1. Record Nr.   UNISALENTO991002682549707536

   Autore   Rostovcev, Michail Ivanovic

   Titolo   Città carovaniere / Michael Rostovtzeff ; a cura di Antonino Di Vita ; prefazione di Giovanni Pugliese Carratelli

   Pubbl/distr/stampa   Bari : Laterza, 1971

   Descrizione fisica   XX, 289 p, [14] c. di tav. : ill. ; 25 cm

   Collana   Grandi opere

   Altri autori (Persone)   Di Vita, Antonino
   Cortese De Bosis, Charis

   Disciplina   913.39

   Soggetti   Archeologia - Arabia
   Carovane - Oriente antico

   Lingua di pubblicazione   Italiano

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

2.	Record Nr.	UNINA9910815062503321
	Autore	Schittich Christian
	Titolo	Exhibitions and displays : museum design concepts, brand presentation, trade show design / / Christian Schittich (ed.)
	Pubbl/distr/stampa	Basel ; ; Boston : , : Birkhauser, , [2009] ©2009
	ISBN	3-0346-1555-8
	Descrizione fisica	1 online resource (0 p.)
	Collana	in DETAIL
	Classificazione	LH 39930
	Altri autori (Persone)	SchittichChristian
	Disciplina	069 659.1/52
	Soggetti	Trade shows - Exhibition techniques Exhibit stands - Design and construction Display of merchandise
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references.
	Nota di contenuto	Front matter -- Contents -- Designing exhibitions and presentations / Schittich, Christian -- Interaction of building and presentation - current museum concepts / Schittich, Christian -- To exhibit - From the spoon to the state / Baur, Ruedi -- Phaeno Science Center in Wolfsburg -- New Museum in New York -- Literature Museum in Marbach -- Museum of Celtic and Roman History in Manching -- BMW Museum in Munich -- Mercedes-Benz Museum in Stuttgart -- Show and let show / Merz, Hg / Wais, Patrick -- "The Rommel Myth" exhibition in Stuttgart -- "That's Opera" traveling exhibition -- "Inventioneering Architecture" traveling exhibition -- Museum pavilion in Pouilly-en-Auxois -- Exhibition pavilion for Artek in Milan -- Built Identity Architecture - Design - Communication / Messedat, Jons -- Audi Center in Munich -- adidas Brand Center in Herzogenaurach -- Baufritz exhibition building in Erkheim -- Proper light for presentations / Schielke, Thomas -- "Freudenhaus" optician store in Munich -- Whiteleys Shopping Center in London -- MPREIS Supermarket in Innsbruck -- Edeka Supermarket in Ingolstadt -- Noise barrier with integrated car showroom near Utrecht -- Exhibition hall in Paris -- New Trade Fair in Stuttgart -- Sustainably designing temporary architecture for brands /

Schmidhuber, Susanne -- Stylepark Lounge in Berlin -- Exhibition stand "Garment Garden" in Frankfurt am Main -- Exhibition design system or custom design / Röckl, Günther -- Eternit exhibition stands in Stuttgart and Munich -- E.ON exhibition stand in Essen -- Serafini exhibition stand in Cologne -- Architects - Project data -- Authors -- Illustration credits

| Sommario/riassunto | From trade fair stands to museum concepts, the successful transfer of information to a wide public audience relies on effective staging and appropriate architectural design. While museum exhibitions focus on the art of communicating content, with commercial aspects tending to play a more subordinate role, the goal of trade fair stands and showrooms is to convey a brand image. And at least since large companies like BMW and Mercedes began introducing commercialized museum concepts designed to stage their brands, the phenomenon has come full circle. Not infrequently, planners today must not only accomplish the demanding task of designing an exhibition; they must also meet full service demands, from briefings and CI design to realization. How to do this successfully is the subject of short articles by authors from the relevant fields. With extensively documented project examples organized by presentation or exhibition type, these valuable technical articles offer a detailed roadmap to practical success. Practical knowlwdge from briefing to implementation |