



Retail Design International Vol. 5

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- New volume dedicated to retail design, shop window design and interior design
- Explores the intersection of design, advertisement and the sense

Hybrid systems not only revolutionise our mobility but also provide a fresh breath of air in retailing with the layering of various functions. Large-format building structures such as department stores and shopping centres are revitalised in line with climate optimisation and supplemented with small-scale mixed uses. Shared spaces for young start-ups and established brands offer greater variety and the opportunity to liven up too extensive spaces with new experiences and inspirations. Retail sharing has developed into an effective recipe against decreasing frequenting.

Text in English and German.

Dr. Jons Messedat is an architect, designer and author. His expertise in the field of built corporate identity is in demand from global operations, as a panel member in architecture and design competitions, as well as at universities in Germany, Switzerland and the USA.