



Johanna Warham

Eventräume

Design concepts for events with culinary focus

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Events have to be superbly staged. To do this they need a message, a clearly defined goal and a location that perfectly meets the host's intentions. "Eventräume" features venues with a culinary focus, gives insight into their concept, architecture and interior design. More than 30 event locations throughout the world exemplify the diversity in the branch.

Industrial ruins are being filled with new life. Formerly sacred rooms create unique venues for gastronomic events. Hotels develop space constellations that reach far beyond the usual bars and ballrooms. The classic food service industry optimizes its space utilization via event locations and formats. Especially impressive are Pop-ups that use temporarily empty spaces.

The large-format book contains detailed descriptions and photographs of the over 30 locations. All important information about concepts, architecture, interior design, equipment and culinary spectrum as well as spatial constellations and sizes is covered. Expert interviews with Jutta Kirberg, Otto Lindner, Gregor Meyer and Otto Koch amongst others provide current insights on topics such as the staging of events, locations in hotels, and the role of the catering and culinary industry.

The author Johanna Warham, as owner of the marketing agency Warham Marketing Services, networks closely with the big and innovative players in the foodservice industry. The long-standing editor-in-chief of a food journal and author of the book "Gasträume" (published in 2017 by dfv media group) gains her expertise through travels, always focussing on the interplay of ambience and culinary art. Johanna Warham lives in Jachenau.

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