



Trade Fair Design Annual 2008/2009 (Trade Fair Design Annual: International)

Morgan Conway Lloyd

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While technological change is generating an increasing number of virtual modes of communication, the exhibition stand remains a core element in the business, branding and marketing strategy of so many companies. The fifth edition of the International Trade Fair Annual brings together well-known and less well-known designers, working for well-known clients such as Audi, BMW, O2, Panasonic, Philips, Samsung, Sony and Volkswagen, and for others less well-known ? united by the inspiration, intelligence and imagination needed to compete creatively in the international market for trade fair stand design. Conway Lloyd Morgan is Programme Leader in New Media Publishing at the University of Wales, Newport, and the author of numerous books and monographs on design and architecture.

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