

New Approches in Applied Arts and Design

Creativity and Sustainability

Mandana Barkeshli



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CHAPTER THREE

PRODUCT BRANDING EQUALS INTERIOR DESIGN BRANDING? A PERSPECTIVE OF THE RISE OF AN INTERNATIONAL BRANDING

Ariff Budiman Mohamad

ABSTRACT

This research investigates whether the product design influences the Interior Design Branding or vice-versa. In the International Market; both fields have very strong identity and practice that makes a particular brand raised and outshine the rest. Thus the innovative technology seems to be an un-separated package in each particular product. In Malaysia, product branding is more focused than their interior branding, while the reverse is the case in the International Market; in the international scene, branding for each particular product is the concern of the manufacturer, designer, investor and user. Some have technology pinnacle in their design product so much so that they have got a desirable product factor for the consumer. This research is an attempt to depict the importance of both areas, the relationship between the products' branding and its interior showroom.

[Keywords: International branding, Product design, Interior Design, Design Branding, innovative product.]

INTRODUCTION

The Importance of Interior Design Branding after Product Branding

This is what the late Steve Jobs did after giving a series of Apple product that need a branding store in New York. He has developed the Interior Design scheme with Mr. Ron Johnson⁴ and hired '8 inc' design consultant. Apple store interior design had been developed in a warehouse before it was introduced into the retail store so that the future problems won't be repeated in the next coming 'iStore' flagship. Here, Steve Jobs created a genius bar for product information; a zoning layout related to the spatial used via its product services, its application, and for user difficulties, as shown later in this chapter. Some of the material intended for use in the interior has been patented so that the interior design scheme is protected and standardized.

⁴ He was formerly vice-president of retailing for Target stores, and brought a tremendous amount of experience to a company which had never directly marketed its products. He's also a Stanford University and Harvard University (MBA) graduate.