

Advance Information

Publisher

Frame Publishers

Title

Hybrid Food Retail

Subtitle

Redesigning Supermarkets for the Experiential Turn

Author

Bernhard Franken and Alina Cymera

Sales handle

This handbook prescribes hybridization as a powerful remedy against the digital disruption of the food retail industry.

Short description

This handbook for designers, architects and other professionals prescribes hybridization as a powerful remedy against the digital disruption of the food retail market. It offers an overview of the history, an encyclopaedic analysis of the elements, and highlights the emerging trends in the food retail industry.

Description

Online shopping and changing consumer demands radically transform the food retail industry for the first time since the introduction of the supermarket in the 1930s. After decades of stagnation, food retail is currently one of most creative fields for designers, architects and other professionals developing new formats like bio food markets, 'to go' outlets and pop ups.

This handbook prescribes hybridization – a fusion of supermarket and gastronomy, co-working, hospitality or performative formats – as a powerful remedy against the digital disruption. As a result of a 3-year research with 60 students of retail design at PBSA Dusseldorf and for the first time in this field, *Hybrid Food Retail* offers an overview of the history, an encyclopaedic analysis of the elements and highlights the emerging trends in the food retail industry.

About the authors

Bernhard Franken is an architect, artist, writer and professor. His work ranges from corporate architecture, trade fair presentations and brand worlds, to residences, office buildings, retail and hospitality outlets, and urban design. Since 2015 he teaches 3D Communication in Retail Design, Exhibition Design and Communication Design at the Peter Behrens School of Arts in Düsseldorf.

Alina Cymera is a visual communication designer. She studied communication design at Peter Behrens School of Arts at the University of Applied Sciences, Dusseldorf, where she completed her master in 2019.

Facts

Publication date 8 October 2019

Binding Softcover

Price EUR 29.00

ISBN 978-949-2311-39-9

Page count 400

First printing quantity 3500

Width (cm) 16.5

Height (cm) 24

Language English

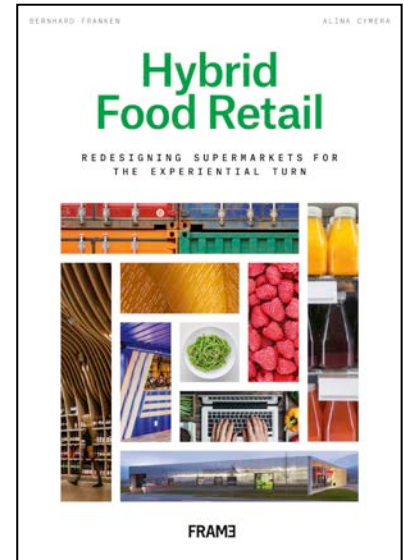
Illustration quantity & type 250 colour + B&W photos

Season Autumn 2019

Author Bernhard Franken and Alina Cymera

Subject areas ARC007000 ARCHITECTURE Interior Design/General; ARC012000 ARCHITECTURE Reference; ARC013000 ARCHITECTURE Study & Teaching; BUS070120 BUSINESS & ECONOMICS / Industries / Food Industry

Comparable Frame titles *Holistic Retail Design* (2015, Frame Publishers, 978-94-91727-65-8); *Powershop 6* (2019, Frame Publishers, 978-94-92311-35-1)



FRAME

Selling points

- Written by leading professors in the field from the Peter Behrens School Of Arts, University of Applied Sciences Düsseldorf, the authors cover retail marketing, communications and design in the development of a new approach to food retail design.
- This book puts forward the concept of hybridization as a remedy against the disruption of the food retail industry by the changing consumer demands brought about by online shopping.
- It offers an overview of the history of the food retail industry, an encyclopaedic analysis of its elements and highlights its emerging trends.
- Outstanding graphic design.
- Easy to navigate.

Marketing highlights

Promotional materials

- Press release
- 1/1P full colour advertisement
- Flash banner/skyscraper
- Digital news article
- Digital newsletter

Media plan

- Advertising in *Frame* magazine
- Promotion via Frame's website: frameweb.com (130,000 users per month)
- Social media campaign via Frame's Facebook, Instagram and Twitter channel
- Digital newsletter announcing the book sent to 43,000 subscribers
- Press release issued by email to thousands of press contacts
- Promoted at many international design trade fairs
- Banners on architecture-related weblogs

Sales Markets

Professionals/researchers/students in:

- interior, communication and retail design
 - architecture
 - commercial industry
 - branding and communication agencies
 - marketing professionals
-

FRAME



Established in 1997, Frame is the world's leading media brand for interior-design professionals.

Our vision is that meaningful spaces enable people to work, shop, relax and live better, making them happier and healthier.

Besides the well-known magazine *Frame: The Great Indoors*, Frame has a catalogue of high quality books. The portfolio includes books on materials and their application to design and architecture, along with research-based books. A number of interior design titles form the series titles which are each published regularly, covering a broad range of sectors: trade fairs, retail, hospitality and product design, plus office interiors and design education.

Frame also offers events, branding, video productions and customized publications for architects, designers, organizations and brands.

Frame Publishers
Luchtvaartstraat 4
1059 CA Amsterdam
The Netherlands
T +31 20 4233 717
F +31 20 4280 653
frameweb.com

Publisher
Robert Thiemann, robert@frameweb.com

Creative Services Manager
Ana Martins, ana@frameweb.com