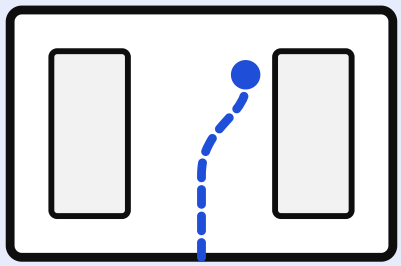
Specialty

Retail design

Designs stores and sales spaces: their layout, path, lighting, sound and atmosphere, so that people find their way, discover the product and want to come back.



In Spanish
Diseño de espacios comerciales

Origin
Kotler (1973)

What problem it addresses

In a store, the space also sells or drives people away: the path, the light or the noise change what people see and buy.

Principles

Path
What the person sees on entering and where the space leads them.

Atmosphere
Light, sound, smell and touch create a mood.

Brand
The space tells who the company is.

Applications in design

✓ Use it like this
Walk through the store as someone entering for the first time.

✗ Avoid
Filling the space with product until no one can walk.

👁 Don't fall for it
The atmosphere also affects those who work there all day.

Connections

Builds on

- Service evidence

Related to

- Service environment design
- Brand design

Authors and works

1973	**Philip Kotler**	Called atmospherics the conscious design of the sales space to produce effects on shoppers.
1992	**Mary Jo Bitner**	Showed that the physical setting of a service influences customers and employees.

Sources

Original sources

- Kotler, P. (1973). Atmospherics as a marketing tool. Journal of Retailing, 49(4), 48–64.
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. Journal of Marketing, 56(2), 57–71. View source (https://doi.org/10.1177/002224299205600205)

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