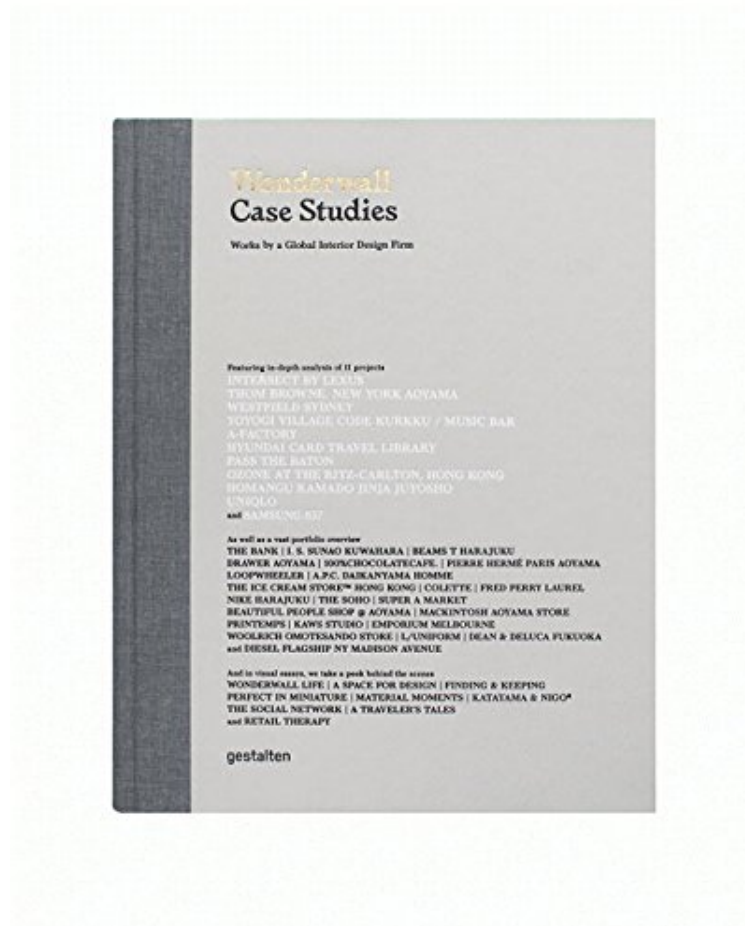


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Masamichi Katayamas Wonderwall studio combines a truly Asian approach to retail with a global outlook that has resulted in worldwide success and influence. Wonderwalls East meets West approach to retail design has produced influential successes like UNIQLO, the Diesel flagship store, and the futuristic innards of Intersect by Lexus. The

design house is based in Tokyo, with a scope and inspiration unbound by geographic borders. The bold unconstrained approach brings conventional visual branding into question and infuses new life into existing concepts. A colorful Asian take on retail design and Katayamas admitted obsession with cuboid forms blend to successfully form design spaces that visually display branding. Wonderwall Case Studies gathers these projects for an inside look at what makes their designs succeed.

About the Author WINKREATIVE is an international branding, design and creative agency distinguished by its global focus, editorial authority and rigorous strategic approach. With 60 multilingual staff, it serves more than 40 clients in 15-plus countries, all of which are united by premium positions in their respective markets. Founded by Tyler Brule in 1998, WINKREATIVE continues to evolve as a unique, multidisciplinary agency, focused on solving real-world business challenges through intelligent creative work.