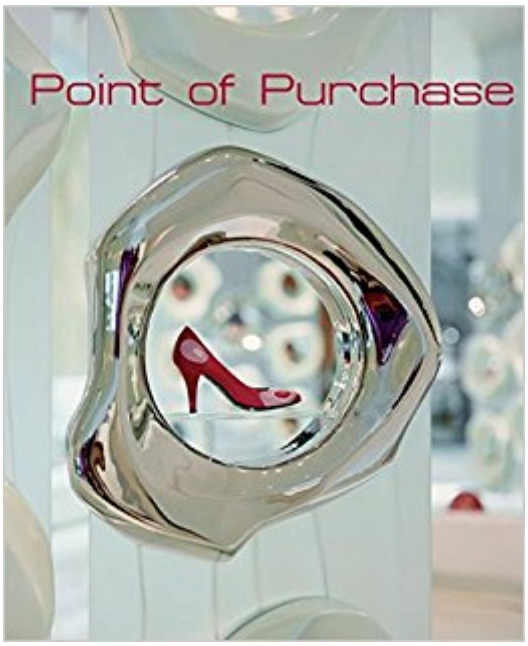
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Point Of Purchase



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Synopsis

Imaginative and inspirational, Point of Purchase is an essential resource for creating striking and innovative exhibition and store displays.This book showcases a variety successful point of purchase displays that look great, use retail space efficiently, and drive sales. It presents a wide range of formats, dimensions, styles, and a whole visual language that is used to entice the customer into the purchase. Colors, textures, lighting, and graphic arts fuse to create expressive, captivating, and functional systems, capable of capturing the attention of potential buyers. With full-color photographs throughout, Point of Purchase is a must for anyone involved in retail, interior, and exhibition, stand, and event design.

Book Information

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Customer Reviews

Marta Serrats is a design editor for Loft Publications, and an expert in architecture and store displays. She is the author of such highly acclaimed titles as New Shops and Boutiques, Capturing Space, Point of Purchase, and Unique Packaging.

This book includes many great, creative shopping spaces shown with lots of pictures. I highly recommend if you are interested in retail design. I am a master's student in design, focusing on spaces that are experiencial, artistic, and informative for the visitors. In a word, I am inspired by many of the projects in this book, some more than others, but overall I definitely recommend this book. We should all think about space with more flexibility like the designers featured in this book.

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