



Do Not Disturb: Hotel Graphics & Branding

Wang Shaoqiang

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In a world where corporate identity is of utmost importance and hotels are at the forefront of gl....

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240 pages

Review

DO NOT DISTURB provides compelling evidence that there is an abundance of fresh thinking in the domain of current small hotel branding. It provides a broad cross-section of such hotels around the globe, with its only shortcoming being a limited amount of text devoted to each establishment: the words of the designers are completely absent. But at least they're credited, so you can always visit their sites in search of more information. The book is thus a solid source of inspiration for those involved in design for the hospitality industry or who hope to be.' By Chris Dickman, Stocklogos.com

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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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