Very Small Shops

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The limitations of a tiny space, rather than inhibiting designers, often result in some of the most innovative and exciting retail design. This book brings together some of the best recent, innovative examples of small store designs from around the world. All the shops measure less than 150 square metres/1,600 square feet (many much less), and are categorized by size (small, smaller and tiny), with explanations and tips from their designers. Types of outlet featured include fashion, accessories, opticians, technology, food and confectionery. Each section begins with an interview with a designer of a small shop, explaining the creative opportunities and difficulties in greater detail. This book will inspire retail designers and small shop owners looking to create their own big statement in a small space.

作者介绍:

John Stones is a freelance writer and former features editor of Design Week. He has written for publications such as 'Icon', 'Elle Decoration' and 'Marketing Week'. He is also the author of Total Design Sourcebook: Display (2008) and No Rules! Logos (2009)

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英文原版

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