

Specialty

Retail design

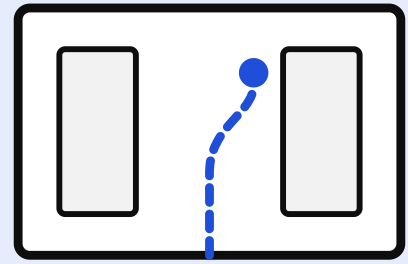
Designs stores and sales spaces: their layout, path, lighting, sound and atmosphere, so that people find their way, discover the product and want to come back.

In Spanish

Diseño de espacios comerciales

Origin

Kotler (1973)



What problem it addresses

In a store, the space also sells or drives people away: the path, the light or the noise change what people see and buy.

Principles

Path

What the person sees on entering and where the space leads them.

Atmosphere

Light, sound, smell and touch create a mood.

Brand

The space tells who the company is.

Applications in design

✓ Use it like this

Walk through the store as someone entering for the first time.

✗ Avoid

Filling the space with product until no one can walk.

👁 Don't fall for it

The atmosphere also affects those who work there all day.

Connections

Builds on

■ Service evidence

Related to

■ Service environment design

■ Brand design

Authors and works

1973	Philip Kotler	Called atmospherics the conscious design of the sales space to produce effects on shoppers.
1992	Mary Jo Bitner	Showed that the physical setting of a service influences customers and employees.

Sources

Original sources

- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of Retailing*, 49(4), 48–64.
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71. [View source \(https://doi.org/10.1177/002224299205600205\)](https://doi.org/10.1177/002224299205600205)

Last reviewed: October 22, 2026

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