Course Description

Department stores, restaurants, hotels, resorts, theme parks, shopping centers, trade shows, and specialty stores are all branded environments where delivering profound brand qualities and attracting consumers are the prime role of designers. Designers use human sensors (vision, touch, sound, smell, and taste) to create stimulating a display/environment to showcase the quality-of-service offering.

In this studio, Students will propose a design solution of a booth design for a brand of architectural finishes and/or furnishing in Living Future Expo in NYC. Student will explore effective architectural communication interventions to deliver intended messages for the client by provoking positive brand experiences for intended audiences.

Students will also be engaged in space planning exercises.