

Chapel atmosphere in ALZA

Written by Administrator

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Prague, Czech Republic - Signmaking is often closely connected to interior design, as we can clearly see in this example from Prague. Alza, central Europe's largest IT supplier, decided to turn their Prague shop into the Holy Chapel of IT. This project perfectly merged a creative idea with a durable design. As the light comes through the window, customers might imagine that the windows date from the 15th century. If only Alza, a strong brand with a very funny UFO-like brand identity, had existed at that time.



