

<<橱窗展示设计WINDOW DISPL>>

图书基本信息

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内容概要

Shopping, which was seen by our ancestors as a necessity, has increasingly taken on a purely lucrative character (although this has obviously always been present to some extent). The store window lies at the frontier between the buyer and the seller, and in recent years it has broadened its horizons to become a conduit for ideological statements and a work of art in its own right. The window display represents society, with all its desires and dreams, as a theater show (another similarly ephemeral art form). In this way, the act of exhibiting a product in a store window enriches it and makes it recognizable and attractive, making it stay in the viewer's mind until the moment when it is purchased.

书籍目录

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