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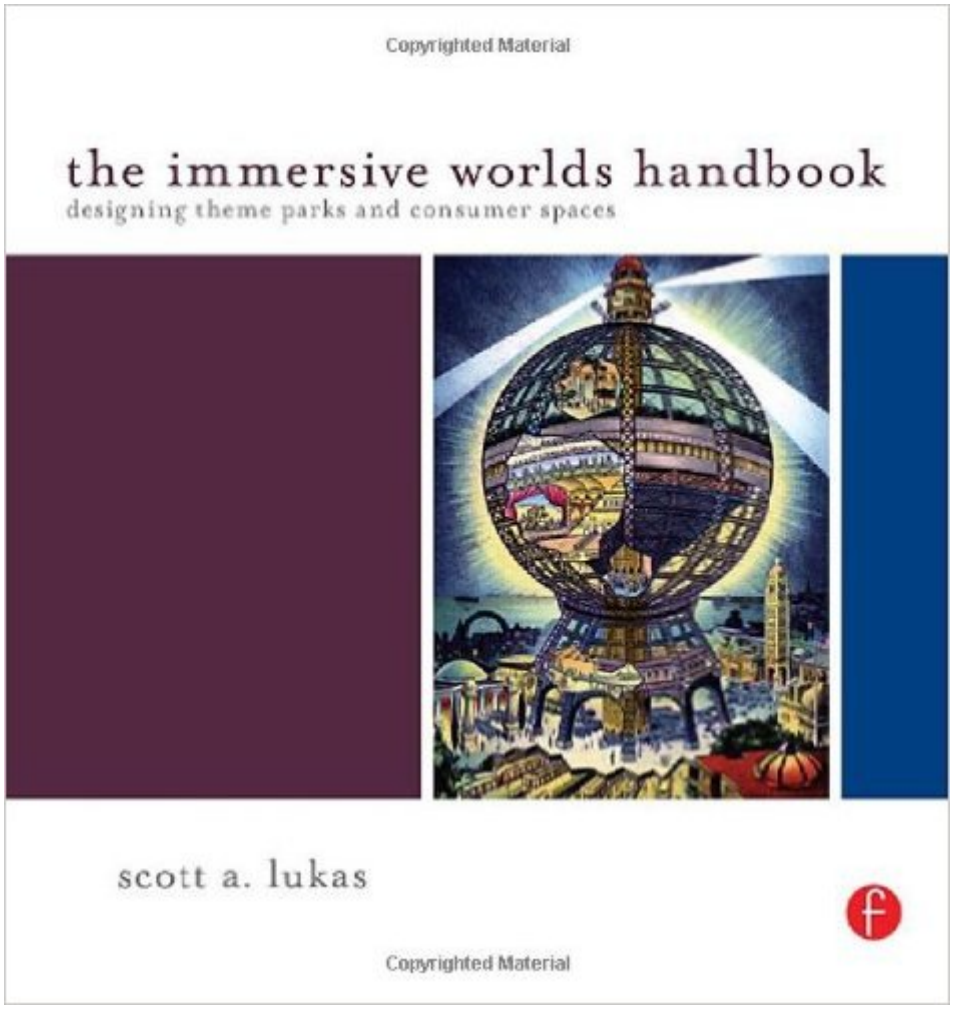
The Immersive Worlds Handbook: Designing Theme Parks And Consumer Spaces



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Synopsis

Scott Lukas, famed industry expert on designing themed spaces, brings you a book that focuses on the imaginative world of themed, immersive and consumer spaces. Whether or not you are involved in designing a theme park, cultural museum, shop, or other entertainment space, you will benefit from the insider tips, experiences, and techniques highlighted in this practical guide. Make your themed spaces come to life and become true, immersive worlds. The book features informative sidebars addressing possible design issues and current trends; case studies and interviews with real-world designers, and further reading suggestions. The book also includes a companion website, as well as exercises that accompany each chapter, lavish photos, illustrations, and tables.

Book Information

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Customer Reviews

It’s refreshing to find a design guide that doesn’t begin and end with the Disney parks. They get the odd mention here and there, but this book goes far and wide in looking for examples to demonstrate its principles. And it doesn’t shy away from bad examples either.There’s lots of interviews from across relevant industries and lots of practical information.If John Hench’s ’Designing Disney’ is the theoretical design manual, this is the practical one - aimed not just at amateur devotees and students, but management and staff at existing facilities wanting to go a step further.My only real gripe was with some of the chapter layouts - some headings and section breaks are poorly defined. Images are also often poorly captioned. Minor issues though.Not a simple read, but worthwhile.

This book does a great job of being both academic and entertaining. The examples and illustrations

are nice and give great examples of all the aspects of creating an immersive world. One of the best features of this book is the layout which helps in the entire design process highlighting things that might be overlooked as well as providing the rationale behind the various aspects of designing such worlds.

A very descriptive well written book, destined to provoke thought on cutting edge themed design. A must have reference book for arcitects, designers, and decorators to learn from and reference regularly!

Inspiring and Wonderfully organized and written for people in the field of UXUI and exhibition design too.

good

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