

Press release

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Brand Experience & Trade Fair Design Annual 2025

Janina Poesch



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

How can artificial intelligence revolutionise interactions with visitors, ecological intelligence promote sustainable solutions, emotional intelligence create lasting ties between brands and people, and artistic intelligence transform places into creative spaces? How can technological intelligence push the boundaries of what is possible and how can collective and social intelligence culminate in participatory concepts?

The latest edition of the Brand Experience & Trade Fair Design Annual aims to answer these questions and inspire exciting new projects by showcasing outstanding projects and presenting essays contributed by true industry experts.

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 ...

Publisher

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