



Basics Interior Design 01: Retail Design

Lynne Mesher

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Basics Interior Design 01: Retail Design approaches the subject of interior design in a retail context. Retail spaces are at the forefront of contemporary interior design because they are updated regularly to stay competitive and appealing. This book examines brand and identity as a starting point for the design concept, and the relationship between the interior and its context, site and setting.

It introduces ways of manipulating space and volume, exploring the spatial elements of ceilings, floors and walls, and investigating the notions of layout, circulation and pace. It also pays close attention to the effects of a building on the environment.

This is a complete guide to creating retail spaces that entice, excite and enthrall the consumer by creating an experience with which they can relate.

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