

Window Displays/ Vetrine



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Although relatively short-lived, store window displays are a vital constituent of the daily scenery of today's cities, and offer an important outlet for disciplinary cross-pollination. Store-window design always involves defining a specific message that is conveyed using an array of means, including architecture and set-design, advertising and graphics, multimedia, and at times fine art, with the aim of firing the buyer's imagination while also transmitting a clear brand identity. The constant need for new strategies and visual devices typical of this type of installation entails an unflagging quest for novel ideas, often experimental, which in turn furnish material for other areas of design.

作者介绍:

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