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HAPPENING



Birkhäuser Verlag Gmbh Jan 2007, 2007. Buch. Book Condition: Neu. 30x24x cm. Neuware - 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 Einfalls- und Facettenreichtum dabei nahezu grenzenlos sind. How can design help to make PR events unique and compelling occasions For the first time, Happening! Design for Events sets its sights...

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