

<<大展览>>

图书基本信息

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内容概要

1、商业空间设计在塑造着迷人的氛围，营造人们美好的体验。
商业空间设计在展示设计中越来越重要，而设计师在品牌识别中发挥着非常重要的作用。

2、在Grand stand出版后，Frame出版社随着商业空间设计的迅速发展，推出了Grand stand2和Grand stand3。
本书的出版几乎与国外的Grand stand3（2011年5月）同步出版，是Frame出版社首次授权中国同步出版。

3、书中包括136个从全球范围内精选出来的最新优秀商业空间设计项目，所有这些项目都是过去三年里最受参观者与商业品牌青睐的那些商业空间设计项目。
此次首次引进到中国大陆。

3、全书520页，按行业分为9大类：建材、电子、家电、照明、自动化、服饰等。
每个商业空间为2-6页，包括对每个项目设计理念的分析、资金运用、很全面的线条图、平面图、手绘图、模型图和图注。

4、项目均是来自全球知名品牌的商业展台，如Audi, Diesel, HSBC, Nike, Mercedes-Benz, Reebok, Samsung, Sony等。

5、知名设计师，如Atelier Markgraph, D'art Design, nendo, Patricia Urquiola, Stefan Zwicky and UNStudio。

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作者简介

马琳·罗斯·威廉姆斯 (Marlous van Rossum-Willems/萨拉·舒尔茨 (Sarah Schultz) 是FRAME出版社的两名资深编辑。

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章节摘录

插图：01 Appare IADIDAS ' art DesignWhere / Bread & Butter, Berlin, GermanyWhen / January 2010Client / adidasMarket sector/ Sportswear At the Bread & Butter fashion fair in Berlin in 2010, the adidas stand crafted by D ' art Design gave visitors a vibrant first impression of the brand ' s winter collection. The stand was surrounded by a hedge-like fence of intertwined white plastic tubing that curled around backlit panels featuring the adidas logo. The mesh allowed visitors to peek into the stand without actually having to enter, but the invitingly open exhibit generated overwhelming visitor numbers nonetheless. D ' art Design constructed the stand using a palette of whites and blues which represented the colours of both the brand ' s logo and its winter collection. Mannequins sporting the adidas winter gear were arranged in sociable clusters. Positioned on a raised boardwalk encircling the fence, the models appeared as if on a catwalk. A lounge area serving drinks in the lower level of the stand provided visitors with a bit more privacy for discussions. Adding to the striking visual presentation was the lighting design. Light sticks tucked into the hedge were the same shade of blue as the adidas panels. The azure light pouring out of the elements spilt across the floor, forming the three striking parallel stripes that make up the adidas logo, creating an exciting, graphic effect. D ' art Design — agency for spatial communications — was established in 1991 and consists of interior architects, communication and product designers, and project managers. Located in Neuss, Germany, the company works in the field of retail and exhibition design, and event implementation. The firm is known for creating visionary concepts that can be realised both through architecture communication and design.

BJORN BORGM+ AmsterdamWhere/ Modefabriek, Amsterdam, the NetherlandsWhen / January 2009Client / Bjorn BorgMarket sector / Menswear and womenswear M+ Amsterdam was asked to craft a booth for fashion brand Bj.rn Borg ' s appearance at Modefabriek, held in Amsterdam in 2009, which the label would be able to reuse at future trade fair presentations. The design studio ' s solution was to base the appearance of the stand on the recognisable, round logo of the brand, and its corporate colours of red and white. The booth was set up as an architectural installation that visitors were invited to explore. A white wall surrounded most of the stand, hiding what was inside. Large voids cut from the side walls were fitted with mirror glass, which, thanks to intelligent lighting solutions, allowed visitors to look inside. One large circular opening cut from the stand ' s exterior wall allowed passers-by to take a closer look. Positioned right behind this opening was a rotating platform on which mannequins presented key items from the brand ' s latest fashion collection. The opening was designed as an oculus (Latin for eye) that would tempt visitors to enter the world of Bj.rn Borg. Inside, the vibrant and intense colours of the fashion and accessories collections displayed stood out strongly against the backdrop of white and mirrored walls. The mirrors not only added to the aesthetics and visibility from the exterior, they also optically enlarged the stand. STUDIO M+AMSTERDAM was founded in the year 2000, and is headed by Maurice van Bakel. In recent years, the studio has designed a significant number of trade fair stands and corporate events for a growing portfolio of clients at home and abroad. The studio ' s client list includes Bj.rn Borg, Converse, Tommy Hilfiger Denim, Miss Sixty, Otazu and many more.

BURLINGTONFASHIONKeggenhoff | PartnerWhere / Premium, Berlin, GermanyWhen / July 2009Client / Burlington FashionMarket sector / Menswear and womenswear For its first appearance at fashion fair Premium in 2009, high-end clothing company Burlington commissioned design office Keggenhoff | Partner to develop its stand. Burlington requested the brand ' s artistic nature was clearly represented, as well as the qualities it has become renowned for, namely its creativity, progressiveness and love of details. Keggenhoff | Partner created a framework based on Burlington ' s two competing product Colourful nails hammered into the wood reflected the hues of the collection. lines. The design agency used the names of the collections, Black and White, to shape a visual partition where each was defined by its colour. The atmosphere of the White label appealed to consumers with an affinity for sporty casual wear, with the zone presented as a woodland environment. Keggenhoff | Partner used a birch bark print as the principal decoration. The print unified the space, covering everything and creating a wall-meetsfloor-meets-bench effect. Props extended the theme. Select items of clothing were hung from individual hat stands where the arms of each stand were shaped to resemble tree branches. The Black collection zone was defined by Keggenhoff | Partner as

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pure, simple, urban and sexy where the use of metal gave the space a severity that was reflected in the presentation of the clothes. The two halves of the stand underlined Burlington ' s key attributes. Based in Neheim, Germany, design office KEGGENHOFF | PARTNER is led by Sabine Keggenhoff and Michael Than. Working internationally, the firm focuses on the development of concepts in the fields of interior design, architecture and corporate architecture. The keywords the firm applies to each tailor-made design are elegance, emotion and function.

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编辑推荐

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