

Press release

**Publishers for Architecture
and Design**

We recommend for review in your journal / newspaper:

Brand Experience & Trade Fair Design Annual 2022/23

Janina Poesch

- **The standard work in the trade fair design community**
- **About 55 outstanding projects – analogue, hybrid, virtual**

It is definite: The trade fair is not dead, the trade fair is changing! And, going forward, this will not be the last time it has to adjust with agility to new circumstances. Designers will need to analyze the qualities of space again more closely – be it the physical space or the digital space: Space should be staged and designed so as to support communication, facilitate encounter and experience, create an immersive effect and, of course, provide content which adds value.

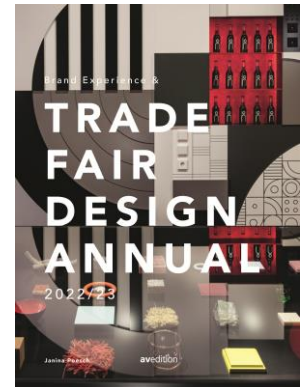
But this also means that communication strategies need to be fixed beforehand, particularly if the focus is on positions and visions rather than products as in the past. It will be about connecting people with brands on many different levels in order to shape the future together.

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.

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