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Detail in Contemporary Retail Design

By Drew Plunkett, Olga Reid

Laurence King Publishing. Hardback. Book Condition: new. BRAND NEW, Detail in Contemporary Retail Design, Drew Plunkett, Olga Reid, Good retail design must attract and keep customers, support a brand or stores image, showcase the product, and work as a functional shopping environment. This book features 44 of the best recent examples of retail design from around the world, and examines the details within the larger decorative schemes. Most retail interiors have a comparatively short life, and economic realities influence choice of materials and methods of construction; while these will mainly be necessarily modest, style or a sense of luxury are effectively achieved by the creative consideration of detail. Projects range from specialist boutiques to branded high street chain stores, from fashion retailers to eateries, and include descriptive text, colour photographs, floor plans, sections and construction and decorative details. A bonus CD-ROM contains all the drawings as printed in the book, in both EPS and DWG (generic CAD) formats.



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