

Sponsor Accademici



CORSO DI ALTA FORMAZIONE PER
L'INNOVAZIONE DEGLI SPAZI DI VENDITA

VEGA
Più valore al tuo stile!

JOBELINE

Canon

AIFOTO
Associazione Italiana Foto & Digital Imaging


Epta

Partner Accademico


STANDGREEN

Canon

 **POLI. DESIGN**
Consorzio
del Politecnico
di Milano



CORSO DI ALTA FORMAZIONE PER
L'INNOVAZIONE DEGLI SPAZI DI VENDITA

TEMPORARY POP UP SHOP

Serena Stella Alcamo - Francesco Cosentino - Rocco Alberto Currà - Federico Panarello - Giulia Parisi

W5

ARCHIMISTI



Federico **PANARELLO**

Serena Stella **ALCAMO**

Francesco **COSENTINO**

Giulia **PARISI**

Rocco Alberto **CURRA'**

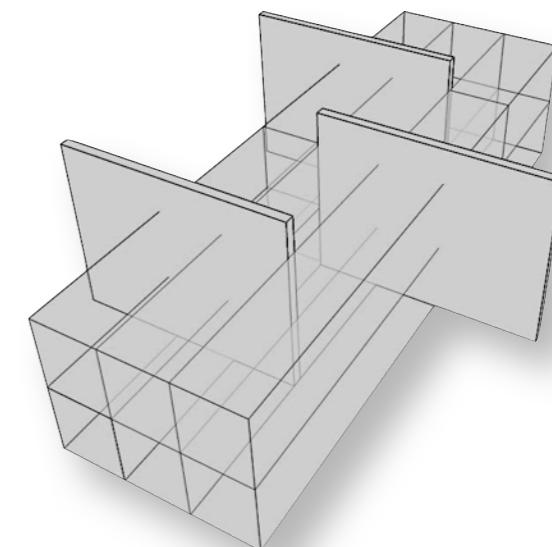
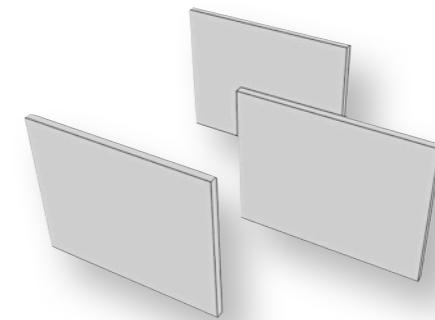
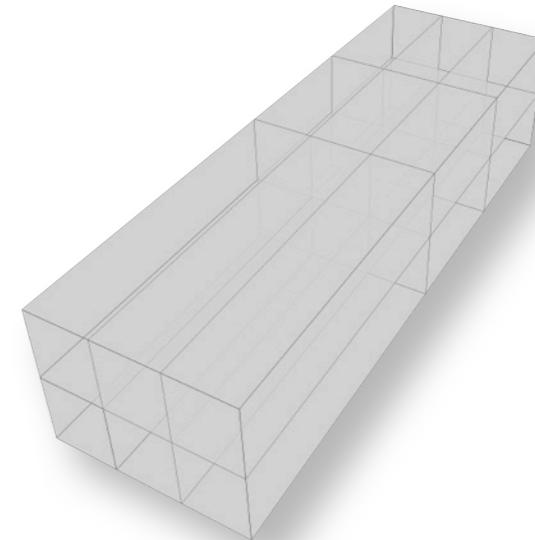


B R I E F

- Realizzazione di un Temporary shop di 300/400 mq
- Sviluppo all'interno del Temporary shop di diverse aree: Negozio Canon, area dedicata ai prodotti Canon, area *touch & try*
- Utilizzo di materiali personalizzabili, *Hi-tech*, accattivanti
- Sala training per attività formative ed eventi
- Navigazione guidata dell'utente all'interno dello store
- Messaggio audio all'interno dello store

CONCEPT

- ▲ Contenitore di esperienze realizzato con container che funge da scatola delle meraviglie
- ▲ Area espositiva suddivisa in 3 macroaree da frame
- ▲ La persona come protagonista dell'esperienza
- ▲ Loggati laterali destinati ad aree prova e mostre temporanee





MATERIALI & ELEMENTI ACCESSORI

Canon

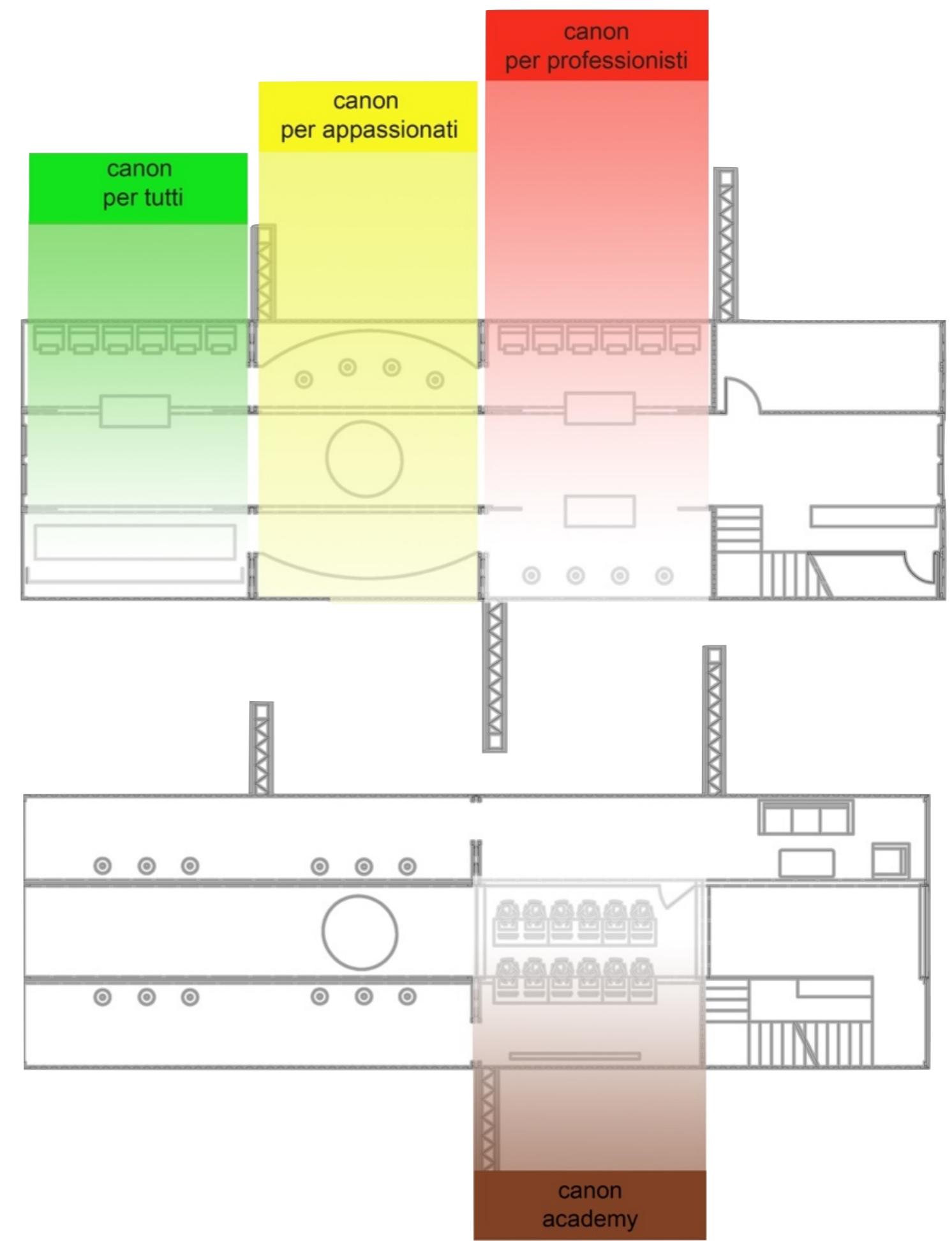


FOTOINSEMENTO
BERLINO

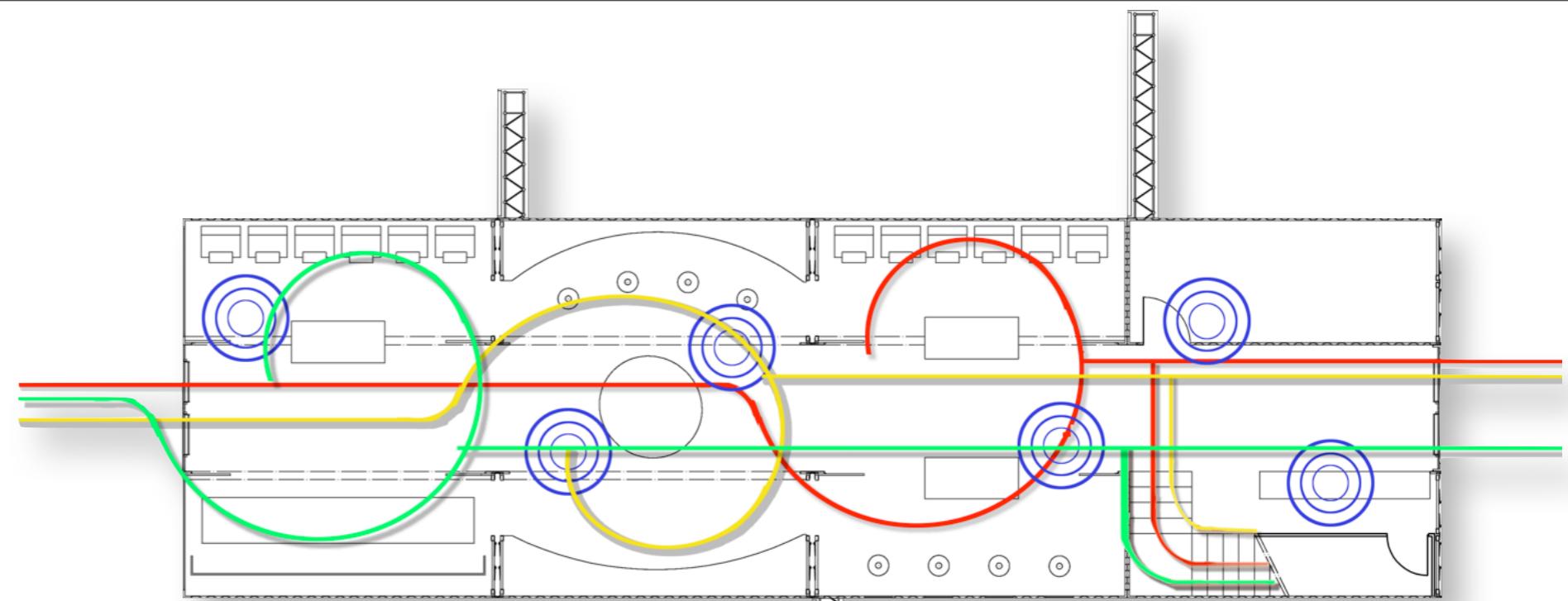
Canon



FOTOINSEMENTO
PARIGI



FUNZIONI



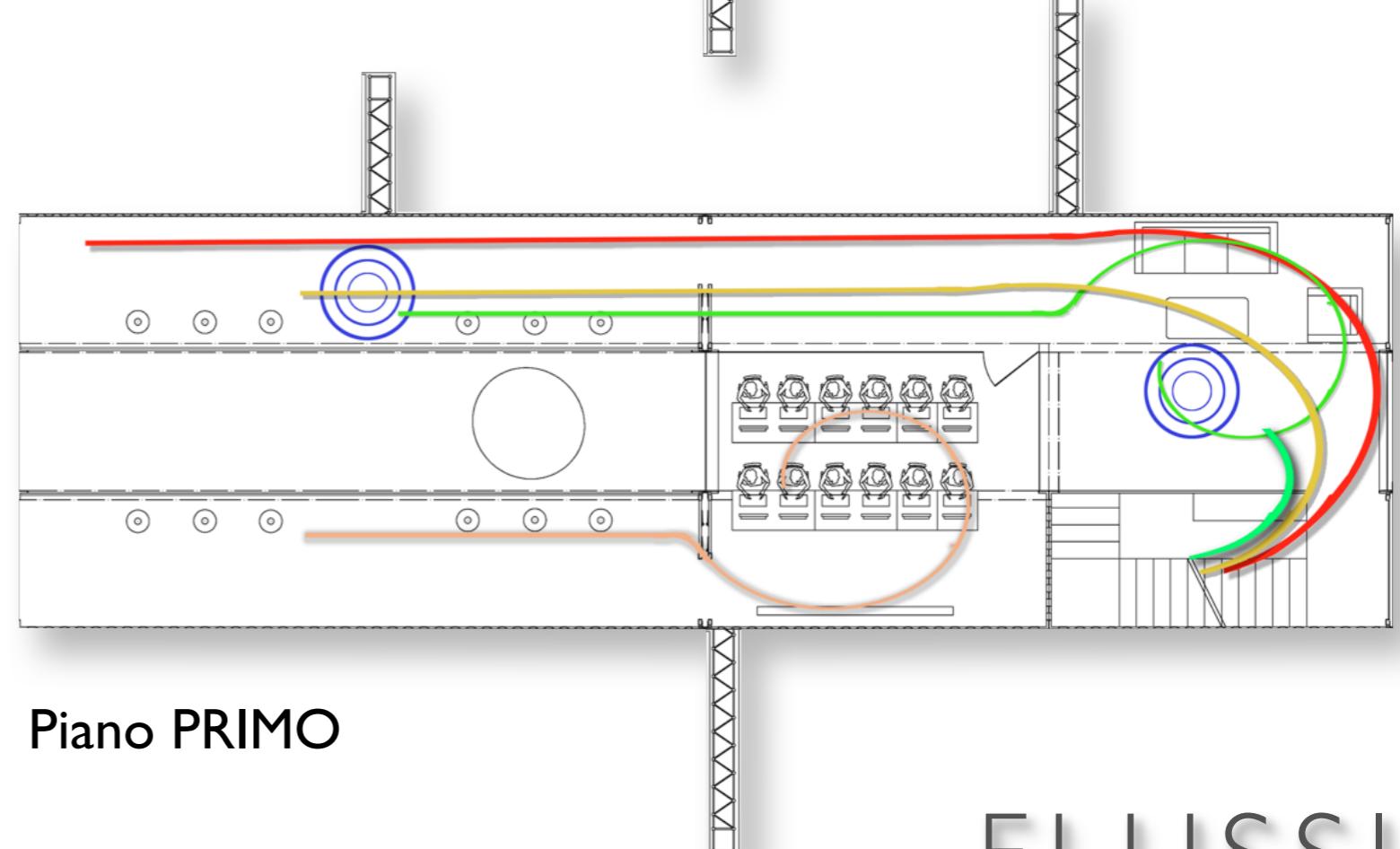
Piano TERRA

Canon per professionisti

Canon per appassionati

Canon per tutti

Personale



Piano PRIMO

FLUSSI



Area shooting



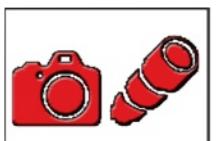
Area prova



Touch screen



Area stampanti



Area esposizione



Area lunghe



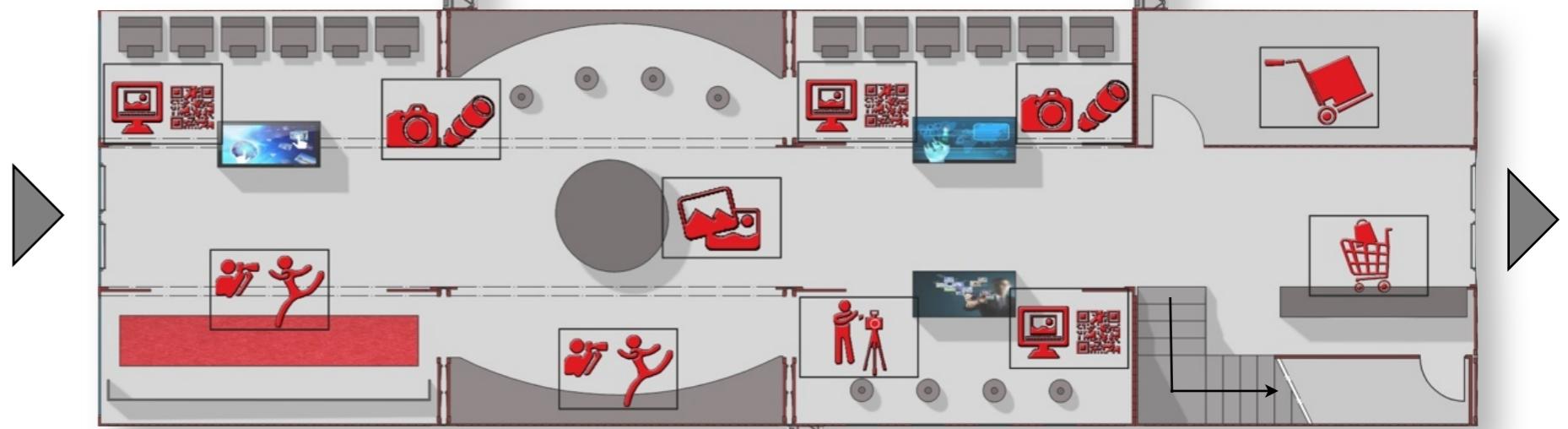
Area shopping



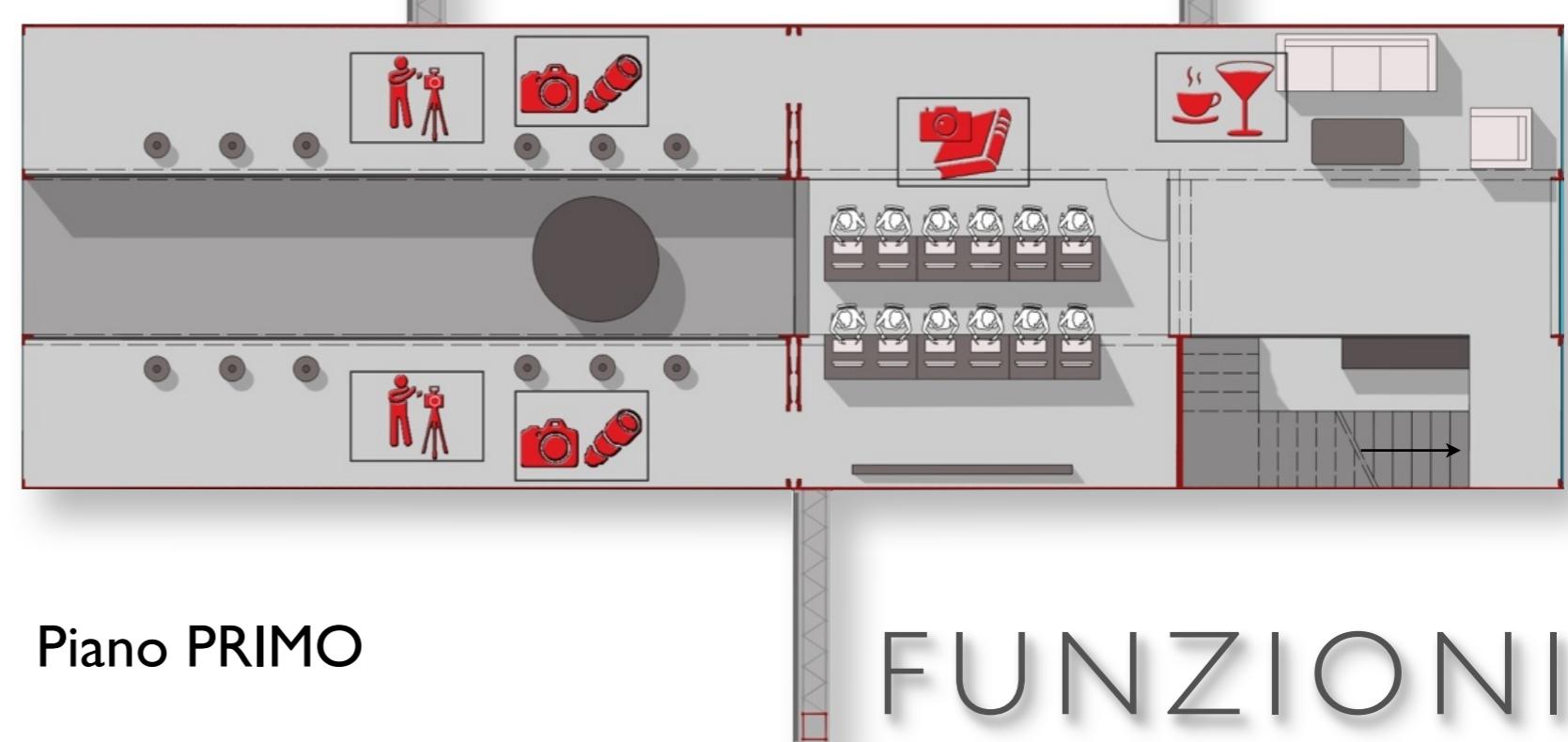
Magazzino



Area training



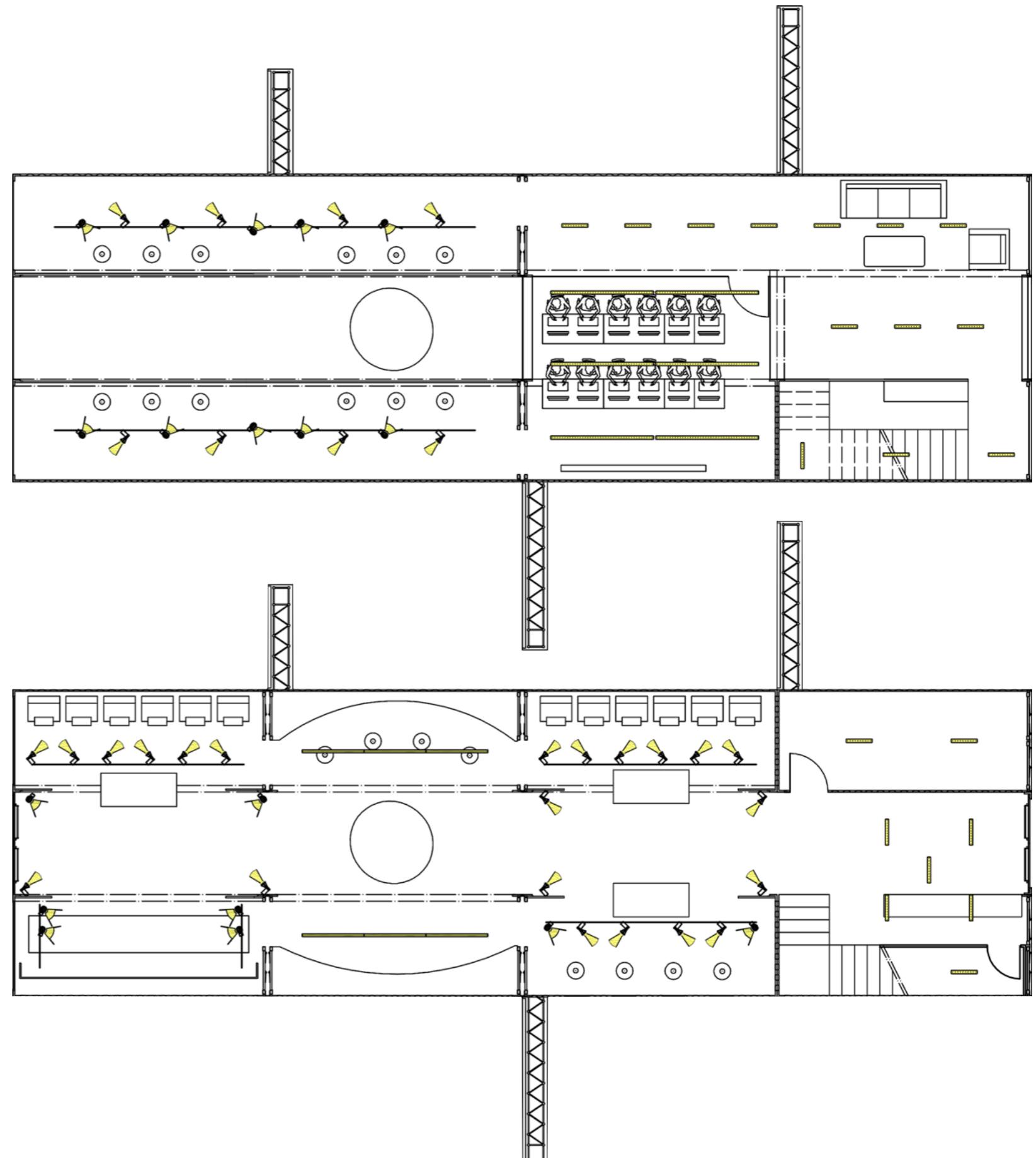
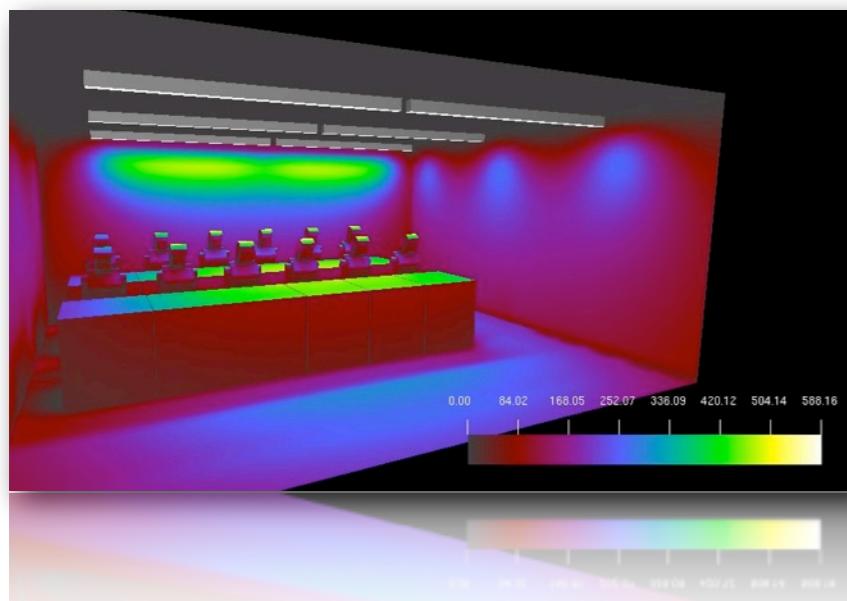
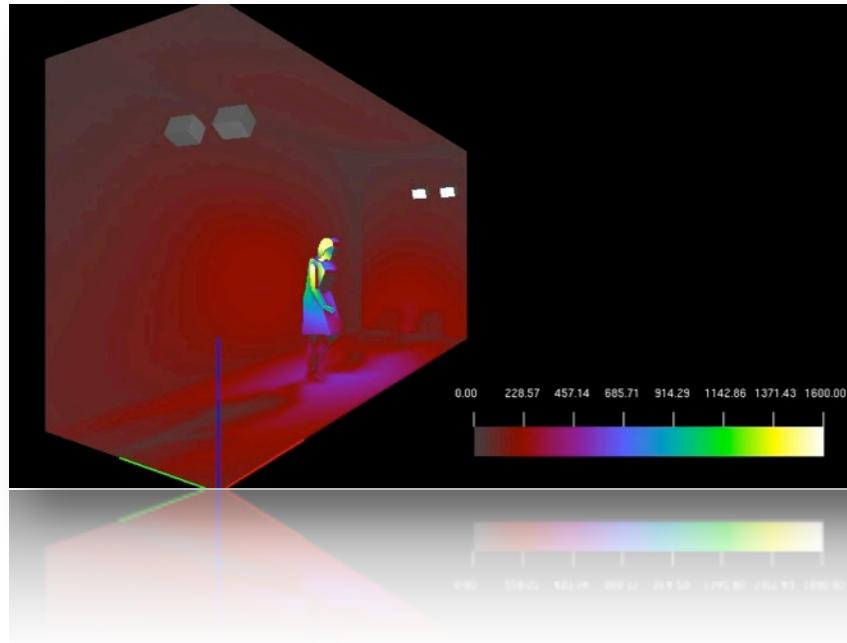
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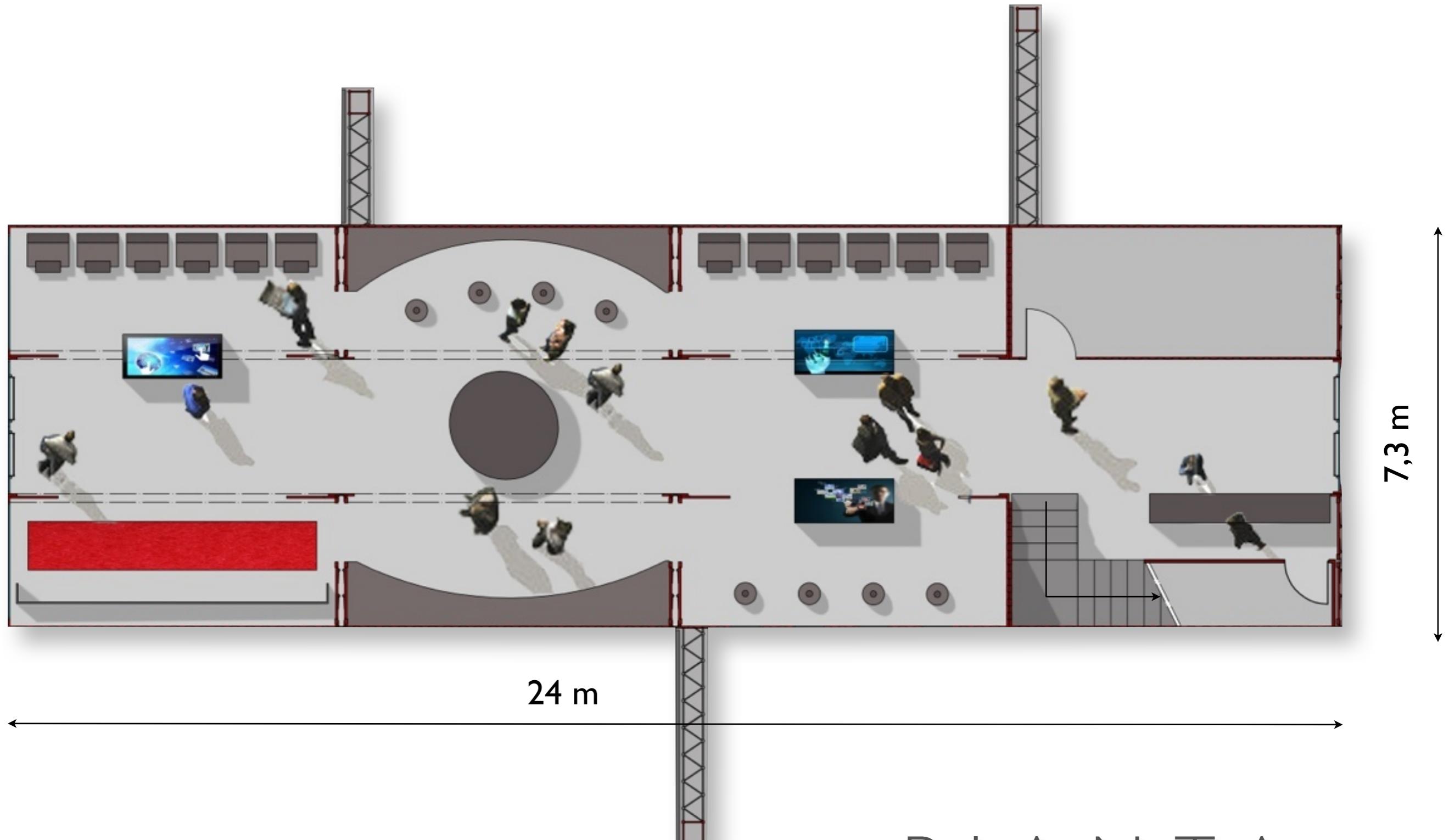
Piano PRIMO

FUNZIONI

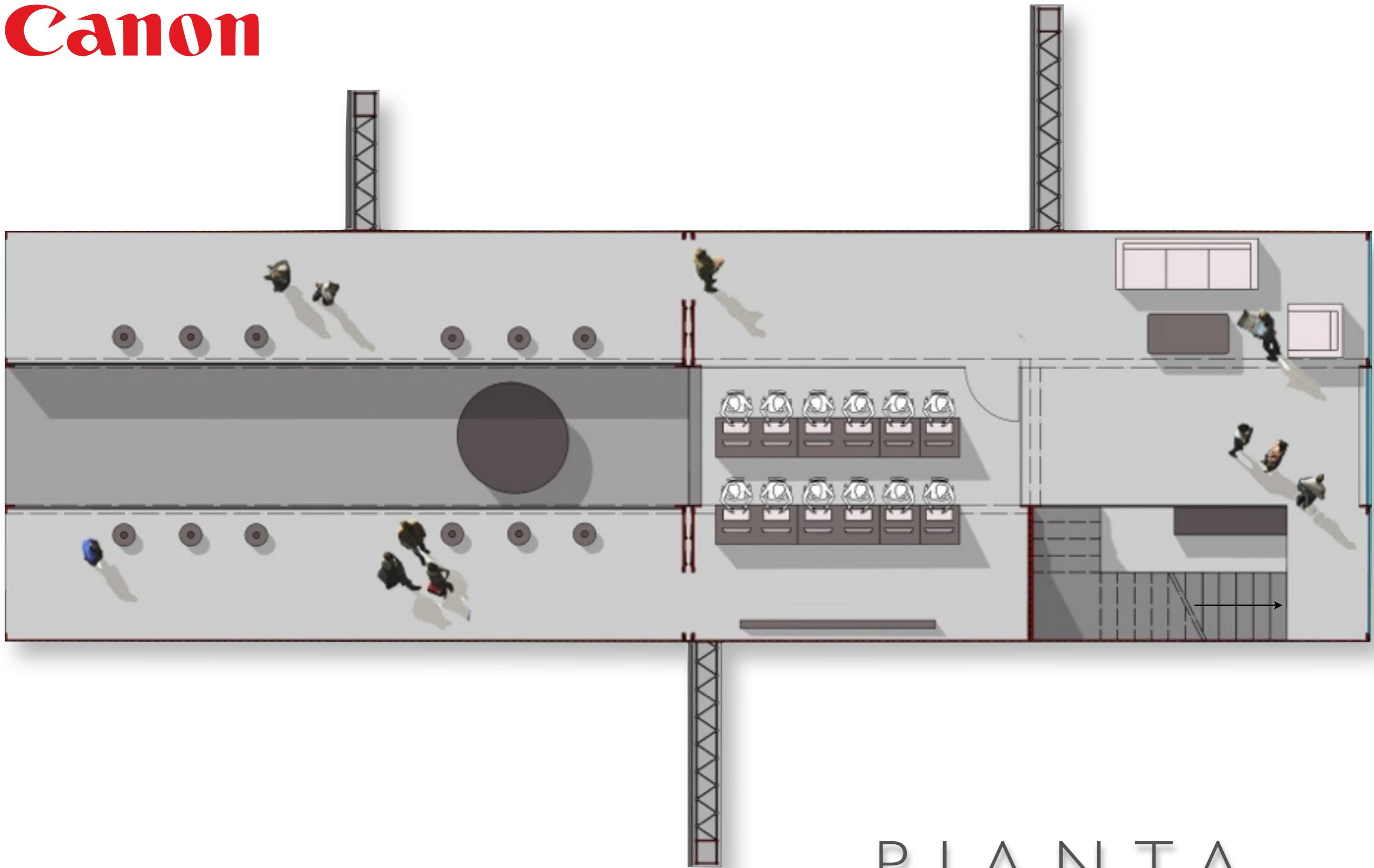
Canon



STUDIO
ILLUMINOTECNICO

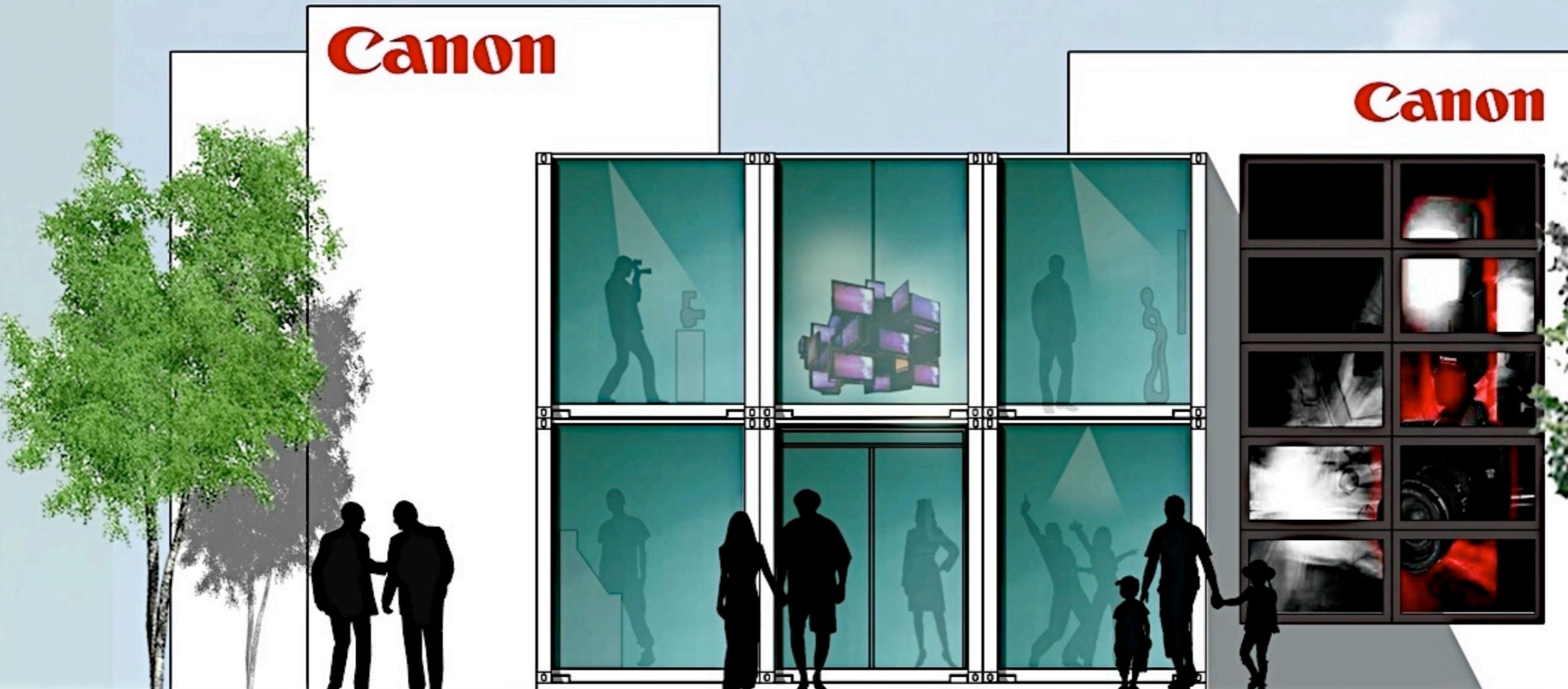


Canon



PIANTA
PIANO PRIMO

Canon



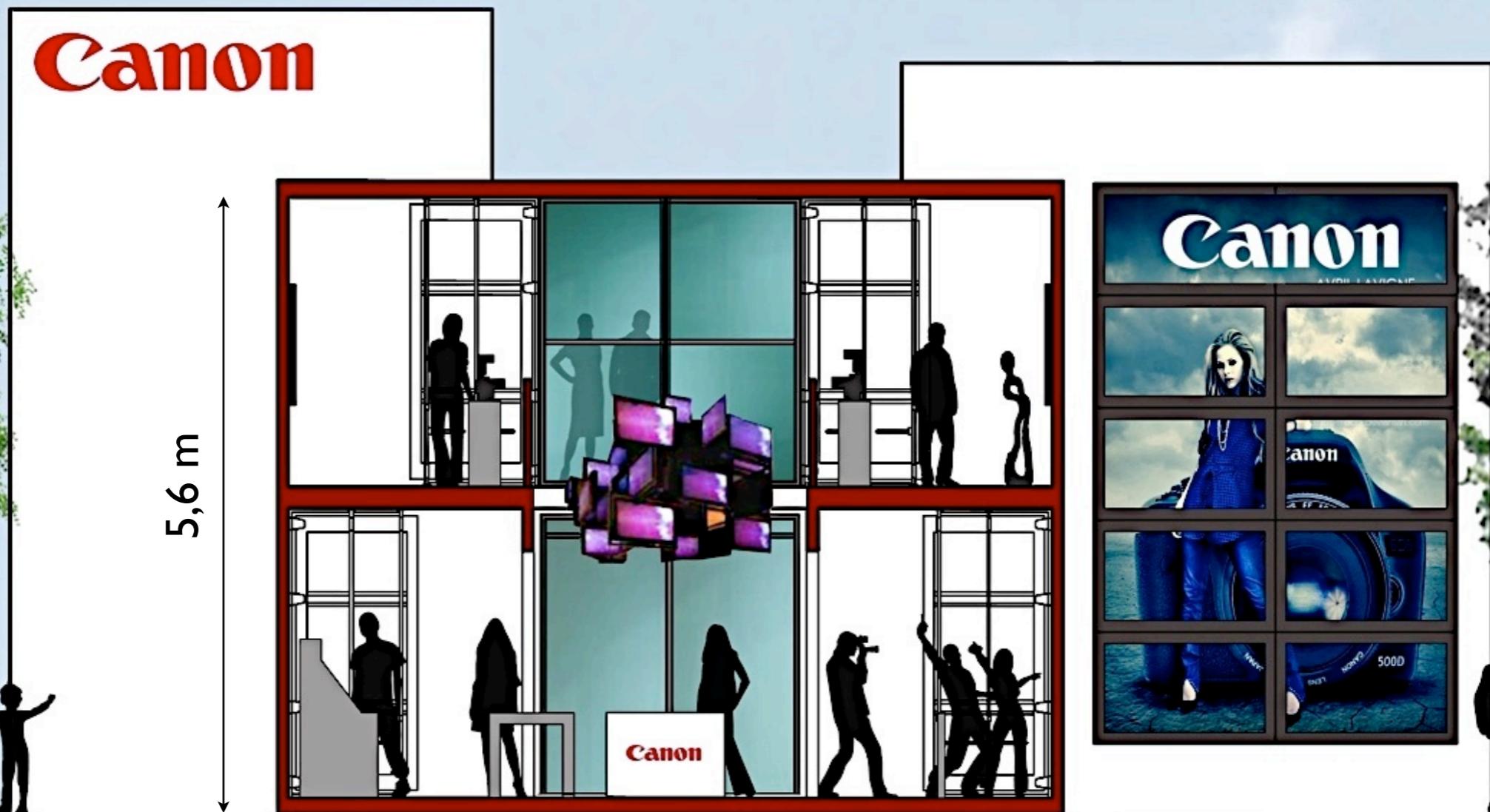
PROSPETTO
FRONTALE

Canon



PROSPETTO LATERALE

Canon



SEZIONE
TRASVERSALE

Canon



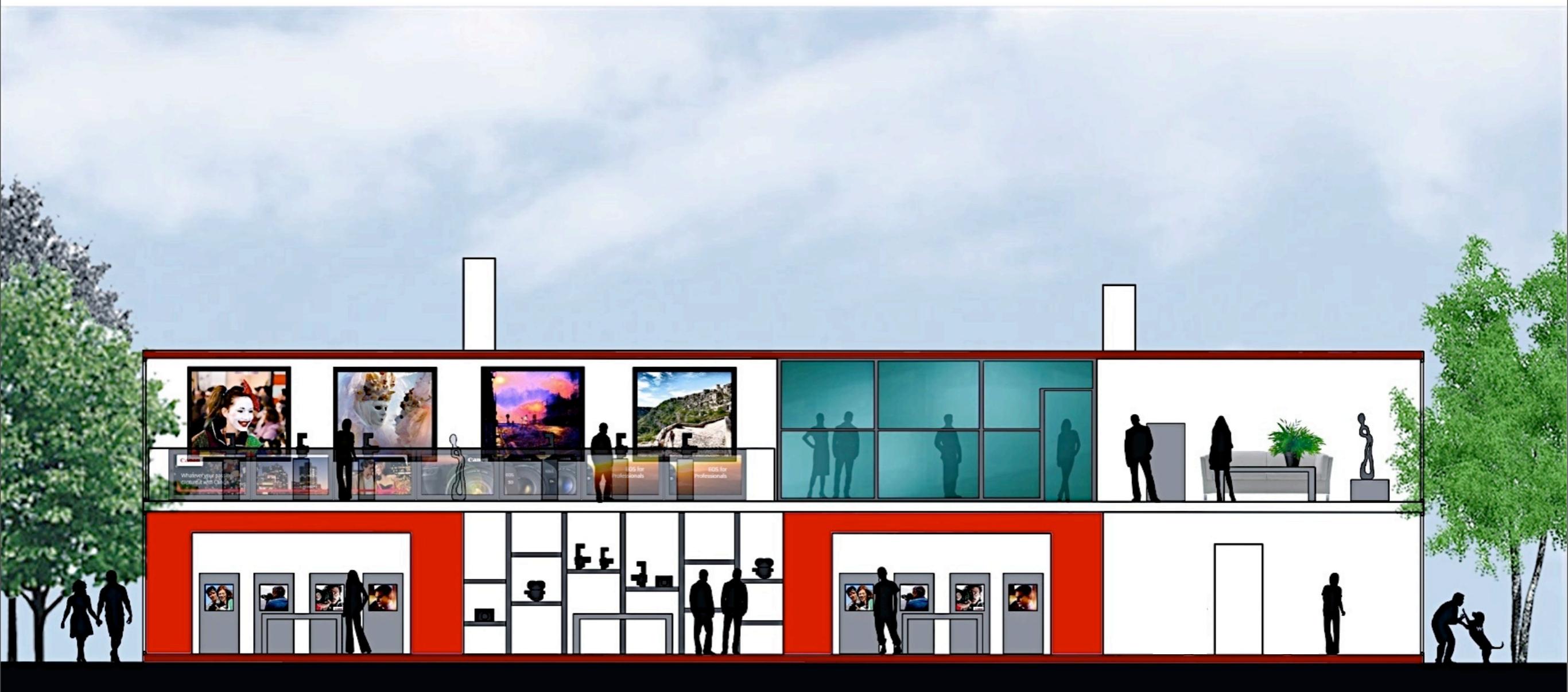
VISTA INTERNA
Area centrale

Canon



VISTA INTERNA

Loggiato piano primo



SEZIONE LONGITUDINALE

Canon



VISTA INTERNA
Area shooting

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