

# 《平面与空间》

## 图书基本信息

书名：《平面与空间》

13位ISBN编号：9787561155882

10位ISBN编号：7561155883

出版时间：2010-7

出版社：大连理工大学出版社

作者：王绍强

页数：232

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu000.com](http://www.tushu000.com)

# 《平面与空间》

## 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.

# 《平面与空间》

## 内容概要

《平面与空间》内容简介：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 interdisciplinary 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.

# 《平面与空间》

## 书籍目录

Sons & Daughters In-store Graphics Kehl : Germany 93 FS Kranj : Slovenia 14 Pokobar Interior Design Zagreb : Croatia 18 Art of Persuading Exhibition Zagreb : Croatia 22 Art Shop 09 Basel : Switzerland 26 Nike : Back to School various cities in China 30 SoCo Limelight Tour Cologne : Germany 32 Levis Blue Lab Store Cologne : Germany 34 No New Enemies "A Little Scratch X-mas" Brussels : Belgium 36 Buckminsterfullerene Dream London : UK 40 Burnside Heilbronn : Germany 44 D & Me Boutique London : UK 46 Baby Grand Hotel Athens : Greece 52 Mezzo Art Athens : Greece 54 Plasmagoria Berlin : Germany 58 D Club & Cafe St. Petersburg : Russia 60 Reception / Bar fir Ella University Congress Lucerne : Switzerland 66 Design Parcours Exhibition Munich : Germany 70 H & M Graphic Communication for Flagship Stores Milano : Copenhagen : Tokyo and Seoul 74 East Stockholm : Sweden 76 Diesel Catwalk London : UK 80 The All of Everything London : UK 82 Hugo Boss Orange Flagship Store Mannheim : Germany 86 Hugo Boss Orange Special Concept Store Shanghai : China 90 Hugo Boss Orange VIP Store / Showroom Metzingen : Germany 94 Yukemuri no Sato Kanagawa : Japan 96 Marith Francois Girbaud Showroom New York : U.S. 98 Hakata GX bid Fukuoka : Japan 100 Imaginary Water Garden Fukuoka : Japan 102 B. Institut Vannes : France 104 Camera Studio in Kimono Hearts Kokura : Japan 106 Mon Cirque Barcelona : Kuala Lumpur : Paris and Cologne 108 Hayon at Rossana Orlandi Milan : Italy 110 The World of Yoya New York : U.S. 112 Kimono Hearts Okinawa : Japan 116 Majik Caf Belgrade : Serbia 118 Motif San Jose : U.S. 122 Starbucks Salon New York : U.S. 126 La Suite 21 Club Nantes : France 130 Graphic Bar London : UK 134 Moulin Rouge Bisceglie : Italy 138 Gran Caffè del Corso Carpino : Italy 140 Bakery Cafe Bisceglie : Italy 142 Spazio O.F.F. Trani : Italy 144 Topshop London : UK 146 Zizzi Charlotte St London : UK 148 Zizzi Winchester Winchester : UK 150 Pancake Parlour Melbourne : Australia 154 Stand Milan 2009 Milan : Italy 158 Siemens Stockholm : Sweden 162 Suite 809 Stockholm : Sweden 164 Tingeltangel - A Honky - Tonk - Stroll down the Whoopee Hamburg : Germany 166 Talen Tiere - Zoo of Uniqueness Hamburg : Germany 168 Darwins World - in Search of "Hans im Gluck" Hamburg : Germany 172 On Your Marks : Get Set : Hole Model - The Mega Hero Super Alarm Hamburg : Germany 174 Urban Sinn - The Neurotic Metropolis - Massif Hamburg : Germany 176 Parlour-game grinch - eenie meenie meinie moe ! Hamburg : Germany 178 Heebok Flash New York : U.S. 182 Vasakronan Stockholm : Sweden 186 Espacio C Mixcoac Mexico City : Mexico 190 Tommyz Toko Amsterdam : The Netherlands ! 194 Design Transfer Berlin : Germany 196 Optron Stockholm : Sweden 198 Svartensgatan 7 Stockholm. Sweden Lunch Bar Trani : Italy 204 What I Dont Know about Space London : UK 206 The Truth of Basics : Resetting the History of Living between Four Walls Eindhoven : The Netherlands 208 Abstract Thought is a Warm Puppy Brussels : Belgium 210 Beyond These Walls London : UK 212 iart Basel : Switzerland 214 Kate Spade New York New York : US & Toyko : Japan 216 Vila Sofa Amsterdam : The Netherlands 218 Applemore Technology College Hampshire : UK 222 Cafeteria / Restaurant : Palazzo delle Esposizioni Giardini della Biennale : Venice Venice : Italy 228 Index 236 Acknowledgements 240

# 《平面与空间》

## 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：[www.tushu000.com](http://www.tushu000.com)