

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

The Introduction:

Commercial display windows are considered as one of the important aspects when designing storefronts and an important means of promotional means for selling products and services. Through the good display of its elements, the consumer is attracted to the store.

The function of the commercial display windows is focused on how to market the products in an effective and effective manner to the target consumer in order to increase sales and improve the economic situation in light of the constant competition between display windows of similar activity, in addition to giving the consumer a sense of pleasure. The display windows are like a theater that gives a sense of enthusiasm to the viewer.

There are some factors that determine the design of the display window, such as the quality of the products that are sold, ideas and the promotional advertising message that the shop wants to deliver to pedestrians in addition to the seasons of the year, and often the window design is changed with seasonal events such as New Year's, Christmas and even Mother's Day; Where these occasions are expressed in a different way every year.

The ideas of commercial display windows in the Damietta market suffer in particular from stereotypes, imitation, and sometimes even random display. The ideas are almost identical among the shops that offer products operating in different fields, in addition to not taking into account the environmental and urban aspects outside the window.

The shape is the main element in the window, while the space surrounding it is the floor. Sometimes we refer to them as the positive and negative space respectively. The advertising designer cares about the floor, whether it is around or inside the shape, as much as he cares about the positive spaces. of aesthetic and functional value; The shape and the floor may exchange location and importance, so sometimes the positive space represents the form and other times the negative space becomes the form and the positive becomes the floor.

Research Problem

Some of the commercial display windows are similar and different in activity in the Damietta market in their design ideas, in addition to the stereotypical ideas or their inappropriateness to the product offered or to the values and culture of the community, the lack of attraction and dazzling, although it is the most important goal of the design of the commercial display window, which causes poor purchases, as well as lack of consideration of the aspect The environmental and urban outside the borders of the window, the randomness of the display of products with the lack of assistance from those with specialization and the weakness of employing some design strategies such as negative spaces, and from here the research problem becomes clear in an attempt to answer the following question:

- Does the use of innovative negative spaces in the design of the commercial display window achieve the dazzle necessary to improve purchases and create pleasure for the recipient in a way that suits the offered product and is compatible with the culture of the Damietta community?

Research Hypotheses:

To answer the previous question, the researcher assumes that:

Employing the advertising designer's negative spaces can lead to an unconventional idea for the commercial display window.

Employing negative spaces achieves the factors of attraction and fascination and creates the required pleasure for the recipient in the Damietta market, thus improving the purchase process.

Research Aims:

- Studying and analyzing the commercial display window in the Damietta market, and whether it achieved the desired pleasure and fascination for the recipient.

Research Importance:

- The tendency of some designers of commercial display windows to borrow from Western designs without considering the suitability of this for the identity of the Egyptian recipient, especially the recipient of Damietta.
- Some designers of commercial display windows rely on shelving units or mannequins for display.
- The Damietta recipient's departure from the traditional commercial display windows and the search for everything that attracts attention.
- The development of the psychology of the Damietta recipient and his lack of influence from what he used to like before.

Research Methodology:

The research follows the following approaches:

- 1- The analytical descriptive approach: through a descriptive and analytical study of a model of commercial offer windows in the Damietta market, in order to identify the most important strengths and weaknesses.
- 2- The statistical approach: by extracting statistical results using two closed-ended questionnaires with analysis and graphs.
- 3- Experimental approach: through the design of some applied models.

The Research Sample:

The researcher applied two closed-ended questionnaires to the research sample, numbering 100 individuals, divided as follows:

- 1- A group of advertising design practitioners (students and specialists): A random sample of advertising design practitioners, students and specialists, from the age of 18 to 70 years, numbering 50 individuals.
- 2- A group of consumers: a random sample of men, youth, women and girls from Damietta governorate and outside the governorate, with middle and high incomes, from the age of 18 to 70 years, and their number is 50.

Search Limits:

- Spatial boundaries: the commercial display window in the Damietta market - Ras al-Bar governorate.
- Time Limits: Analyzing the display window of Al-Masawy Sweets shop in the Damietta market in order to find out its most important strengths and weaknesses.

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