



© Photo: Emily Bonnet, HEAD – Genève

The future shift of trade fair stands

Seven new trends have been spotted by Sabine Marinescu and Janina Poesch, authors of the *Trade Fair Design Annual 2020/21*. With an array of international examples – real, hybrid and virtual – they provide insight into a scene which is massively changing. And they put the evidence right before us: The "New Normal" is already starting to take shape.

Read an excerpt:

Designing the New Normal

In 2019 we were still convinced that live communication would play a growing role in the trade fair industry, with trade fairs and events becoming more and more interlinked and experience design set to become the flavour of the day. Now, in 2020 under the influence of the COVID-19 pandemic, we have to admit that there has been a major trend shift ...

By reshuffling the Annual, we have nonetheless tried to indicate the rough direction things may take:

We have identified seven trends which will very probably (who can say with any certainty ...) accompany us in the coming trade fair period.

We have identified seven trends which will very probably accompany us in the coming trade fair period.

CONSOLIDATED:

When trade fairs focus increasingly on special fields, thus becoming smaller, various exhibitors and brands will have to join forces and present themselves together each with their own small stand under a shared design umbrella.

CONTENT-RELATED AND CONCEPTUAL:

It will be more important than ever to develop consistent and perceptible design concepts for the stagings. It will no longer be sufficient to present an aesthetically pleasing booth. Instead it will be all about giving "valuable" content a spatial dimension. The focus will be firmly on progress: Innovations, ideas, thoughts and exciting projects will shape the brand space.

It will no longer be sufficient to present an aesthetically pleasing booth. Instead it will be all about giving "valuable" content a spatial dimension.

HOLISTIC:

Integrated appearances which can be traced through the whole brand image – both two- and three-dimensional – will gain in relevance. Moving forward, trade fairs will only play a role in communication strategy of companies in the conglomerate and will no longer necessarily be the core measure.

PARTICIPATIVE AND SHAREABLE:

In future, visitors will be incorporated even more into the trade fair experience. Their actions will thus not only become part of the spatial concept but will deliberately be designed for sharing in the social networks. Instagrammability will therefore remain on the agenda ... But it will increasingly be about the trade fair becoming a place of encounter and the trade fair stand a communication space which can be jointly used.

In future, visitors will be incorporated even more into the trade fair experience.

SMALL BUT POWERFUL:

As it will be less about products (unless we are talking about real innovations), and more about personal exchange, the trade fair stands will become smaller but more meaningful and emotional.

Trade fair stands will become smaller but more meaningful and emotional.

SUSTAINABLE AND REUSABLE:

In future, we will not be able to afford not to think about sustainability and value-added chains: Consequently, the trade fair landscape will be shaped increasingly (and hopefully as a matter of course!) by reusable trade fair presentations.

VIRTUAL EXPANDED AND HYBRID:

The trade fair space will be virtually expanded. Analogue and digital are, however, not competing with each other, but ideally will be conceived together and closely intermeshed.

The trade fair space will be virtually expanded. Analogue and digital are, however, not competing with each other.

From the preface by
Sabine Marinescu and Janina Poesch



Trade Fair Design Annual 2020 / 21

Sabine Marinescu, Janina Poesch

German / English
 288 pages
 300 photos and plans
 Hardcover
 23 × 31 cm / 9 × 12.2 in
 EAN 9783899863369

Until spring 2020 the trade fair sector was still boasting: "You can't email a handshake!" Then corona came along and everything was turned upside down: exhibitions were postponed, cancelled or relocated into digital space. It also brought forth new concepts with which we had not reckoned a couple of years ago: virtual twins, AR or VR walk-through stands, online exhibitions with new meeting formats, or quite different ideas that are currently turning the sector upside down, providing new impetuses and making the trade fair a place as we have never known it before. The new trade fair yearbook presents not only the most exciting exhibition settings of the previous year but also entices us into virtual space.

Sabine Marinescu and Janina Poesch are both architects, journalists and founders of PLOT – the network in the area of spatial installations. Since 2008 they have been publishing print and online magazines as well as reference books in the wide field of scenography.

EXPANDED SPACES:
 FREE APP FOR DOWNLOAD

