



Trade Fair Design Annual

Sabine Marinescu, Janina Poesch

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For quite some time now, the architecture of the booth alone is no longer decisive for the successful presentation of a brand at trade fairs. More subtle elements such as light, materials, audiovisual media or even a skillful perspective and perfect infrastructure are what now trigger a wow effect from visitors and customers. And this is demonstrated by the most recent edition of the Trade Fair Design Annual: Once again, the authors Rainer Häupl, Sabine Marinescu and Janina Poesch have compiled and analyzed more than 50 presentations of international top brands. Large illustrations, detailed plans and interviews with designers explain the standards for trade fair design of the future.

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