

Commercial  
Display

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Designer: Alberto Apostoli  
 Design Company: Alberto Apostoli Architecture & Design  
 Location: Verona, Italy

Area: 40 m<sup>2</sup>

Photographer: Luca Morandini



# Ecosmiles Stores

Ecosmiles offers products and solutions that cover several challenges of daily life, from personal hygiene to house cleaning, so as to respect the ecosystem. Ecosmiles has found in the architect Alberto Apostoli the ideal partner, not only for the space planning, but also for the development of the general plan. In fact it was necessary to communicate the right image of the brand through an innovative design, in a context that has become particularly competitive. The format of the Ecosmiles Stores has been studied by taking into consideration the type of customers, dimensions and context. Also the materials have been chosen in order to optimize the installation time and to reduce the probability of problems. The medium dimensions of the sales point (with at least a display window) are 50m<sup>2</sup> to 60m<sup>2</sup> and needs one or two persons. The property program includes a field formation, essential for being able to adequately answer customers questions and various problematic that might arise.





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Ecosmiles 提供日常生活多个方面的产品和解决方案, 从个人卫生到家居清洁应有尽有, 体现了对生态环境的关注。Ecosmiles 与 Alberto Apostoli 建筑事务所成为了理想的合作伙伴, 后者不仅负责空间设计, 还负责店铺的整体规划。事实上, 在这个竞争激烈的环境中, 通过富有创意的设计来准确传达品牌形象是十分必要的。Ecosmiles Stores 是通过研究顾客类型、店铺面积和店铺环境之后设计而成的。Ecosmiles Stores 通过选择合适的材料来节约安装的时间以减少出现问题的可能性。中型的销售点(最少一个橱窗)为 50 平方米至 60 平方米, 需要一至两个人来打理。卖场管理还划分有不同的区域, 从根本上使管理人员能够充分回应顾客的疑问并解决的问题。





Designer: Alberto Apostoli  
 Design Company: Apostoli & Associati Studio  
 Location: Verona, Italy  
 Area: 450 m<sup>2</sup>  
 Photographer: Luca Morandini

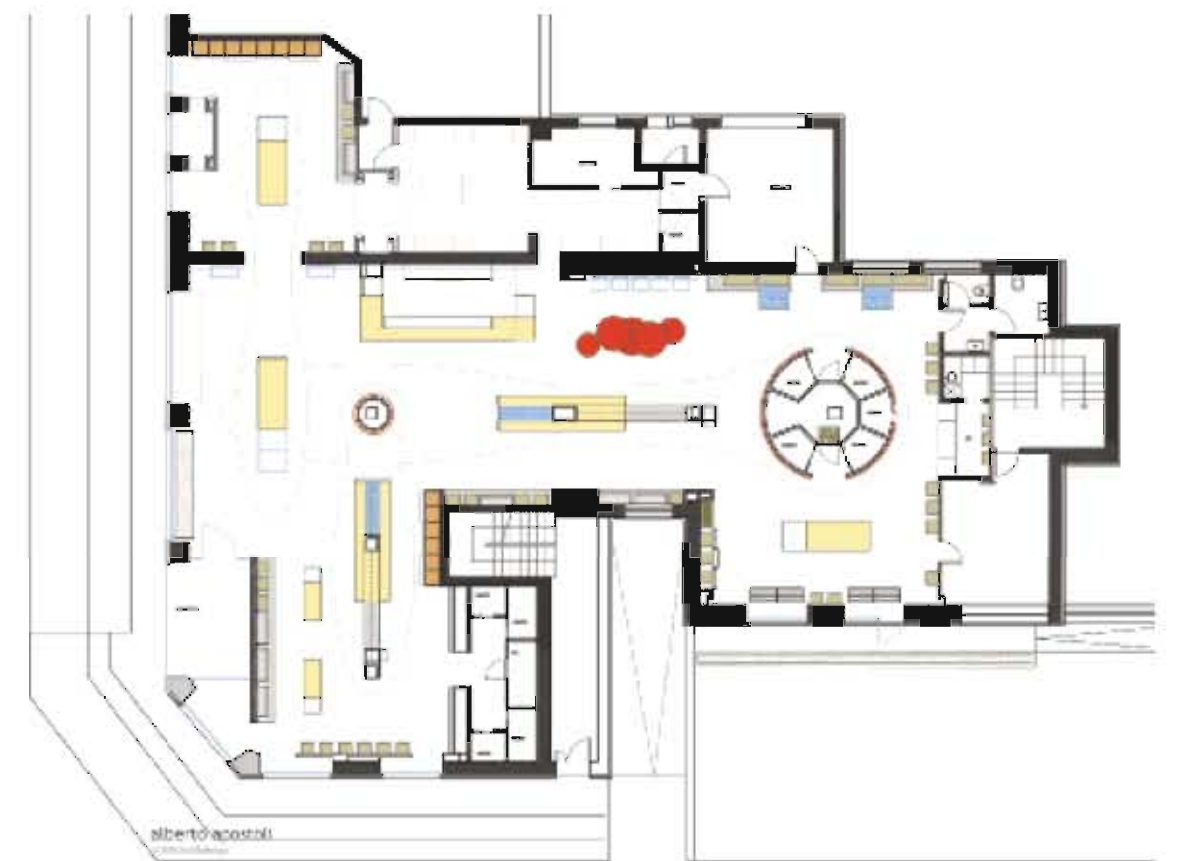


# L'Eliseo Fashion Store

With a professional experience built up in the ambit of various design projects, Alberto Apostoli has converted the historical and long-established store of Caldiero Terme (Verona) into a space that is lively, multi-sensorial and packed with exciting areas played out between transparent effects and chromed reflections. The concept underlying this project is based on a combination of creativity and rationality and evolves through a refined use of form, light and color. Rationality is implicit in the use of squared shapes executed in glass and metal; creativity is mainly to be seen in three elliptic elements rising from the floor to model the false ceilings, thus contributing to separate the retail space into three distinct areas: menswear, ladies' wear and young fashion. Apostoli has addressed this project by drawing on a background of "marketing and communication know-how" that often distinguishes his work together with different skills acquired in the multi-media sector. Important elements of emotional communication with the clients are, for example, the back-lit glass display cabinets, the RGB lighting of the false ceilings and the "honeycomb" display

units in glass and metal. The LEDs, whose vertical and horizontal light is used by Apostoli as a proper surface covering, run all along the main aisles of the store and its furnishings, transforming the latter into sources of indirect light. A clever use of color has been made: coffee and beige for the resin flooring, dove grey for the furniture and sections of the flooring and, finally, red—a flash of color that defines some graphic details, as well as a most unusual chair that has been specially created for this project. The interior is dominated by two changing rooms created inside circular elements and upholstered in special back-lit fabrics to create a three-dimensional effect. Moreover, some additional floor-to-ceiling windows have been created, both on the side of the building corresponding to the parking lots and adjacent to the menswear department. Access to the store can be gained through a dark brown partition, to the right of which customers can find the main entrance door in floor-to-ceiling glass; whereas on the left a corner window display gives customers a "first taste" of the particular spirit of this venue.







Alberto Apostoli具有设计多种项目的专业经验，他将历史悠久的Caldiero Terme (Verona)店改造得充满生机，给人多种不同的感受，通过透明效果和镀铬镜面打造一个令人向往的地方。该项目的理念基于创新与理性的融合，升华了外形、光线和颜色的运用。方形的玻璃和金属蕴含了理性，创新则通过三个从地板到天花板的椭圆形元素得以体现，三个椭圆形元素将店内空间分割成三个不同区域：男装区、女装区以及年轻时尚区。Apostoli在设计项目过程中融入“营销与沟通技巧”背景，这种方法将他的作品与从多媒体领域获得的技巧区分开来。空间设计注重与客户情感沟通的重要因素，运用了各种手法，例如，背光玻璃展示柜、假天花板三原色照明以及玻璃和金属制成的“蜂巢”展示单元。

Apostoli利用LED垂直光和水平光作为适当的外部照明，照射店内的过道和家具，并将后者变成间接光的光源。设计巧妙地运用各种颜色：树脂地板采用咖啡色和米黄色，家具和部分地板采用鸽子灰，红色在一些图案中体现出来。另外，该项目专门设计了不同寻常的椅子。室内较为显眼的是圆形元素中的两间更衣室，使用特殊的背光纤维创造出三维效果。

除此之外，在面对停车场和邻近男装区的墙上专门设计了一些落地窗。穿过深棕色的隔墙，就可以进入本店，右边是全高的玻璃入口，左边的角窗橱窗使顾客可以优先体会到店铺独特的精神。