



STORE DESIGN: A Complete Guide to Designing Successful Retail Stores

By William R. Green

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Store Design will show you how to design great retail spaces. Learn how to analyze your design needs according to type of store, location, the product, price-point, and budget. Find out how to design and organize a store that reinforces a desired image, attracts shoppers and motivates buying behavior. Create flexible, timeless and tasteful stores that stimulate today's sophisticated customers to enter the store, shop and buy.

The book identifies the main components of store design and segments them into either/or axiomatic subsets, which are the core of the design process. You can use these design principles to build a store design that responds to every concern of the retailer: the right store image, a sensible floor plan, totally effective product presentation, arresting storefront design, and vibrant, energy-efficient lighting.

When you are done, you will have the confidence to know that your store design will work functionally, aesthetically, and psychologically. You will be able to create the right store for every product, every location, and every retailer, because you will have sound design principles on which to base every decision. Loaded with numerous photos and illustrations, *Store Design* spells it all out in five major chapters. In addition, there is a useful glossary of retail architecture terms, and a step-by-step checklist to take you through the design process.

Store Design is a guided tour through the entire design process for a retail store. If you are already a retail design maven, this book will serve you well, providing a structure for design and reinforcing your skills and experience, and it will be a knowledge base for your staff so they too can design retail spaces. If you are a novice to the world of retail, you will gain the equivalent of years of experience simply by reading and adopting its ideas.

Store Design is a Complete Guide to Designing Successful Retail Stores. Includes 42 photos & illustrations plus design checklist.

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Editorial Review

Review

As a professional working with retail clients and their facilities, Store Design is an invaluable resource for all project stakeholders in the retail environment. It's a concise but complete overview of the design perspectives critical to creating spaces that excite, energize and most importantly motivate consumers to make purchases. I highly recommend adding Store Design to your required reading list! --- Kevin Krak, President, Gallant Building Solutions

Bill Green is a true leader in the complex world of retail design. And the depth and breadth of his experience is what makes Store Design an invaluable tool for retailers, landlords, architects, even shoppers--anyone who's interested in the physical and philosophical foundations of a successful store. --- Tom Arsovski, Principal, AIA, RTKL Associates, Inc.

From the Author

If this book was intended to be a surprise, micro-audience "blockbuster", it might have been entitled "Secrets of Retail Design". In fact, some of my colleagues have accused me of revealing too much. The book and its ideas may unlock new "secrets" in the minds of future store designers most likely more esoteric than those revealed in *Store Design*. These new insights may become the basis of future books on the subject. However, my goal in writing this book was to keep it simple, and to provide a clear understanding of the elementary concepts of the retail design process, as I know them based on my many years of practical experience. This writing was as much for myself, as for the reader. Putting my thoughts in order, and creating some ground rules made it easier to approach every new retail project or store type objectively. I hope the concepts presented facilitate your quick understanding of your client's needs, and permit you and them to get into the fun and excitement of retail design as fast as possible.

W. Green

About the Author

William R. Green practiced architecture as a principal for several large design firms in the Chicago area. Having also worked for a pioneering regional shopping center firm as a development manager, he has experienced retail from the real estate developer perspective as well as the viewpoint of a retail designer. Over his career he has designed many retail establishments of all types and sizes for local and national tenants.

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From reader reviews:

Mark Logan:

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Daniel Smith:

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