



Brand Spaces: Branded Architecture and the Future of Retail Design

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The future of spatial branding experiences. New concepts for communicating brands via architecture, trade show presentations, shops, and interior design. Brand communication is becoming increasingly sophisticated and diversified. Today, the consistent implementation of a corporate design is not enough to keep a brand relevant. More and more companies are discovering the benefit of spatial brand experiences for communicating their messages effectively on an emotional level. Until recently, uniformity was the rule. Today, however, an impressive range of ideas, concepts, variations, and experiences for effective spatial brand communication are being developed. The results are locations with character that are a far cry from the excessively ornate brand temples of the past. Brand Spaces shows how trailblazers are creating branded worlds, event locations, flagship stores, and pop-up shops to continually surprise and inspire their target audiences. In the first part of the book, decision makers from global brands such as Camper, Aesop, Freitag, Gaggenau, and Nokia share their concepts and strategies. Case studies illustrate striking applications from around the world that communicate overall brand identity while respecting local specifications. In this context, innovators, including Audi, Starbucks, and Nike, are represented with their most unusual projects. The second part of Brand Spaces offers a cutting-edge showcase of international trends in interior design for stores. This section not only presents the unconventional application of colors, forms, and materials, but also the compelling use of sculptural elements as well as thematic and dramatic stagings. Here, the work of smaller brands and local retailers is as groundbreaking as that of larger global players.

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Erin Harmon:

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