



Institut Manajemen Telkom (<http://www.imtelkom.ac.id>)

Graphics and Space

Facing increasingly educated, sophisticated, and aware markets, brands are challenged to push their boundaries and integrate the vocabulary of design in all of their expressions, including retail. While lifestyle brands march into this promising retail territory, designers and creative directors are encouraged to experiment in the way they approach their work by broadening the array of their practices.

In this book, the author us himself as an example because several of creatives featured in this book share a similar background, fueled by a desire to express themselves through all media and expand the realm of their practices. The author thinks that it is important to comprehend the trend not only through the filter of pure design, but also through a wider cultural lens. Since brands have for better or for worse become natural extensions of people's expressions and identities, they need to align themselves culturally with their stakeholders in all of their communication efforts, and in particular through their retail applications like the ones featured in this book.



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