

<<全球建筑史 A Global Hist>>

图书基本信息

书名：<<全球建筑史 A Global History of Architecture>>

13位ISBN编号：9780471268925

10位ISBN编号：0471268925

出版时间：2007-8-1

出版时间：John Wiley & Sons

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页数：800

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内容概要

Displaying a wonderful array of visually tempting and delicious produce, staffed by friendly and knowledgeable experts, a whole new generation of stylishly designed food shops are emerging. Conveniently located, they are often epicurean magnets for local communities or centrally placed meccas for cosmopolitan customers. Whatever their location, however, they all appeal to our eyes, nose, ears, taste and touch; because we shop with our senses. They also connect to something more vital, whether we are aware of it or not – our emotions. Designers of food shops are not just charged with the responsibility of creating a good-looking space, they also most aptly and discreetly push shoppers' mental buttons, triggering their needs, desires and aspirations, by a marriage of design and psychology. This book is a unique opportunity to browse thirty-three fabulous food shops, the majority built since 2000, in Britain and Continental Europe, Africa, Asia, Australia and North America. They not only look marvellous, but sell some of the finest fresh and prepared produce in the world. Every type of retail outlet is featured: from vast superstores to the tiniest delicatessen; heritage food halls and their 21st century futuristic counterparts; minimalist bakeries and patisseries that resemble jewellery shops.

书籍目录

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