

Advance Information

Publisher

Frame Publishers

Title

MOMENT

Subtitle

Redefining the Brand Experience

Authors

Hisaaki Hirawata and Tomohiro Watabe

Sales handle

This book presents the constructive design strategy of Tokyo-based studio MOMENT for commercial environments of celebrated brands.

Short description

The rich and sleek commercial environments created by Tokyo-based, internationally-active design firm MOMENT attract many celebrated brands. This book puts together a selection of the studio's work, bringing to light the constructive design strategies used to help redefine the brand experience.

Description

Tokyo-based design firm MOMENT, run by Hisaaki Hirawata and Tomohiro Watabe, creates rich and sleek commercial environments for a wide spectrum of brands, having attracted many celebrated clients. Their work ranges from store designs for high-end fashion brands to temporary retail spaces, cafés, restaurants, and ambient plans for department stores. This book highlights the duo's versatile and skilful visual approach, detail-oriented spatial branding and alluring lighting design for interior solutions that are both functionally and emotionally driven. Illustrated by a large selection of beautiful photography, project features are accompanied by informative texts that delve into the design concepts, as well as the studio's tactics to help clients succeed by redefining brand experiences.

About the author

MOMENT is a Tokyo-based interdisciplinary studio founded by designer duo Hisaaki Hirawata and Tomohiro Watabe. The firm's work, which ranges from interior to graphic design and branding, redefines space and experience design by introducing innovative elements and alluring lighting. Its interiors and products are smart, timeless and often minimalistic, showing mastery in the use colours, forms, and materials.

Facts

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Season Autumn 2019

Authors Hisaaki Hirawata and Tomohiro Watabe

Subject areas ARC000000 ARCHITECTURE / General; ARC007000 ARCHITECTURE / Interior Design / General; ARC006020 - ARCHITECTURE Individual Architects & Firms / Monographs; ARC011000 ARCHITECTURE / Buildings / Public, Commercial & Industrial

Comparable Frame titles *Suppose Design Office* (2017, Frame Publishers, ISBN 978-94-92311-15-3); *Jo Nagasaka / Schemata Architects* (2017, Frame Publishers; ISBN 978-94-92311-14-6)



Selling points

- Readers gain an in-depth look at the retail design processes of the Tokyo-based design firm MOMENT.
- Complete features of 28 retail design projects realized by the firm's founders Hisaaki Hirawata and Tomohiro Watabe, and their team.
- Informative texts accompany each project's feature, delving into design concept, as well as the studio's strategic approach in a ferociously competitive industry.
- Illustrated by a large selection of beautiful project photography.
- Includes work for clients such as Iseey Miyake, Starbucks and Patagonia.

Marketing highlights

Promotional materials

- Press release
- 1/1P full colour advertisement
- Flash banner/skyscraper
- Digital news article
- Digital newsletter

Media plan

- Advertising in *Frame* magazine
- Promotion via Frame's website: frameweb.com (130,000 users per month)
- Social media campaign via Frame's Facebook, Instagram and Twitter channel
- Digital newsletter announcing the book sent to 43,000 subscribers
- Press release issued by email to thousands of press contacts
- Promoted at many international design trade fairs
- Banners on architecture-related weblogs

Sales Markets

Professionals/researchers/students in:

- interior design
 - architecture
 - commercial industry
 - branding and communication agencies
 - marketing professionals
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FRAME



Established in 1997, Frame is the world's leading media brand for interior-design professionals.

Our vision is that meaningful spaces enable people to work, shop, relax and live better, making them happier and healthier.

Besides the well-known magazine *Frame: The Great Indoors*, Frame has a catalogue of high quality books. The portfolio includes books on materials and their application to design and architecture, along with research-based books. A number of interior design titles form the series titles which are each published regularly, covering a broad range of sectors: trade fairs, retail, hospitality and product design, plus office interiors and design education.

Frame also offers events, branding, video productions and customized publications for architects, designers, organizations and brands.

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