

<<平面与空间>>

图书基本信息

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## 前言

The wake of the new millennium will be remembered in large part for the rising power of corporations : for the monumental scale of international : architectural projects : the boom of the global art market : and the acceptance of design as the common Language of consumerism and good taste in post-industrial societies. Facing increasingly educated : sophisticated and aware markets : brands are challenged to push their boundaries and integrate the vocabulary of design in all of their expressions : including retail.. The nomenclature "retail design" is gradually being replaced by "experiential design" : a subtle switch in the practice that infuses the retail experience with flavors of music : art : Lifestyle : illustration and design : reflecting a certain sense of involvement in culture and entertainment. While lifestyle brands march into this promising retail territory : designers and creative directors are encouraged to experiment in the way they approach their work by broadening the array of their practices. I am personally part of this generation of creatives who have been commissioned to develop retail projects even though I was never trained as an architect or an interior designer. What I had instead was a growing following of my studio's work coupled with a desire to expand my playground into the various arenas of what has now become experiential design : sound : smell : graphic design : illustration : industrial design : craft. I use myself as an example because several : of the creatives featured in this book share a similar background : fueled by a desire to express themselves through all media and expand the realm of their practice. This inter-disciplinary approach : a sort of twenty-first century renaissance : if you will : is what brands are looking for today in order to maximize the impact of any of their retail projects.

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## 内容概要

The wake of the new millennium will be remembered in large part for the rising power of corporations : for the monumental scale of international : architectural projects : the boom of the global art market : and the acceptance of design as the common Language of consumerism and good taste in post-industrial societies. Facing increasingly educated : sophisticated and aware markets : brands are challenged to push their boundaries and integrate the vocabulary of design in all of their expressions : including retail.. The nomenclature "retail design" is gradually being replaced by "experiential design" : a subtle switch in the practice that infuses the retail experience with flavors of music : art : Lifestyle : illustration and design : reflecting a certain sense of involvement in culture and entertainment. While lifestyle brands march into this promising retail territory : designers and creative directors are encouraged to experiment in the way they approach their work by broadening the array of their practices. I am personally part of this generation of creatives who have been commissioned to develop retail projects even though I was never trained as an architect or an interior designer. What I had instead was a growing following of my studio's work coupled with a desire to expand my playground into the various arenas of what has now become experiential design : sound : smell : graphic design : illustration : industrial design : craft. I use myself as an example because several : of the creatives featured in this book share a similar background : fueled by a desire to express themselves through all media and expand the realm of their practice. This inter-disciplinary approach : a sort of twenty-first century renaissance : if you will : is what brands are looking for today in order to maximize the impact of any of their retail projects.

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