

## SUMMARY

### "Corporate design of shopping center and showroom" LABYRINTH ", Sofia

ch. Assistant Professor Ivo Popov PhD

The extended summary of the work of art "**Corporate design of the shopping center and showroom**" LABYRINTH ", Sofia, ch. Assistant Professor Ivo Popov PhD described the theoretical framework and methodology of the process of creating the overall corporate design (graphic, advertising, exterior, exhibition and interior) of the shopping center and showroom "LABYRINTH", Sofia. It covers 31 pages of text, 84 pages of photographic material. The text is divided into: Introduction, Exhibition design, Corporate design of the shopping center "Labyrinth", Completion of repairs and furniture, the period from 2007 to 2016, Conclusion, Contributions and Citations.

The "**Introduction**" section presents the various areas of corporate design - graphic and brand design, exhibition design, advertising design, web design, outdoor advertising, interior design of public spaces, clothing design, textile design and more. Some of the author's creative successes are also described.

The next part "**Exhibition Design**" is dedicated to the wide range of spaces and sections included in the exhibition design. The difference in the principles of design and construction of residential and public interior design, and in particular the exhibition spaces as part of the public, is analyzed. The creative framework in the exhibition design is considered, which combines four main elements - space, shape, color and light.

The part "**Corporate design of the shopping center "Labyrinth"**" describes in detail the preparation and design of the corporate design of the shopping center, all stages - from the trademark, visual communication and corporate identity, through the exhibition design of the whole complex, outdoor advertising, graphic, advertising and interior design.

The section "**Completion of repairs and furnishing**" describes the finishing works and furnishing of the shopping complex. The absence of professional arrangers and decorators in the mall after its opening is critical, summing up: A showroom or retail outlet can gain or lose a lot just by the way it presents the products it offers. To this end, it is necessary to entrust this part to professional arrangers and decorators, to experts in the field of interior and spatial design. "

The next part "**The period from 2007 to 2016**" traces the development of the shopping complex after its opening on December 15, 2007, the strong impact of the financial crisis 2009-2012 and the vicissitudes of the shopping center and showroom "LABYRINTH".

In the section "**Conclusion**" the author draws conclusions about the creative work of designers, and in particular corporate and exhibition designers.

The last part "**Contributions**" describes the contributions of this creative product. The author states that: "For the first time in Bulgaria, and perhaps worldwide, a complete corporate design of such an object is being built by a single designer. Such sites are designed by large teams of narrow specialists - architects, graphic designers, exhibition designers, interior designers, outdoor advertising designers, brand designers, designers of commercial furniture, specialists in artistic lighting, author's supervision, etc .; also that conclusions were made based on shared experience and practical application of corporate design, which can serve the professional development of any designer.

The citations at the end of the Extended Summary include all links and references used. The attached 84 pages of photographic material give a visual idea of the whole story.