



VI Design for Children's Spaces

Joseph Sung

ISBN: 9781864708813

Publisher: The Images Publishing Group

Territory: USA & Canada

Size: 7.75 in x 10.25 in

Pages: 240

Illustrations: 400 color

Paperback

Price: \$25.00 / CDN \$34.00



- Includes over 35 case studies of VI (Visual Identity) design from a wide variety of contemporary spaces for children, including educational spaces, hospitals, sports clubs, libraries, and more!
- Established designers provide in-depth analysis of best practice in VI design for children's spaces
- Provides an informative reference for students of interior design
- A must-have for interior designers as well as owners and operators of spaces for children

Smart brand design and careful placement can do much to enhance a sense of identity and create customer loyalty, as well as providing striking and effective ways to attract attention. *VI Design for Children's Spaces* provides an informative look at a wide range of contemporary VI design for a variety of children's spaces all over the world. These include learning spaces (such as schools, after-school care, and kindergartens), as well as more general spaces such as a kids' café, children's hospitals, sports clubs, bookstores, and libraries for children. The designers analyze each design project to reveal the interplay of the design process.

This is a must-have book for designers who pay attention to VI design of children's spaces and is also of interest to those who run or manage spaces for kids.

Joseph Sung is the director of VONSUNG, a design studio with offices in London and Hong Kong. The studio comprises award-winning designers who provide design services across the full spectrum of space, branding, collateral, signage, and digital. Their designs are an insightful and conceptual response to an individual brief. Thorough research and thoughtful analysis are the starting points from where the designers develop new ideas and solutions with clients to create brands that express a sense of purpose and integrity and are meaningful to the users.

