



# Best Designed Flagship Stores

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In recent times, global players and international brands from almost all industries have chosen excellent architecture at first-class addresses as a way of concentrating their presence in a distinctive location. In most cases, innovative and avantgarde flagship stores lend a unique architectural frame to the whole product range of a single manufacturer. Dramaturgically designed rooms and backdrops set the scene for the brand in relation to lifestyle, creating an emotional bond between the manufacturer and customer. On 168 pages, the author Jons Messedat, doctor of architecture and management consultant, shows fascinating international developments and concepts for this new construction challenge which has quickly developed into a driver of contemporary architecture.