist conferences and captivating spatial experiences. The result is a realistic cross section of social requirements, current experience formats and difficult framework conditions.

Text in English and German.

**Katharina Stein** is a specialist journalist and a connoisseur of the event design scene. In 2009 she founded eveosblog together with Henning Stein, one of the best-known and most widely read event blogs in Germany.

