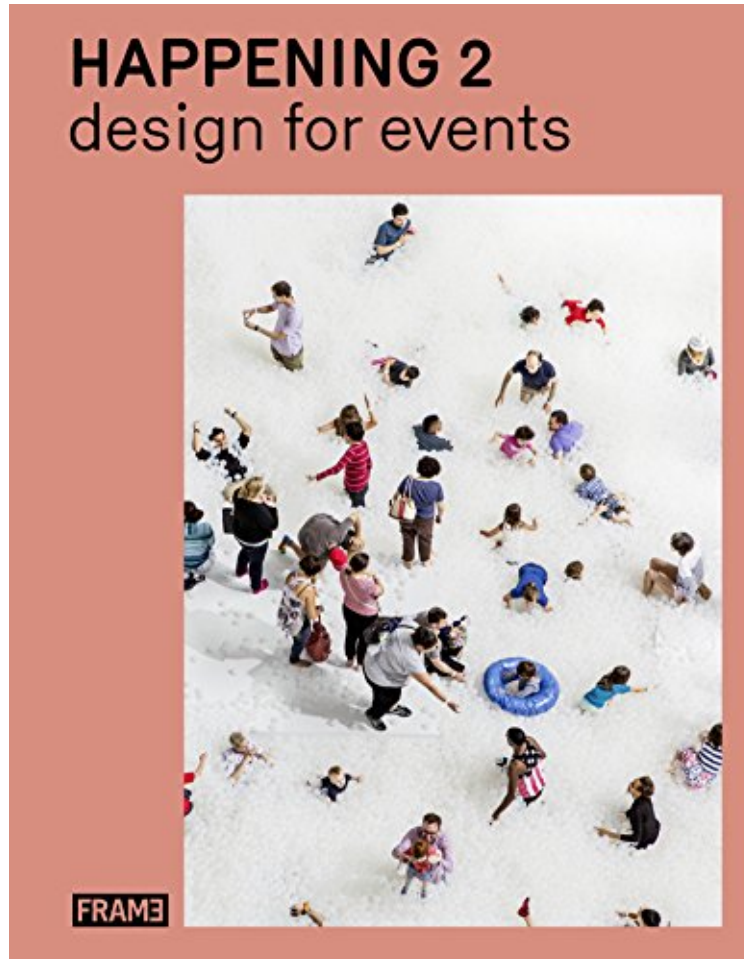


## Happening 2: Design for Events

*Ana Martins, Jeanne Tan*

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#1236225 in Books 2017-04-04Original language:EnglishPDF # 1 11.75 x 1.75 x 9.131, .0 #File Name: 9492311038304 pages | File size: 56.Mb

**Ana Martins, Jeanne Tan : Happening 2: Design for Events** before purchasing it in order to gage whether or not it would be worth my time, and all praised Happening 2: Design for Events:

In Happening 2, over one hundred eye-catching events are showcased that capture the imagination whilst translating the essence of a brand into an unforgettable experience. This book focuses on the design of the whole event, informing readers exactly how the brief was translated in order to create a show that fascinates a global audience.

From the Inside FlapHappenings are very much still happening more than enough reason to launch a sequel to our first event-themed title. In the age of social media, the event is becoming a mass-marketing campaign that targets a global audience. And its reach is far greater if its both memorable and photogenic.Happening 2 covers over 60 stunning

spectacles from fashion shows to festivals and exhibitions to exclusive product launches that leave lasting impressions. Events offer designers the perfect testing ground; they are ideal opportunities to experiment with spatial perception and sensory experiences. Happening 2 travels the globe to cover memorable moments by the likes of Bureau Betak, Bompas Parr, MVRDV, Snarkitecture and TeamLab, revealing how the designers translated their concepts from page to platform. The event industry monumentalizes the fleeting, and Happening 2 does the same.