

### **WELCOME (Global Excellent Store Display Design)**

As a professional book for shop display design, “Welcome” is full of excellent shop display designs from all over the world. It will bring you into a variety of shops to spy into the design concept and inspiration of designers and let you know how to use art language, how to collaborate with the client who focuses on quality and design and how to create a design project which satisfies the client. The shop display designs in this book present the trend of modern shop display design, some are creative store display with visual marketing, and some present their unique styles via structure and lighting. Every works in this book with drawing, full-color photographs and detailed project descriptions will let you know more about these outstanding works and offer you more valuable reading significance.

