

Einleitung · Introduction	7
Einzelhandelslandschaft – Einkaufsstätten · The retail trade landscape – shopping locales	7
Wie verhält sich der Verbraucher? · How does the consumer behave?	9
Handel im Wandel? · The retail trade in a state of flux?	10
Ladenbühnen für Show, Erlebnis und Emotion · Retail stage settings geared to shows, special experiences and emotions	12
Gestalterische Stilmittel für Ladenbühnen · Stylistic methods of design for retail stage settings	12
Design muss glaubwürdig sein · Design must be credible	17
 Markenläden, Markenwelten · Brand shops, brand worlds	18
me Issey Miyake, Tokyo – Curiosity, Tokyo	20
Blumarine, London – Fabio Novembre, Mailand	22
Via Spiga, Mailand – Fabio Novembre, Mailand	26
Qiora Store and Spa, New York – ARO Architecture Research Office, New York	30
Nuon, Baarn – 20/20 Limited, London	34
Telfort Plaza, Den Haag – Jos de Vries, The Retail Company, Maarssen	38
Perugina Showroom, Perugia – Studio D'Architettura Simone Micheli, Florenz	42
Camper, Mailand – Shiro Miura, Kyoto	46
Camper, New York – Marti Guixé, Barcelona	48
Mandarina Duck, Bologna – Studio AMDL, Michele de Lucchi, Mailand	50
Mandarina Duck, Paris – Droog Design und NL Architects, Amsterdam	54
Missoni Shop System, New York – Matteo Thun, Mailand	58
Fila Sport.Life, Mailand – Matteo Thun, Mailand	62
Sony Style Store, Berlin – Design Company, München	68
 Läden wie Galerien und Showrooms · Shops like galleries or showrooms	74
Bergman, Frankfurt am Main – E15, Oberursel	76
Harriet Dorn, Santa Monica – Lorcan O'Herlihy Architects, Culver City	79
Zero-Lustrum-Pukeberg, Stockholm – Rupert Gardner Design, Stockholm	82
Zebra Galerie-Shop und ZeBar, Ljubljana – Nenad Fabijanic, Zagreb	86
Aida Hairsalon, New York – Archi-Tectonics, New York	92
Tritec, Basel – Pia Ziegler, Zürich	94
More Majorum, Sao Paulo – Anastassiadis Arquitetos, Sao Paulo	96
Legrand Shoes, Hamburg – Luxus, Hamburg	100
Fattoria Blu, Zürich – Angélil/Graham/Pfenninger/Scholl, Zürich	103

Läden wie Verkaufsmaschinen · Shops like vending machines	106
25 Records, Hamburg – Luxus, Hamburg	108
The Klinik, London – Block Architecture, London	110
Microcenter Koriasidis, Athen – Anamorphosis Architects, Athen	113
Watch2Watch, London – Cobalt Brand Development, London	116
LYNX Barbershop, London + Kingston-upon-Thames – Jump Studios, London	118
 Läden inspiriert durch Produkte · Shops inspired by products	 122
Banana Music Store, Sao Paulo – Anastassiadis, Sao Paulo	124
Mademoiselle, Sorrent – Studio D’Architettura Simone Micheli, Florenz	127
Basiliou Optik, Athen – Anamorphosis Architects, Athen	130
Bread Shop, London – The Formation Creative Consultants, London	134
React Action Store, Stockholm – Sandellsandberg AB, Stockholm	137
 Läden mit Themen · Theme Shops	 140
Guitar Gallery, Lake Buena Vista – Ace Architects, The Leviathan, Oakland	142
Cirque de Soleil, Las Vegas – Jordan Mozer + Ass., Chicago	146
Deerberg-Schuhversand, Hanstedt – Tromberend und Bathen, Lüneburg	150
Backoase, Arnsberg – E. T. Equipment Team, Leopoldshöhe	154
Im Fürstenhof, Frankfurt am Main – Volker Bender, Kaiserslautern	158
 Läden mit Service und Wellness · Shops with Service and wellness	 162
Studio W, Sao Paulo – Anastassiadis Arquitetos, Sao Paulo	164
Optique Niwaka, Kyoto – Tsujimara Hisanobu Design Office, Kyoto	168
SPAce.NK, London – Virgile and Stone, London	171
Ajune Day-Spa, New York – Robert D. Henry, New York	176
BrockmannundKnödler, Chemnitz – Brockmann + Welonda, Darmstadt	180
 Adressen · Directory	 185
Läden / Shops	185
Designer und Architekten / Architects and Designers	187