



# Retail Design International, Vol.4

**Components, Spaces, Buildings. Focus. Retail & Food**

**Jons Messedat**

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- The 4th volume in a popular series, this book profiles a cross-section of international retail projects, with an emphasis on food-related retail spaces. The author is a noted lecturer and expert on corporate architectural branding strategies

In recent years, a variety of gastronomy-focused retail environments have established themselves as communicative gathering places and valuable anchor points in retail design. These new hybrid retail spaces have become more common, ranging from a gourmet restaurant in a supermarket to a cooking school in a shopping centre. **Retail Design International Volume 4** features an overview of worldwide ideas and projects in both the retail and retail food worlds. Around 60 international projects are profiled here, with inspiring ideas for conceptualizing space, corporate branding, and customer experience.

Contents: Brand Identity at the Point of Sale, Instagram Shopping, Visual Merchandising.

Text in English and German.

**Editor Dr. Jons Messedat** is an architect, designer and author. His expertise in the field of architectural corporate identity strategy is in demand from companies around the world. He is a panel member in architecture and design competitions and lectures internationally at universities and conferences. Since 2016 he holds a professorship for trade fair, exhibition and shop design at HAWK University of Applied Arts in Hildesheim, Germany.