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## SPA -DE Special: v. 1: Retail Environment Design (Hardback)

By Inc. Editors Design Fareast

Rikuyo-Sha Publishing, Japan, 2008. Hardback. Condition: New. Language: Japanese,English . Brand New Book. SPA-DE , as a unique publication that focuses on the interior designs of commercial spaces from around the world, has garnered acclaim among specialists in this field. SPA-DE reports on cafes and restaurants, to boutiques and beauty salons, specialising in small-scale locations run by individuals. However this special edition, covers larger retail stores, shopping malls, department stores, and other commercial venues that would otherwise slip through. Larger facilities mean big-time clients, sizable design firms, and a wide range of specialists. In fact, there are more than a few projects which encompass not just one location, but a series of stores that share a basic design format. Furthermore, they often reach beyond architecture and interior design to incorporate product development, with a complex and strategic design plan necessary to handle store fixtures to environmental graphics, signage, packaging, VMD, and advertising. There are a limited number of firms in any country that can maintain a consistent level in the design while managing the development of a large-scale commercial facility. These firms travel the globe to various commercial locations to pursue their work. From these design firms, fifteen companies have been...



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