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The Big Book of Retail Design

Everything You Need to Know About Designing a Store

Katelijn Quartier

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Territory	World excluding Belgium, The Netherlands, France, Switzerland & Scandinavia
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- Very practical with tools, models, diagrams and manuals
- Reference work for academics: Clear set of definitions and overview of all terminology
- Richly illustrated overview

This ***Big Book*** helps you make design decisions for shops. With the advent of e-commerce, the role that physical stores played changed dramatically. Their right to exist is not in question, but the need for a different design for these stores is high. This book provides the necessary knowledge to design the store for the future. It provides a complete overview of background and research on the necessary tools, to reflections on the challenges of the future.

Katelijn Quartier is a professor of retail design at the Faculty of Architecture and Art at Hasselt University. She is also Academic Director of the Retail Design Lab knowledge centre.

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