



Happening

Sarah Schultz

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How can design help to make PR events unique and compelling occasions? For the first time, *Happening! Design for Events* sets its sights on the total design of PR events and uses selected projects to show that there is virtually no limit to the influence and variety that are possible in this area. Exciting and innovative concepts from the designers provoke and potentiate the mix of artistic end in itself and economic persuasion that underlies PR events like product presentations, pop concerts, and cultural exhibitions. The results not only convince potential customers they are a must for everyone involved in organizing big international events. *Happening!* surveys thirty projects by international companies and design firms including Nike Brand Design and 3deluxe and devotes eight pages to each, with photographs, drawings, and texts by prominent authors. Interviews with the designers close out the book. Welchen Beitrag kann Design leisten, um aus PR-Events individuelle und überzeugende Ereignisse zu machen? *Happening! Design for Events* stellt erstmals die Gesamtgestaltung von PR-Events in den Mittelpunkt der Betrachtung und zeigt anhand ausgewählter Projekte, dass Einfluss und Facettenreichtum dabei nahezu grenzenlos sind: Aufregende und innovative Konzepte der Designer provozieren und potenzieren die Mischung aus künstlerischem Selbstzweck und ökonomischer Überredungskunst, die PR-Events wie Produktpräsentationen, Popkonzerten oder Kulturausstellungen zugrunde liegt. Die Ergebnisse überzeugen nicht nur potentielle Kunden, sondern sind ein Muss für jeden, der sich mit der Ausrichtung grosser internationaler Events beschäftigt. Jedem der 30 Projekte internationaler Firmen und Designbüros wie Nike Brand Design oder 3deluxe widmet *Happening!* acht Seiten, die mit Fotografien und Entwürfen der Projekte sowie Texten ausgesuchter Autoren präsentiert werden. Interviews mit den Designern

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