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Brandlife - Caf s And Coffeehouses



Synopsis

An exciting new series from industry leader Victionary, Brandlife examines immersive brand experience across a variety of consumer or service related businesses in the fields of hospitality, retail and dining. Each volume explores a distinct business type and how the standouts work to build a cohesive brand strategy through the integration of graphic identity with space design. It begins with Cafes and Coffeehouses, which profiles distinct brands from the refined to the playful which integrate all aspects of design, from interiors and furniture design, to signage and packaging. Features projects by multidisciplinary studios as well as collaborative teams of graphic designers, makers, and architects, alongside interviews revealing how they work together to realize their unique visions.

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