

## <<酒吧与餐厅设计II>>

### 图书基本信息

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### 内容概要

In the first case one is longing for a place Ray Oldenburg once described as the third place. A place in which one acts and feels at home without actually being at home. A place that is a copy of home and sometimes even better than its origin. A place for a relaxed evening and a formal meeting alike. A place always filled with old and new friends and your favourite drinks and bites - both available at any time. A place easily to reach - preferably in walking distance. A place one identifies with, In the second case one is longing for a compensation for everything which is absent in everyday life. It is an escape from routine into the specific. It is offering different atmospheres, forms experiences and even identities. It is all about what is not part of daily life and therefore unexpected and impressive. This obviously means that the definition of home and escape is highly subjective and context driven. What can be 'at home away from home' in one place can be an 'escape from home' in the other. But globalization and almost unlimited mobility in most parts of the developed world made the world smaller and made it possible that similar lifestyles - and therefore contexts - occurred almost simultaneously in different cities, even if they are located half a world apart from each other. A phenomenon which made global franchising possible with all its threats of cultural unification. But which is also a chance for non-generic thus specific designs to be understood all over the world and being an escape or a third place for people with a similar set of mind no matter which nationality or age they have.

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### 书籍目录

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