

**Press release**

We recommend for review in your journal / newspaper:

**Publishers for Architecture  
and Design**



**Neo-Narratives**

**Building Brands for the next Decades**

**Wolf-Eike Galle**

- Interviews with the influential minds behind Spotify, Cowboy Bikes, UNIMATIC, IKEA, Light Phone, Are.

In an era of over-communication, brands have to face radical new realities and shape their identities in multipolar manors. Spontaneously forming and iterative narrations can take on this task. This is the idea behind neo-narratives. On a search for virtuoso forms of articulation of brands, the basic idea of the narrative is recast and a journey into new radical narrative structures is undertaken in essayistic form.

Wolf-Eike Galle is a creative and cultural scientist. As creative director he accompanies international and national brands in their transformation processes since 2006.

Publisher

The publishing house avedition GmbH, publishers for architecture and design, was founded in 1992. Strategically the publishers specialise in interdisciplinary areas of design such as interior and exhibition architecture, scenography as well as product and communication design.

**German / English**

300 pages, hardcover  
Numerous graphics  
17 x 24 cm / 6.7 x 9.5 in  
ISBN 978-3-89986-439-7  
€ 36 (D) / \$ 50

**October 2025**

Kontakt:  
Jürgen Kummer  
Vertrieb und Presse  
Telefon: 0711 220 22 79-0  
presse@avedition.de

avedition GmbH  
Senefelderstraße 109  
70176 Stuttgart  
Telefon: 0711 220 22 79-0  
Telefax: 0711 220 22 79-15  
www.avedition.de

Geschäftsführer:  
Dr. Petra Kiedaisch  
Bettina Klett

Sitz und Registergericht  
Stuttgart HRB 747066