



Retail Design International Vol. 5

Components, Spaces, Buildings
Edited by Jons Messedat

ISBN	9783899863246
Publisher	avedition
Binding	Hardback
Territory	USA & Canada
Size	9.06 in x 12.2 in
Pages	260 Pages
Illustrations	400 color
Name of series	Retail Design International
Price	\$89.00

- New volume dedicated to retail design, shop window design and interior design
- Explores the intersection of design, advertisement and the sense

Hybrid systems not only revolutionize our mobility but also provide a fresh breath of air in retailing with the layering of various functions. Large-format building structures such as department stores and shopping centres are revitalized in line with climate optimization and supplemented with small-scale mixed uses. Shared spaces for young start-ups and established brands offer greater variety and the opportunity to liven up too extensive spaces with new experiences and inspirations. Retail sharing has developed into an effective recipe against decreasing frequenting.

Text in English and German.

Dr. Jons Messedat is an architect, designer and author. His expertise in the field of built corporate identity is in demand from global operations, as a panel member in architecture and design competitions, as well as at universities in Germany, Switzerland and the USA.