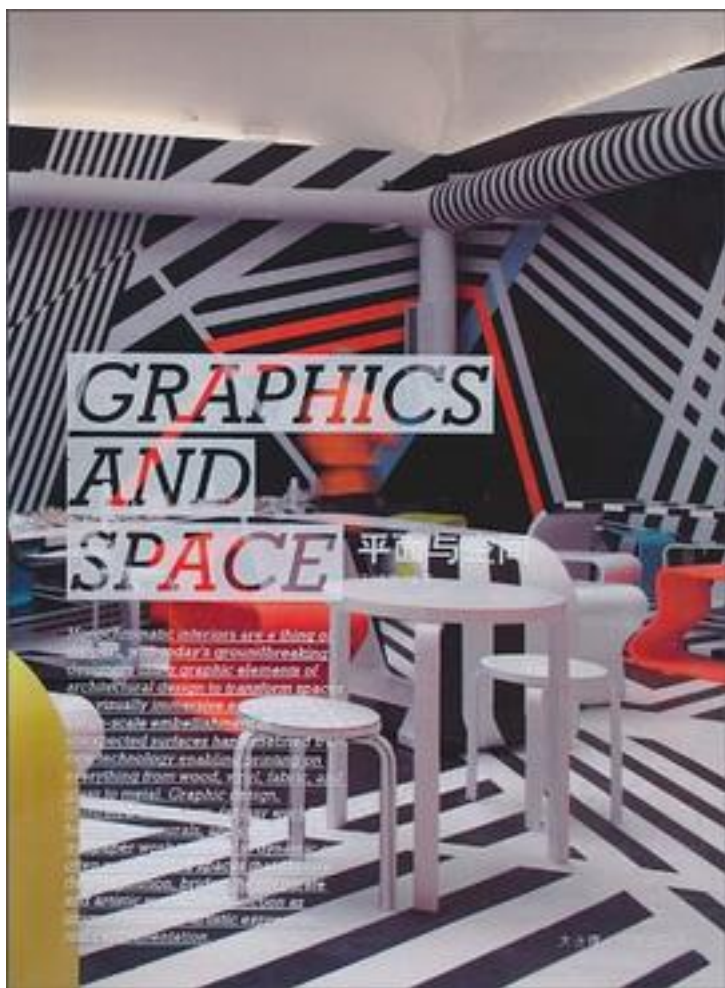


平面与空间



[平面与空间_下载链接1](#)

著者:王绍强

出版者:

出版时间:2010-7

装帧:

isbn:9787561155882

《平面与空间》内容简介：The wake of the new millennium will be remembered inlarge part for the rising power of corporations, for the monumental scare 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.

作者介绍:

目录:

[平面与空间 下载链接1](#)

标签

平面设计

设计

lab

评论

[平面与空间 下载链接1](#)

书评

[平面与空间 下载链接1](#)