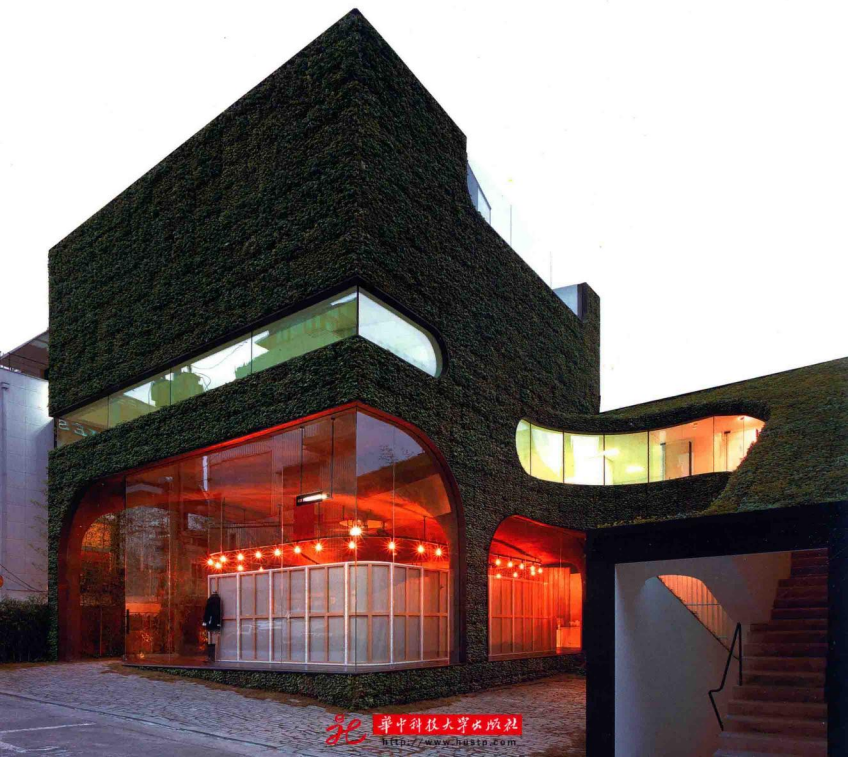


慕门而来：商业门面设计

FACE OF SHOP



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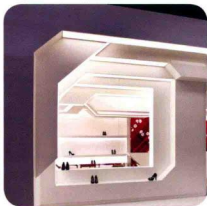
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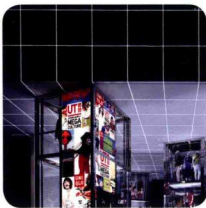
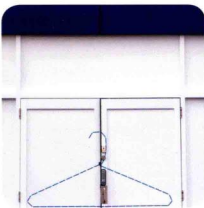
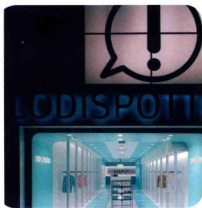


preface

You may have been visited a lot of shops, and you may have a favorite for several of them, for the reason of the items in it or the feeling you have entering it, or the design of the shop. Whatever the reason is, the facade of a store/shop directly reflects the internal world of the shop. It is similar to a human being—you do the makeup or put on clothes that can tell others what you want to express: fashion or classics, warmth or cool.

Today, with the rapid development of commercial stores, the design of store facade is becoming more and more important. In a forest of shops and stores, how can you make your store distinguished to catch the eyes of millions of customers? The answer is largely related to the facade of it. A unique and appropriate store facade is not only an eye-catching image and a declaration of its existence, but also a reflection of the commercial culture. This book includes facade design for stores all styles of designers from different states: all kinds from restaurant to cafe, from franchise house to department store, from hair dressing to hotel...The collisions among different cultures will certainly hit you with a style just for you. Let's follow the instructions of this book and wander around in this street in a lazy afternoon to find your desired store.

Last but not least, this is a book you won't find a replacement anywhere else, a lot of endeavors and efforts have been put on the being of the book. Store faces are always changing like fashions, but this book and its readers will undoubtedly become a graphical record of the stores themselves and the age. Hope you enjoy this marvelous book.



也许你进过很多商铺，也许你有特别爱去的店，因为它的东西，或者是它给你的感觉，又或者是它的设计。门面其实只是商铺的一个部分，它的设计必须和内部风格呼应，就像一个人穿衣服一样，你想表达怎样的姿态，就会穿什么衣服，或时尚，或复古，或热情，或冷艳。

在商铺迅猛发展的今天，门面设计显得尤为重要，眼花缭乱的街头如何让你的铺面独树一帜，如何完美地呈现出它的姿态，很大程度上取决于门面设计，它是吸引游客的敲门砖，是一种存在的诠释，更是一种商业文化的表现。而这本书恰恰就收录了来自不同国家的不同设计师的门面设计。从餐厅到咖啡馆，从专卖店到商场，从理发店到酒店等不同门面的展现，不同文化的碰撞，也许你也可以找到自己的风格，在商业的潮流中，只需找到属于自己的那一款，在午后的街头，你会徘徊在哪个店的门口，让我们跟着这本书的足迹，一起享受这次街头之旅。

最后我想说，这是一本在这个世界上为数不多的书，我们花了很多精力去完成。随着时间的流逝，街头的店面将会不停地更新，而我们就是它们曾经存在的见证，这本书就是见证的具体表现。相信你会像我一样毫不犹豫地收藏它。

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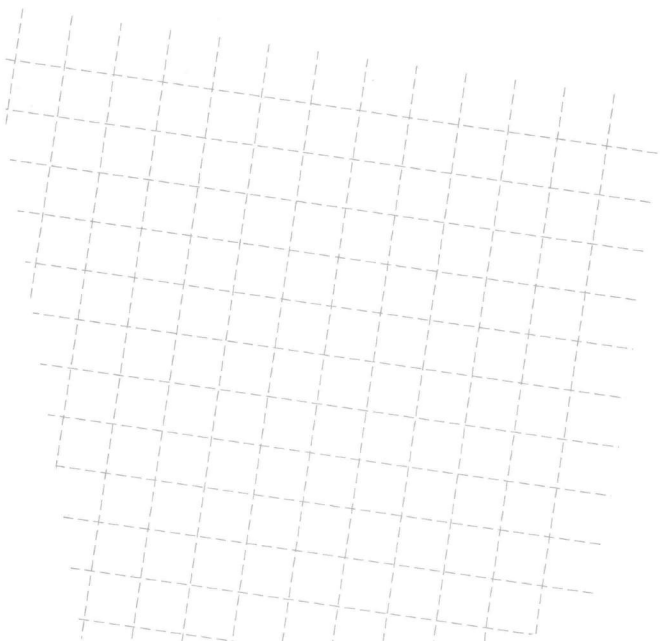
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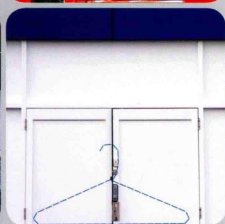
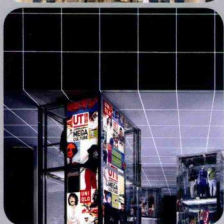
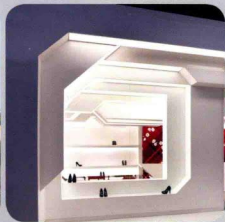
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SWAROVSKI GINZA

施华洛世奇银座

Design Company : Tokujin Yoshioka Design

Location : Tokyo, Japan.

设计公司 : Tokujin Yoshioka 设计公司

项目地点 : 日本东京





SWAROVSKI

The image shows the upper portion of a building facade covered in a dense array of vertical, multi-colored glass rods. The Swarovski logo, featuring a stylized swan and the brand name, is prominently displayed in the center.

