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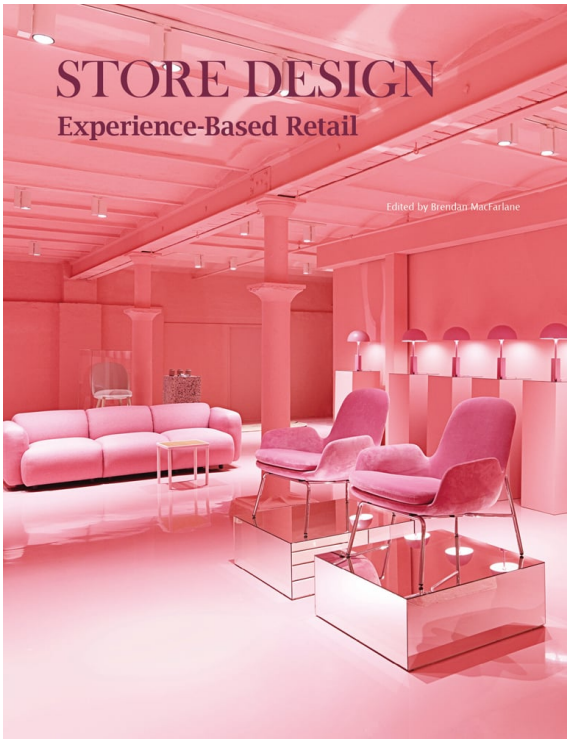

Store Design

Experience-Based Retail

Edited by Brendan MacFarlane

ISBN	9781864708042
Publisher	Images Publishing
Binding	Hardback
Territory	World
Size	300 mm x 230 mm
Pages	240 Pages
Illustrations	280 color, 80 b&w
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- A fascinating and rarely-covered subject: the intersection of store design and retail experience
- Pictures, drawings, and design ideas from over 40 case studies, carefully selected to demonstrate a broad range of store concepts
- The book focuses on retail experience design in order to meet consumers' demands regarding product experience

Nowadays, the similarity and uniformity of products and service cannot meet the personalised demands of customers. To meet the requirements of customers in recent years, the design of retail stores has changed dramatically, particularly in designing the retail experience.

This book analyses a variety of case studies to outline how designers are crafting an experience within the space, from organising store layout to designing enticing product displays. Projects in the book cover industries ranging from wine to furniture to electrical appliances. This book provides both useful references and inspiration for professionals and students.

Brendan MacFarlane, born in New Zealand, graduated from the Southern California Institute of Architecture (Sci-Arc) in Los Angeles (1984) and received his Master's degree from the Harvard Graduate School of Architecture in Boston (1990). He has taught at the Bartlett School of Architecture in London, the Ecole Spéciale d'Architecture in Paris, the Harvard School of Architecture in Boston, and at Sci-Arc in Los Angeles. Brendan has been regularly invited to participate in conferences and juries around the world, notably at the Architectural Association, the Pompidou Center, and at the Harvard Graduate School of Design. He is partner in the Architectural firm Jakob + MacFarlane, based in Paris, France.

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