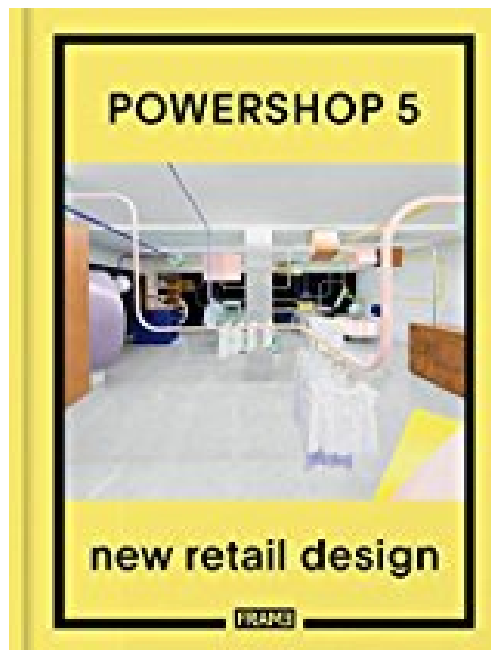




Powershop 5 : new retail design



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Carmel McNamara, Shonquis Moreno

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Powershop 5 is an exciting exploration of the best in retail design, showcasing interiors that are as inspiring and refreshing as they are surprising and alluring. Featuring 135 shop and showroom interiors, the book captures the current trends in this field. Included projects range from supermarkets to bakeries, luxury fashion boutiques to sneaker shops, and car showrooms to concept stores. Each design is featured on two to six pages that are filled with photos, drawings, sketches and a description of the design and the designer. The project text explains how the designers made the client's store and products stand out, how they incorporated the client's identity into an environment, how the concept developed, what materials were used and how the design was executed. The showcased work is created by world-famous designers as well as young design studios and is selected based on their original concept, creativity, innovative approach or the project's unmistakable wow-factor. The shops featured have been realized by designers from around the world, including Aekae, Architecture at Large and Ministry of Design, and feature retail spaces from adidas, Levi's and Mykita.

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