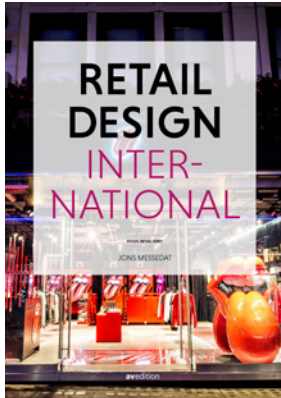


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Retail Design International, Vol. 6

Components, Spaces, Buildings. Focus: Retail Shift

Ed.: Jons Messedat

- Overview on state-of-the-art international retail design
- Over 40 examples of displays, shop windows, stores, malls, etc.
- Special: RETAIL SHIFT – Retail in times of corona

The change processes in the whole retail industry have gained dramatically in momentum in the wake of the COVID-19 pandemic. In an unprecedented situation, social distancing has spurred on the integration of digital shopping functions. But at the same time it has evoked a longing for real places of encounter.

Retail design is direct human interaction. But how close do we want to get? Those in charge were quick to respond with newly developed formats which despite the limitations allowed retailers to stay in contact with their customers. Creative shields and virtual extensions which spontaneously changed the point of sale in 2020 will remain even after things return to a new normality. „Retail Design International“ takes a look at these shifts and in the sixth edition showcases courageous concepts which are driving the retail shift.

The editor Dr. Jons Messedat is an architect, designer and author. His expertise in the building of corporate identity is in demand among global companies, as a jury member in architecture and design competitions, as well as at universities in Germany, Switzerland and the USA.

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