

“Shopping-Miles and More”

Architecture Talks Lucerne – 12 & 13 May 2006

Culture & Convention Centre Lucerne, Switzerland

The second edition of the international "Architecture Talks Lucerne" will take place on 12 and 13 May 2006 in the Culture & Convention Centre Lucerne.

Shopping as experiential consumption! The Architecture Talks 2006 are dedicated to the theme "Shopping-Miles and More". We turn the spotlight on one of the industries which most attracts investors' attention today: consumption and its architecture.

The 21st-century consumer does not enter a shop anymore, but a space dedicated to lifestyle, which offers merchandise as a "by-product". Museums, churches, railway stations and concert halls are already turning towards shopping as a way of binding visitors and supporters. When it comes to shop design, the architectural signature is more important than ever.

Whose requirements stand at the forefront when designing new retail worlds? Which influence can architecture and design wield on buying behaviour? Which trends are shaping the shopping industry?

These questions will be pursued over **two symposium days on 12 & 13 May 2006**. Next to displaying innovative architectural and design concepts for shops, shopping centres and Urban Entertainment Centres, trend scouts, analysts and investors will be given a forum.

Further information: **www.architecturetalks.org**

The complete programme and registration modalities will be available on our website from mid-January 2006 onwards!

Thank you for including the Architecture Talks in your publication's calendar of events!

No Talks without partners

The following companies make the Architecture Talks possible through their support and their financial backing: **Beschläge-U.S.W., Diners Club Switzerland, Grohe Switzerland SA, Jansen, PSP Swiss Property, Swarovski, Swiss as Official Carrier, Vitra and Zumtobel Staff.**

Concept, organization and information

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