

Employing negative spaces in designing commercial windows display

(An analytical study on the Damietta market)

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Abstract:

Commercial windows display have evolved, began from wooden signage to interactive windows on roofs and walls with the receiver viewing the commercial window display; where windows display are one of the most important advertising means and an effective element in purchasing products, where advertising designer depends on attraction and dazzle to influence the window receiver and achieve increased sales.

Some of different and similar activity stores window display ideas are similar specially in Damietta market, as well as the lack of consideration of the urban aspect outside the window boundaries, This research aims to analyze the commercial window display in the Damietta market and whether it has achieved the required pleasure and dazzling for the receiver Where the shape is the focal point of visual attraction in the window and the space surrounding it is the floor.

The research problem lies in the similarity of some commercial windows display similar and different activities in their design ideas, the stereotypical ideas or their lack of suitability for the type of presented product or the values and culture of the community, the lack of the element of attraction and dazzling, although it is the most important goal of the commercial window display design, which causes poor Purchases processes, and the research assumes that employing Negative spaces in window display design helps to come up with an innovative idea for the window display in a way that achieves dazzling and creates the required pleasure for the demotic receiver and thus improves the Purchases process and improving the economic situation in light of continuous competition. The importance of research lies in the direction of some windows display designers to quote from Western designs without considering how appropriate this is to the identity of the receiver, especially demotic, as well as the direct reliance on units The shelves or display mannequins, in addition to the deviation of the demotic receiver from the traditional windows display and searching for everything new as a result of the development of his psychology, and the research methodology is based on the descriptive and analytical approach of a window display from the demotic market, and the statistical method using two closed questionnaires with analysis and graph and experimental approach through the design of some applied models.

Keywords:

Negative spaces;commercial windows display;mind map