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The 2nd Edition of Integrated Storytelling by Design Represents a Major Advancement for Storytellers and Experience Designers

The second edition of Klaus Sommer Paulsen's acclaimed book, *Integrated Storytelling by Design: Concepts, Principles, and Methods for New Narrative Dimensions*, will be published worldwide on June 29, 2026.

This thoroughly revised edition equips readers with the latest skills needed to create powerful concepts for interactive, digital, hybrid, and multi-platform narratives and experiences.

Readers will receive a comprehensive toolkit for designing audience-centric, modular story experiences that go beyond current technologies. Notably, the book integrates AI as an intrinsic part of the narrative rather than just an added chapter. It merges theory with practice, offering new models for experience design and strategies to balance narrative with design and innovation. With updated case studies and practical exercises, this edition explores the evolution of storytelling and themed experiences, empowering creators to shape the future of immersive narratives.

"We're very excited about the new edition of Klaus's book, which promises to expand upon the success and value of the first edition," says Daniel Kershaw, Commissioning Editor at Routledge of Taylor & Francis Group. He recognizes that the book's principles play a significant role in the continuous evolution of narrative design: "For storytelling through immersive narratives, there's no better toolkit for both professionals and newcomers!"

The book is ideal for creative professionals, students, and educators involved in storytelling, experience design, marketing, and themed attractions. It caters to those looking to innovate in areas such as branded experiences, cultural heritage, game design, and virtual worlds. Whether you're a seasoned creator or just starting, this title provides essential insights to elevate your craft.

"I truly appreciate how the first edition of *Integrated Storytelling by Design* has been received and the influence it has had globally," states author Klaus Sommer Paulsen. He has conducted courses, masterclasses, and projects based on its principles and has been presented with how others have applied these concepts in their work. Concepts with a global application that have expanded into Asia with projects and the publication of a Chinese version of the first edition of the book.

"The first edition was built from years of practical and academic experience, merging theory and practice. My goal was never to document my experiences but to provide a toolkit of models and principles for combining storytelling and experience design – story experience design. It is inspiring to see the impressive results of others' efforts using these tools."

Throughout the book, several real-life cases of *Integrated Storytelling* are presented, including the world's first VR musical, *Castle Gillian*. As an added value, its creator, Kevin Purcell, is offering each reader a complimentary ticket to this virtual experience.

The book is supported by a companion website, IntegratedStorytellingByDesign.com, which offers additional case studies, literature, and resources. Readers can access exclusive support materials, including exercises and updates, to further enhance their learning experience.

New courses based on the updated set of models and principles are already available at AdventureLAB Academy, with online and in-person masterclasses to follow. Talks and workshops are already scheduled for 2026 in Europe, North America, Africa, and Asia. The book's publication will be celebrated with a hybrid reception, both on location and online. Details will be announced on the companion website and in the newsletter, *The Experience Explorer*.

Integrated Storytelling by Design: Concepts, Principles, and Methods for New Narrative Dimensions, 2nd Edition

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Pre-orders will be available starting June 8, 2026. Items will ship after June 29, 2026.

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Companion Website: <https://www.integratedstorytellingbydesign.com>

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