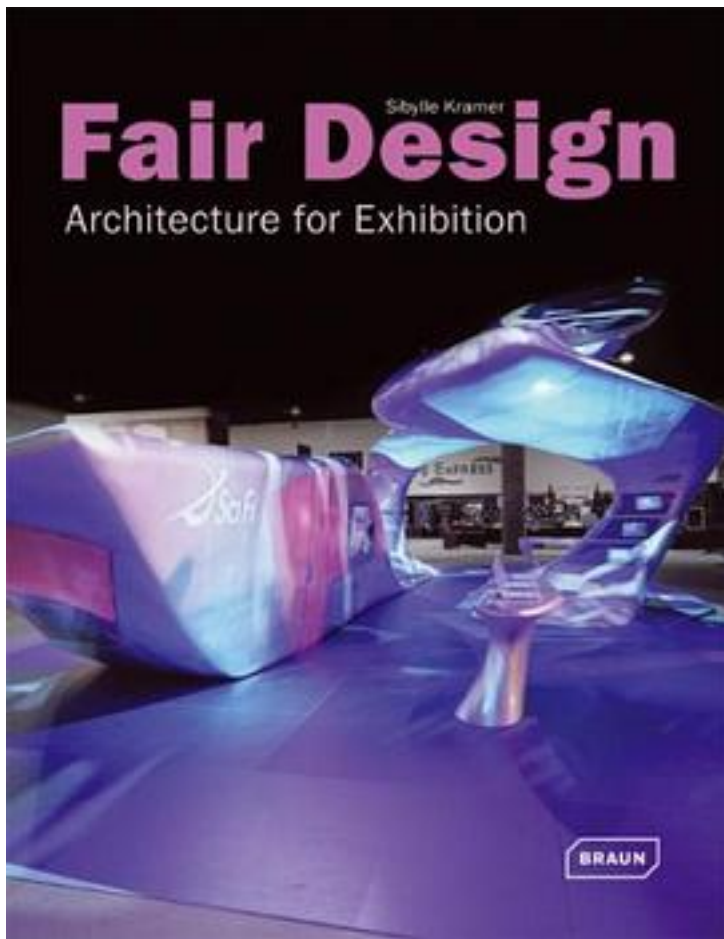


Fair Design



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At trade fairs companies compete for attention of the visitors; ideally corporate identity and corporate design needs to be linked together. The build-up of an enterprise in miniature, which always consists of dealing with limited space and budget, is a true

challenge for any designer of temporary architecture. It is imperative to merge the architectural with the communicative elements and thereby not only create a stage for a spectacular performance, but also a framework to present the fair team in a way that leaves the visitor with an enduring impression. Therefore architectural eye-catcher are used as well as mediums which activate all senses. The volume presents around 70 chosen projects of the last fair years all around the world.

作者介绍:

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