



It's Showtime: Branded Interiors and Visual Presentations

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Having a personal experience with something is a powerful way to awaken an interest, make an impression, trigger an emotion, and create a memory. That's why companies from around the globe, both large and small, are investing in spaces where their brands and products can be brought to life. Today, these branded worlds get attention --whether they can be found in shops, trade show booths, or showrooms. Given their positive effect and their ability to set a brand or product apart from the crowd in today's brutally competitive marketplace, no cost or effort is being spared to create them.


Presenting a broad spectrum of state-of-the-art environments, *It's Showtime* reveals the latest developments in the field of spatial brand communication. On the one hand, the book features corporate impulse generators, such as an international automobile brand that launched its new sport utility vehicle with a transparent, walk-in framework of light that offered a multimedia experience. On the other hand, it introduces the architects, interior designers, and scenographers behind such experiences. They are using colors, light, textiles, and construction materials to create surprising spaces in which products can be seen in a new way and make a lasting impact.

It's Showtime presents a variety of companies that are using these techniques to communicate their brands including camping outfitters, music labels, athletic shoe manufacturers, jewelry designers, hightech corporations, and environmentally aware manufacturers. The book focuses not only on the overall effect of the spaces, but

also on details such as wall hooks, faucets, and wallpaper patterns, as well as the textures of surfaces and materials.

In addition, It's Showtime shows how the protagonists in this field work. The book explores what they do at art and fashion shows or various trade fairs. It demonstrates how they develop creative concepts for retail spaces of all kinds, how their 3D projects make brands more accessible to interested consumers, and how they are driving crossplatform communication by shaping how products are depicted in other media.

It's Showtime addresses creatives from many disciplines, including architects and furniture makers, as well as graphic, interior, exhibition, and set designers. It is also a comprehensive international reference book for anyone involved in the communication of brands on the corporate or agency side.

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