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Alaali, A. and Vines, J. (2020) “HOW GLOBAL BRANDS MANAGE THE LOCALISATION OF SPATIAL EXPERIENCES – THE CASES OF STARBUCKS AND IKEA,” Proceedings of the Design Society: DESIGN Conference. Cambridge University Press, 1, pp. 1597–1606. doi: <https://doi.org/10.1017/dsd.2020.34>