



# Hybrid Food Retail

## Rethinking Design for the Experiential Turn

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- The book puts forward the concept of hybridization as a remedy against the disruption of the food retail industry brought about by the changing consumer demands in the age of e-commerce
- It offers an overview of the history of the food retail industry, an encyclopedic analysis of its elements, and highlights its emerging trend
- With contributions from leading professors in the field from PBSA Peter Behrens School Of Arts, University of Applied Sciences Dusseldorf

This handbook prescribes hybridization – a fusion of gastronomy, co-working, hospitality and performative formats – as a powerful remedy against the digital disruption of the food retail industry.

Online shopping and changing consumer demands radically transform the food retail industry for the first time since the introduction of the supermarket in the 1930s. After decades of stagnation, food retail is currently one of the most creative and fastest developing typologies in spatial design.

As a result of a three-year research project with over 100 students of retail design at PBSA Peter Behrens School Of Arts, University of Applied Sciences Dusseldorf, **Hybrid Food Retail** offers an overview of the history, presents an encyclopedic analysis of the elements, and highlights the emerging trends in the food retail industry. As new formats are being developed, this handbook prescribes hybridization – a fusion of supermarket and gastronomy, co-working, hospitality and performative formats – as a powerful tool against digital disruption.

**Bernhard Franken** is an architect, artist, writer and professor. His work ranges from corporate architecture, trade fair presentations and brand worlds, to residences, office buildings, retail and hospitality outlets, and urban design. Since 2015 he teaches 3D Communication in Retail Design, Exhibition Design and Communication Design at PBSA Peter Behrens School Of Arts, University of Applied Sciences Dusseldorf.

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