



## Trade Fair Design Annual 2011 / 2012

*Karin Schulte, Tobias Glaser*

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Latest trade fair presentations of international brands

The authors again have selected more than 50 trade fair stands from German-speaking countries for this year's annual. Prime criteria for inclusion are the overall idea and the quality of the design, but of course also a functioning infrastructure, the presentation of the exhibits or services as well as materials, lighting, colour concept, graphics and the realisation of the brand philosophy.

Exceptional trade fair design for Adidas, Création Baumann, Daimler, Gaggenau, Panasonic, Philips GmbH UB Lighting, Vitra among others.

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