



Retail Design International Vol. 7

Components, Spaces, Buildings
Edited by Jons Messedat

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- Innovations in retail design during pandemic times
- Focus on the transformation of retailing in inner cities worldwide
- Around 40 international and pioneering examples

What's next? The question of whether future retail design will be analog, digital or hybrid has long since been answered. It is now interesting to ask what synergy effects result from this and how these can contribute to the resilience of our built environment. Especially the mature inner cities are facing enormous innovation pressure. Smart alliances are being formed and daring retail concepts are being tried out that add value in the urban space. The new yearbook shows solutions that accompany us worldwide into the "new normal".

Text in English and German.

The editor **Dr. Jons Messedat** is an architect, designer and author. His expertise in the building of corporate identity is in demand among global companies, as a jury member in architecture and design competitions, as well as at universities in Germany, Switzerland and the USA.