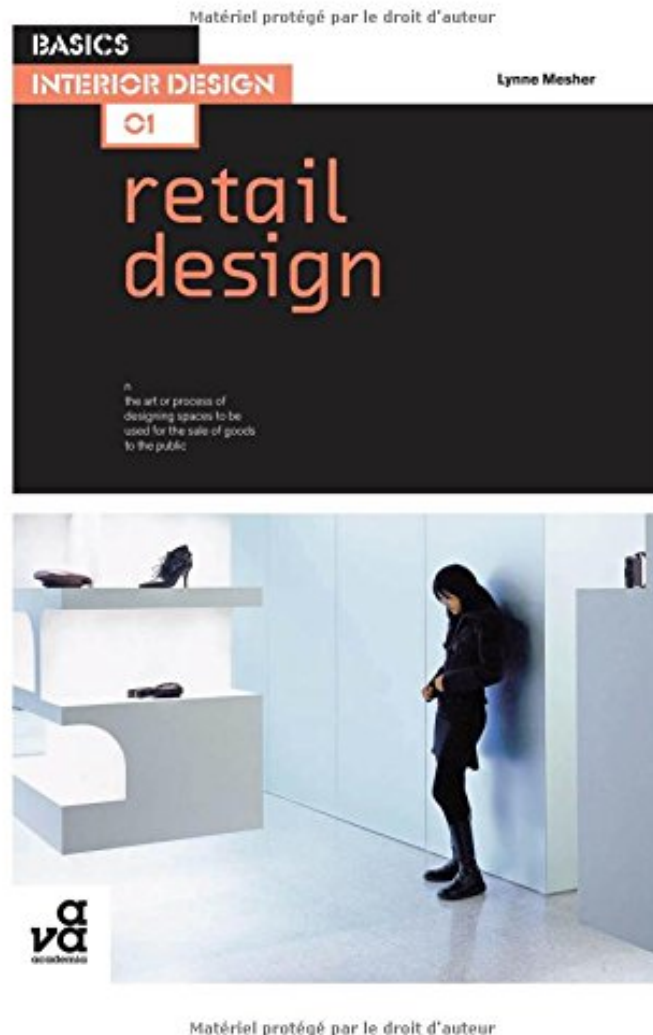


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Basics Interior Design 01: Retail Design

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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.

"It's time to get back to basics with this straightforward and comprehensive guide to retail design. Everyone knows that innovation, consumer appeal, and a competitive edge are keystones to a successful retail store. This book describes how to craft spatially successful designs that cater to these aspects of the retail industry and create an irresistible commercial interior. You certainly won't be one-upped by your neighboring store with this guide in hand. Meshers' book is packed with illustrations, diagrams and case studies from students and professionals, which give that extra umph! of inspiration and visual grasp." - Contract Design magazine, 2010.