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Experience & Event Design 2025 / 2026

Katharina Stein

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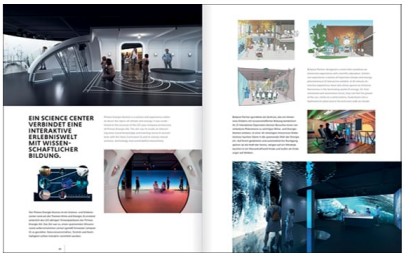
- International events: real, hybrid, virtual, immersive

Shared experiences are of immeasurable value, especially at the current time. They forge a sense of community, strengthen trust and foster optimism. They open up opportunities for new perspectives, moments of inspiration and a temporary escape from everyday life. New technologies play a key role in this. With aesthetic spatial experiences, events that bring people together and immersive, interactive worlds, this edition addresses precisely this: the essential value of live communication.

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.



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