

Press release

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Brand Experience & Trade Fair Design Annual 2023/24

Janina Poesch

- **The standard work in the trade fair design community**
- **Over 60 outstanding international projects**



When it comes to sustainable brand presentations, the question is no longer whether we can conserve resources and build green, but how! Sustainability has become a must. But to make circular brand spaces a reality, everyone – from exhibitors to designers to visitors – needs to pull in the same direction. The new issue of the Brand Experience & Trade Fair Design Annual features successful examples that demonstrate an intentional approach to people and the environment – and are inspiring to boot.

Editor Janina Poesch is a qualified architect, trained journalist and freelance author of numerous publications on the topics of the future, scenography and (brand) communication in space. She teaches Brand Spaces at RheinMain University of Applied Sciences and greatly appreciates the common thread in (brand) stories – the PLOT ...

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