



New Signage Design: Connecting People & Spaces



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Wang Shaoqiang

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The proliferation of public places and spaces has created a shared environment which increasingly interacts with people living or passing through them. In such a context, signage design has become a decisive element when connecting spaces and people, going beyond orientation skills in order to create a deeper sensorial experience, which this book reflects in great detail.

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240 pages

About the Author

Wang Shaoqiang is a professor at the Guangzhou Academy of Fine Arts, where he is dean of the design, visualization and animation department. He is the founder of Sandu Publishing, whose titles focus on international design, architecture, branding, communication, trends and culture, and the editor of Design 360 magazine and Asia-Pacific Design. He has been invited to lecture at numerous universities, design academies and organizations, and he has also been a jury member for China's most prestigious design and illustration awards.

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