ESSAY 01

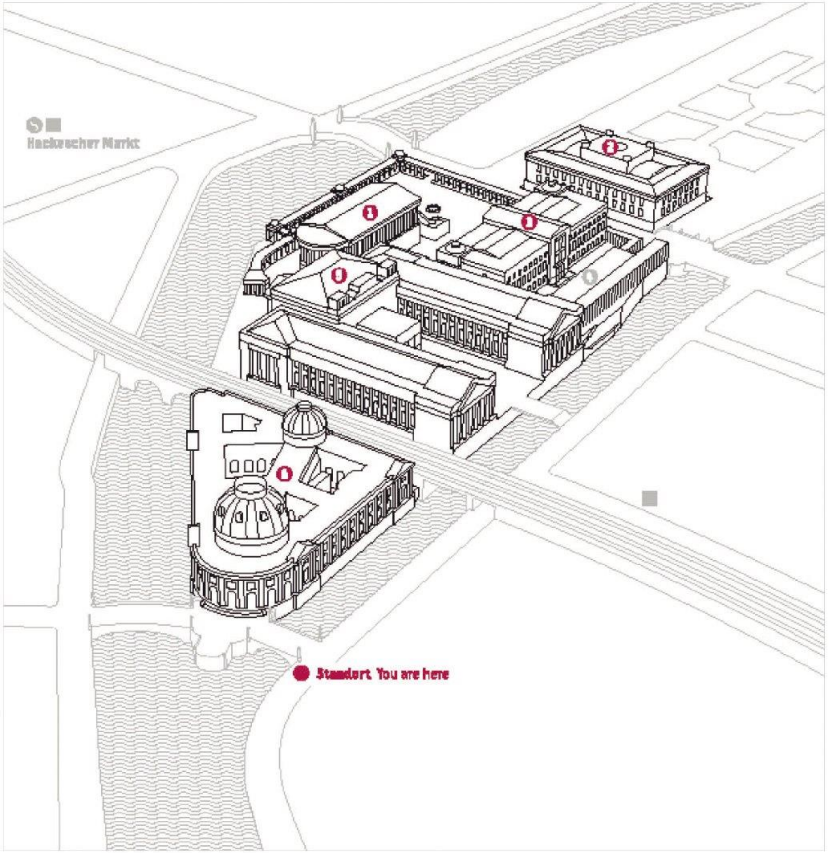
SPATIAL SIGNS: ON THE RELATIONSHIP BETWEEN ARCHITECTURE AND THE DESIGN OF COMMUNICATION MEDIA

Philipp Meuser

02 03 04
01

Every day, we all have to find our way around and get where we want to go – in life or among the objects in our immediate surroundings. Inside our own four walls. In the built environment. In the natural world. Since the dawn of time, we have had this in common with every creatures on earth. It even used to be essential to stay alive. The hunter-gatherer followed animal tracks and smells and was guided by conspicuous features in the natural landscape to keep his bearings. There was always the position of the sun to fall back on, on the principle of ex oriente lux – from the East comes light. The sun and moon, and later the stars too, were unmistakable points of reference offering certainty about time and space. Time was measured by sun dials. There is unequivocal evidence of their existence since antiquity at least, as an early means of making the natural phenomenon of light readable in terms of a measurable value and defining time. Once mankind began to switch to a settled existence in about 6,000 BC, both buildings and settlements began to make their mark in the landscape all over Central Europe **[Ill. 01]**. Wayfinding was no longer solely dependent on the natural world. Man-made wayfinding aids were added to natural tracks and waymarkers **[Ill. 02, 03]**. People began to refine their senses with navigational aids of their own devising. Even now, hardly anything has changed in this control of our surroundings. When we try to find our way around in the man-made urban environment, we still use ancient navigational aids. We may use our senses or we may use the built resources.——And yet our modern buildings often conceal their true identity from us. At the very worst, they even lead us up a metaphorical garden path because the entrance is nowhere to be seen – or because the architect insisted on creating a work of art. There is no longer any question of wayfinding here. Anyway, our towns have become impossible to take in. With populations equalling those of states in the past, today's towns have in fact become city states. It is quite a business to feel at home in them. It is still relatively easy to go by rail because the railway takes its passengers to their destination, at least to a railway station. The car driver is left to his own devices. At certain junctures, the paths of rail users and car drivers cross in a thicket of signs, indicator boards, tram and bus numbers or in the intricate network of urban motorways, access and ring roads. Without navigation systems – either conventional metal signs or digital satellite signals – it's probable that the modern urbanite would hardly ever get anywhere at all. So complex information and guidance systems are now a symptom of the modern age.——It is fitting that it took a philosopher and sociologist, the Viennese Otto Neurath, to develop the first image-based system for public spaces in the 1920s, a system developed for streets, railways stations, airports, hotels, department stores and hospitals and also for major commercial and sporting events **[Ill. 04]**. The sole reason for this was the human need to be able to find one's way around unaided in unfamiliar locations without having to speak to anyone. To this, we can add finding your

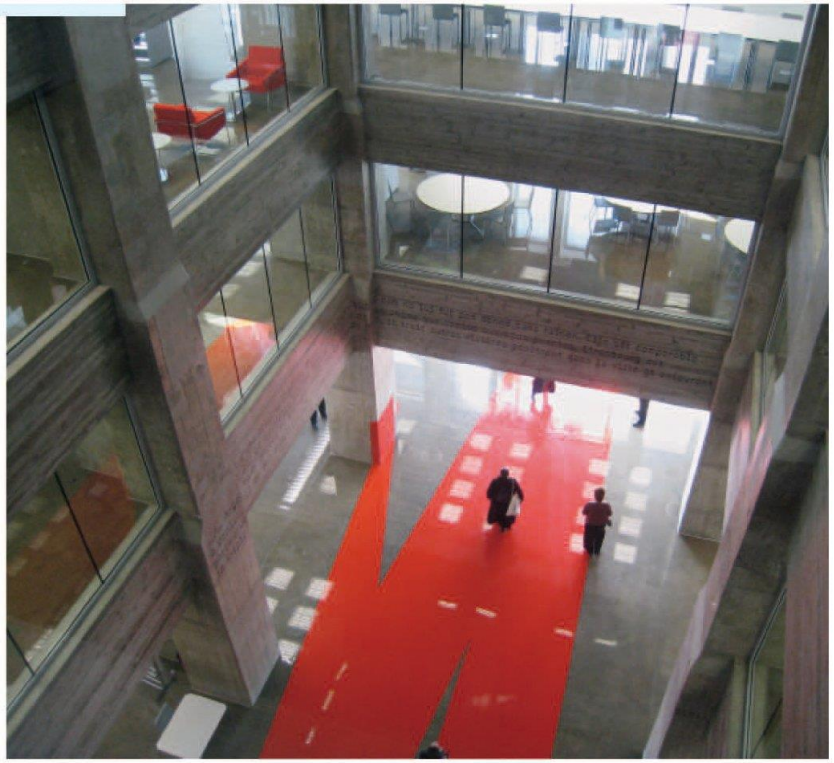
MCM 01 **THE BERLIN MUSEUM ISLAND** >> VISUAL SITE CONCEPT, GUIDANCE AND INFORMATION SYSTEM
DESIGN: POLYFORM, BÜRO FÜR GRAFIK- UND PRODUKTDESIGN

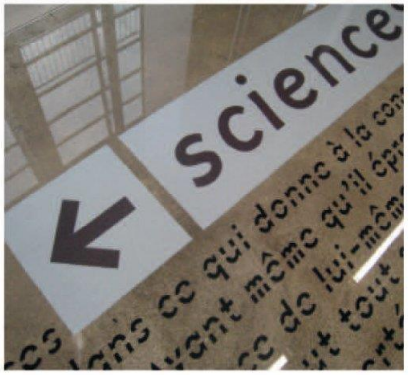


MCM 02

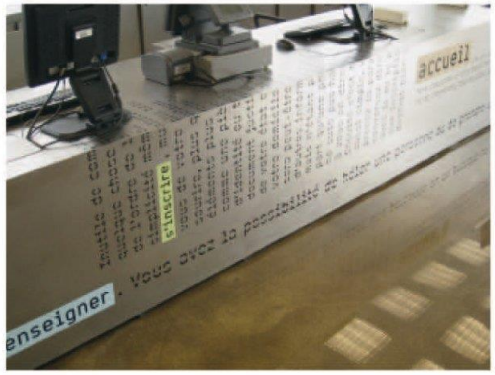
THE JEWISH MUSEUM IN BERLIN >> GUIDANCE AND INFORMATION SYSTEM **DESIGN:** POLYFORM, BÜRO FÜR GRAFIK- UND PRODUKTDESIGN
ARCHITECTURE: DANIEL LIBESKIND **FOYER ARCHITECTURE:** BROMSKY ARCHITEKTEN **CLIENT:** JEWISH MUSEUM IN BERLIN

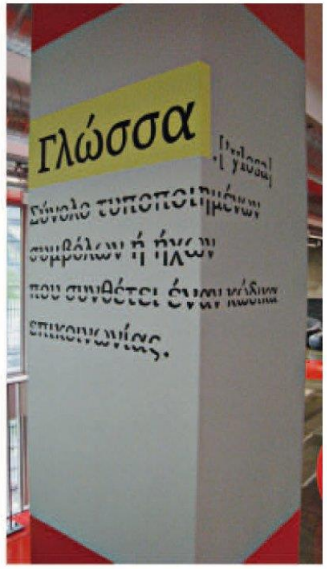
THE ANDRÉ MALRAUX MEDIATHEQUE >> SIGNAGE **DESIGN:** INTÉGRAL RUEDI BAUR PARIS: RUEDI BAUR, EVA KUBINYI, SIMON BURKART, WANJA LEDOWSKI
IN COLLABORATION WITH: AKATRE UND THIBAULT FOURRIER **ARCHITECTURE:** JEAN MARC IBOS MYRTO VITART



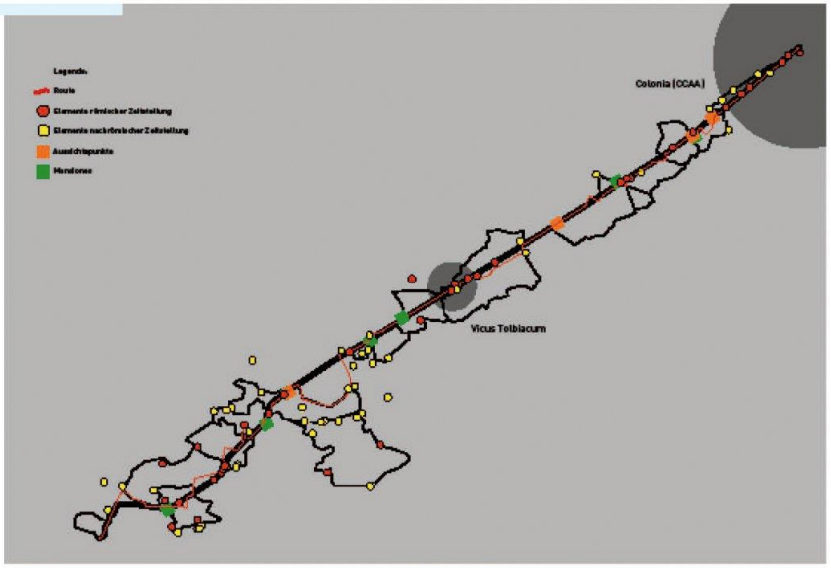


CLIENT: COMMUNAUTÉ URBAINE DE STRASBOURG **COMPLETION:** 2008
LOCATION: STRASBOURG **PHOTO CREDITS:** INTÉGRAL RUEDI BAUR, SIMON BURKART

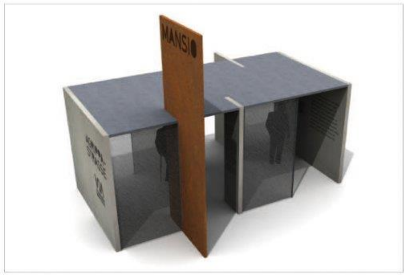


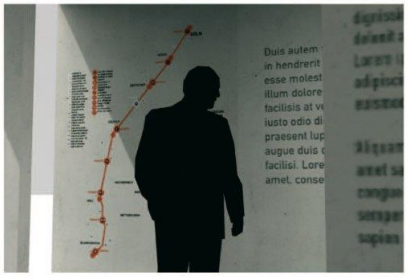


VIA – ROMAN ROAD INTERACTIVE ADVENTURE AREA >> INFORMATION AND GUIDANCE SYSTEM, CORPORATE DESIGN **DESIGN:** NTK NOWAKTEUFELKNYRIM
LANDSCAPING: PLANERGRUPPE OBERHAUSEN **ARCHITECTURE:** REICHER HAASE ARCHITEKTEN



CLIENT: REGIONALE 2010 GMBH AND CITY OF BAESWEILER **COMPLETION:** 2010–2012
LOCATION: NORTH RHINE-WESTPHALIA **PHOTO CREDITS:** NTK NOWAKTEUFELKNYRIM





CASTLES AND RUINS >> SIGNAGE SYSTEM **SIGNAGE DESIGN:** ARBEITSGEMEINSCHAFT ADLER&SCHMIDT KOMMUNIKATIONS-DESIGN/MEUSER ARCHITEKTEN (2003–2007) **CLIENT:** LANDESBETRIEB LIEGENSCHAFTS- UND BAUBETREUUNG (LBB), NL KOBLENZ **COMPETITION:** 2003 (1ST PRICE) **COMPLETION:** 2005

LOCATION: 65 LANDED PROPERTY IN RHINELAND-PALATINATE
PHOTO CREDITS: PHILIPP MEUSER, HANS-PETER SCHMIDT

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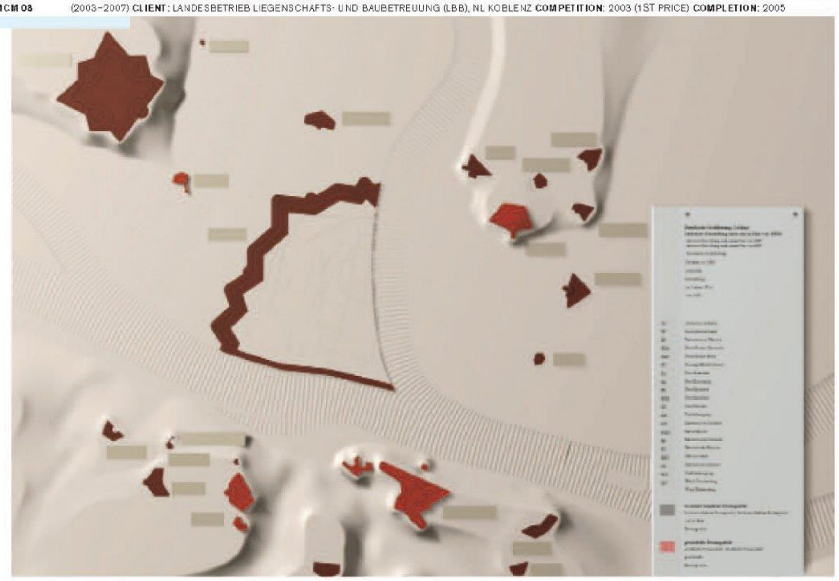

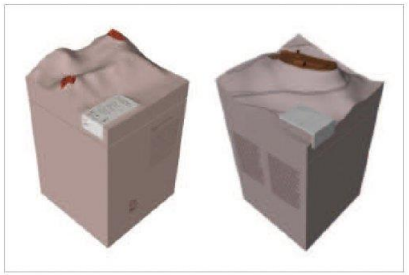

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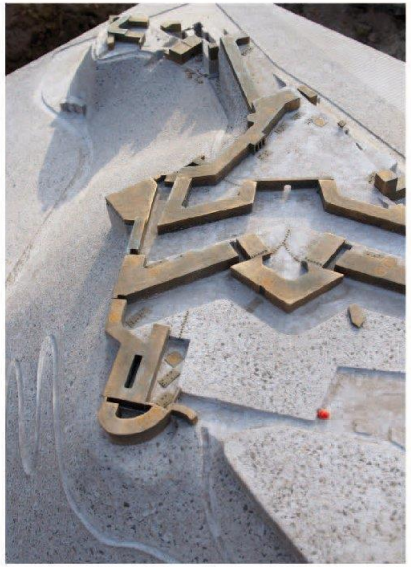
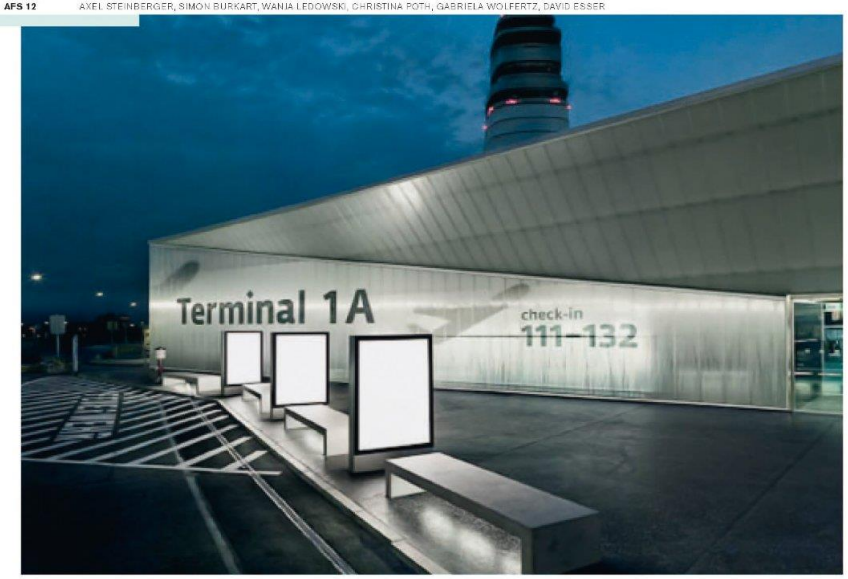
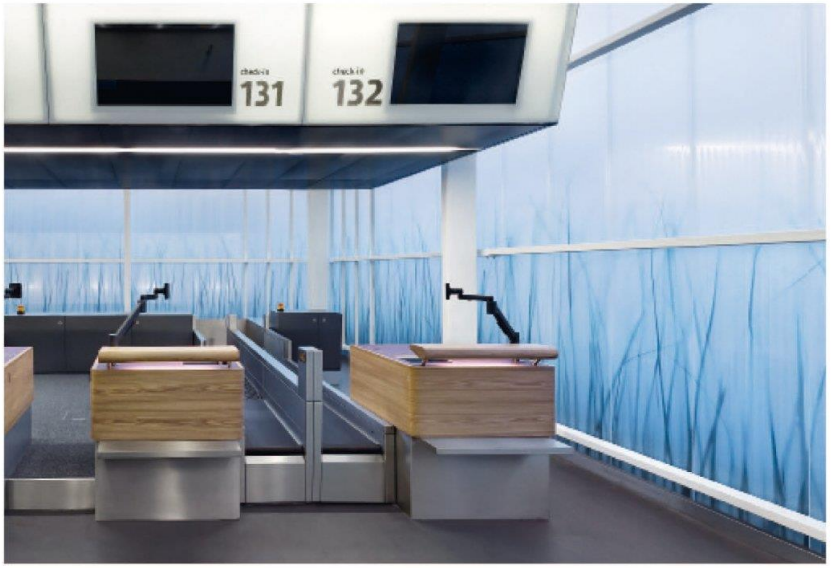


VIENNA AIRPORT, TERMINAL 1A, SKYLINK >> GUIDANCE SYSTEM **DESIGN:** INTÉGRAL RUEDI BAUER PARIS AND ZURICH: RUEDI BAUR, EVA KUBINYI, AXEL STEINBERGER, SIMON BURKART, WANJA LEDOWSKI, CHRISTINA POTH, GABRIELA WOLFERTZ, DAVID ESSER





ARCHITECTURE: PARC, BAUMSCHLAGER&EBERLE, ITTEN + BRECHBÜHL **CLIENT:** FLUGHAFEN WIEN AG **COMPLETION:** EXPECTED 2012
LOCATION: VIENNA **PHOTO CREDITS:** INTÉGRAL RUEDI BAUR, FLUGHAFEN WIEN AG © ROMAN BOENSCH 2007

LUDWIGSBURG KREISSPARKASSE >> GUIDANCE SYSTEM DESIGN: L2M3 KOMMUNIKATIONSDESIGN GMBH
ARCHITECTURE ANNEX BUILDING: KBK ARCHITEKTEN BELZ | LUTZ CLIENT: KREISSPARKASSE LUDWIGSBURG COMPLETION: 2007

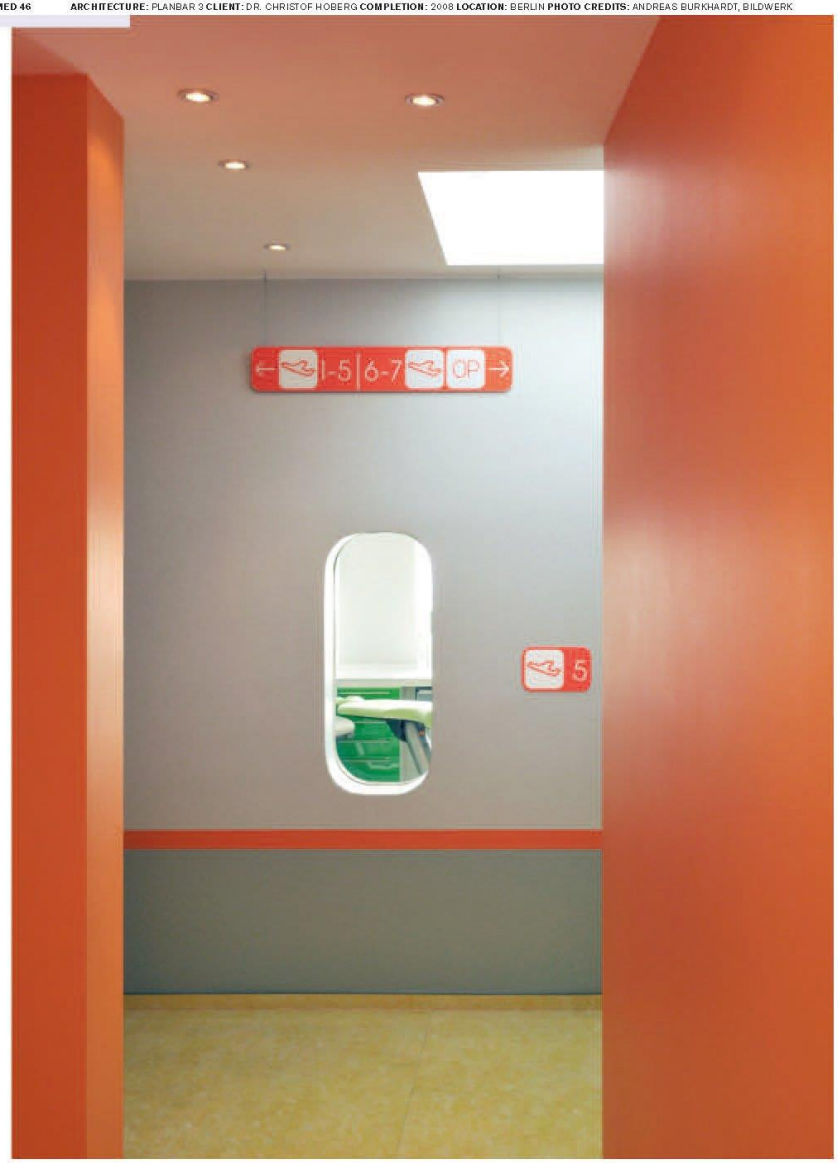
LOCATION: LUDWIGSBURG
PHOTO CREDITS: FLORIAN HAMMERICH

MTZ 2 MUNICH TECHNOLOGY CENTRE >> GUIDANCE SYSTEM DESIGN: L2M3 KOMMUNIKATIONSDESIGN GMBH
ARCHITECTURE: H4A GESSERT + RANDECKER FREIE ARCHITEKTEN BDA CLIENT: PUBLIC UTILITY COMPANY MUNICH COMPLETION: 2008

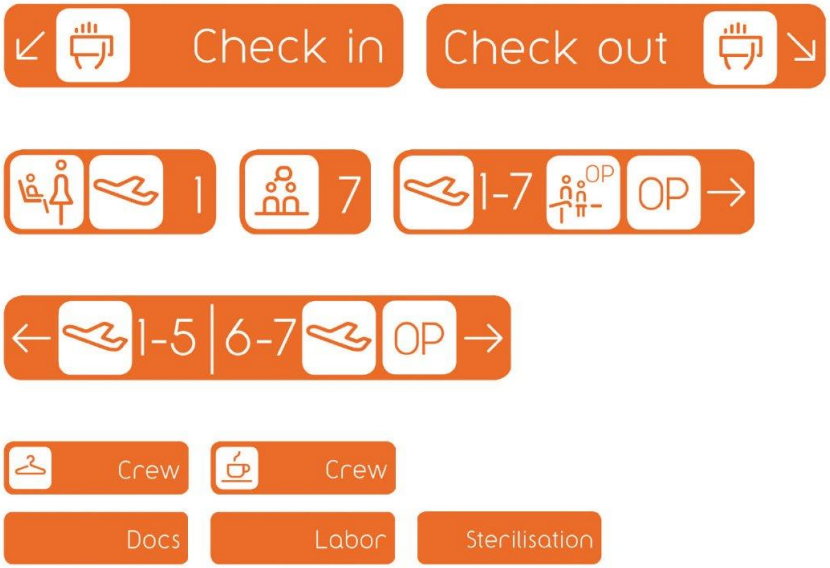
TPT 25 LOCATION: MUNICH
PHOTO CREDITS: FLORIAN HAMMERICH, L2M3 KOMMUNIKATIONSDESIGN GMBH

CENTRUM GALERIE DRESDEN >> GUIDANCE SYSTEM **DESIGN:** GOURDIN & MÜLLER **ARCHITECTURE:** PETER KULKA ARCHITEKTUR DRESDEN GMBH
CLIENT: MULTI VESTE DRESDEN GMBH **COMPLETION:** 2009 **LOCATION:** DRESDEN **PHOTO CREDITS:** GOURDIN & MÜLLER

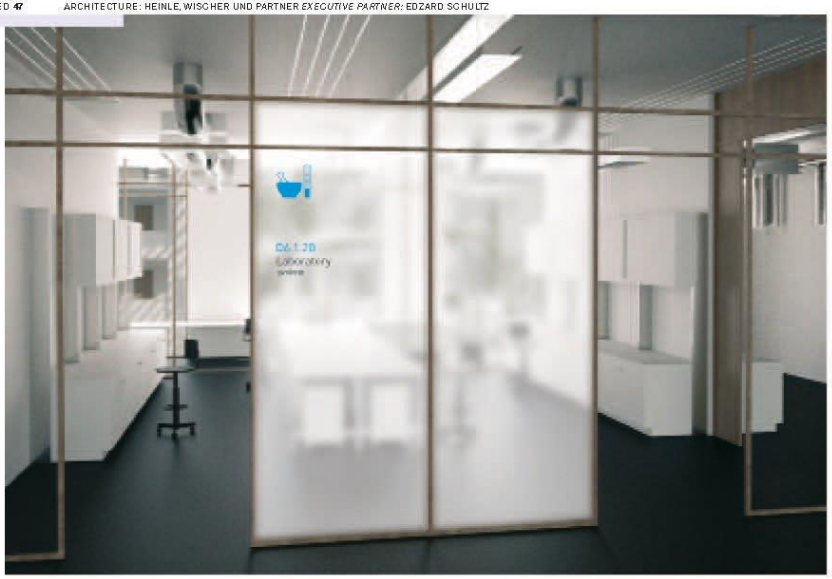
***KIDS DOCS* DENTAL PRACTICE BERLIN** >> GUIDANCE SYSTEM **DESIGN:** 3 FÜR FORMGEBUNG, STEFANIE JOTZO-NEUENHUYS, BRITTA WEISSER
ARCHITECTURE: PLANBAR 9 **CLIENT:** DR. CHRISTOF HOBERG **COMPLETION:** 2008 **LOCATION:** BERLIN **PHOTO CREDITS:** ANDREAS BURKHARDT, BILDWERK

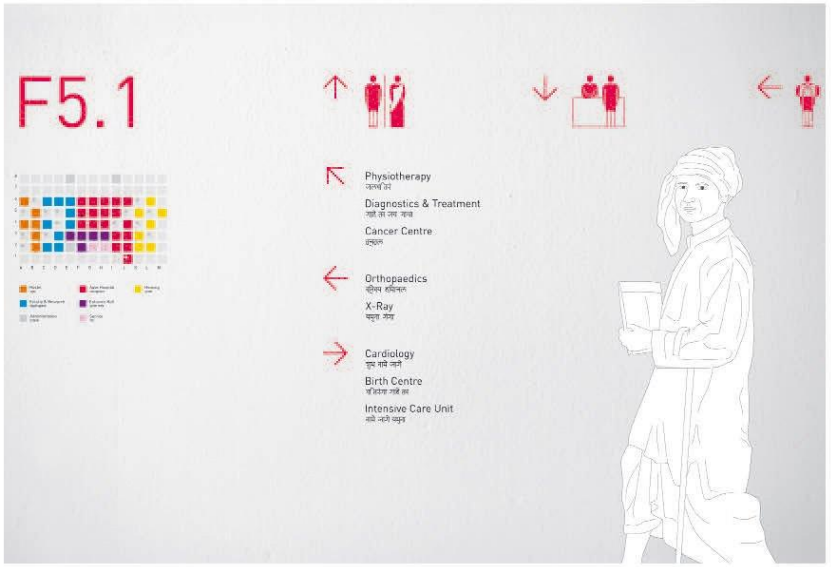


***KIDS DOCS* DENTAL PRACTICE BERLIN** >> GUIDANCE SYSTEM **DESIGN:** 3 FÜR FORMGEBUNG, STEFANIE JOTZO-NEUENHUYS, BRITTA WEISSER
ARCHITECTURE: PLANBAR 3 **CLIENT:** DR. CHRISTOF HOBERG **COMPLETION:** 2008 **LOCATION:** BERLIN **PHOTO CREDITS:** ANDREAS BURKHARDT, BILDWERK

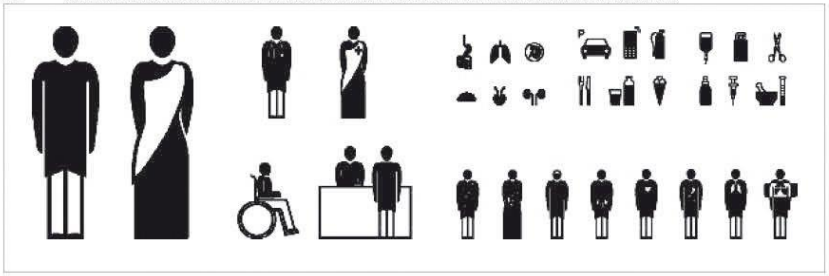


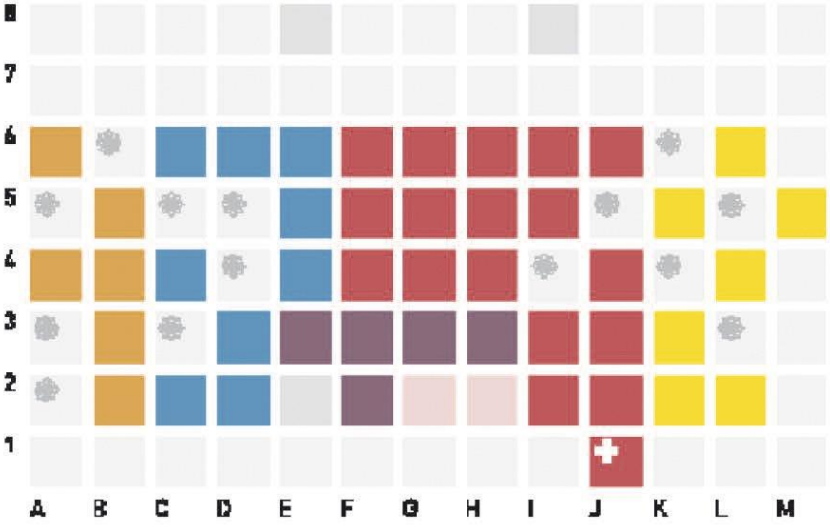
SIX ALL INDIA INSTITUTES OF MEDICAL SCIENCES >> GUIDANCE AND WAYFINDING SYSTEM DESIGN: KOGNITO GESTALTUNG
ARCHITECTURE: HEINLE, WISCHER UND PARTNER *EXECUTIVE PARTNER:* EDZARD SCHULTZ

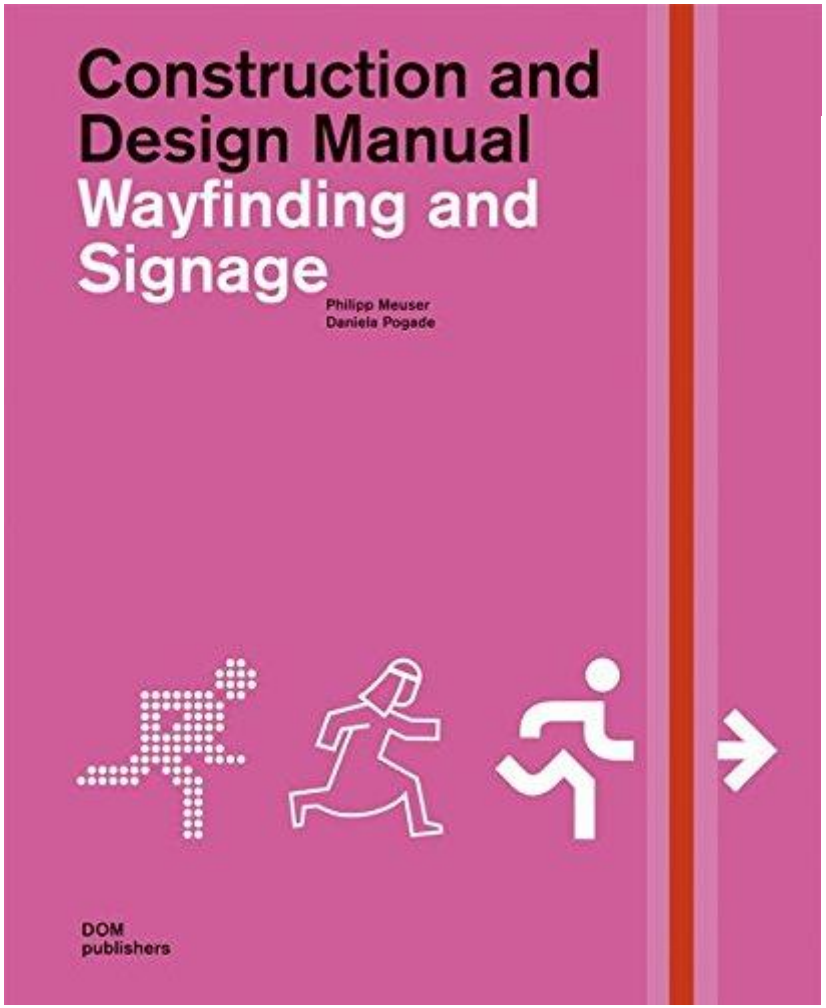




CLIENT: INDIAN MINISTRY OF HEALTH AND FAMILY WELFARE (MOHFW) COMPLETION: COMPETITION, NOT REALISED
LOCATION: BHOPAL, BHUBANESWAR, JODHPUR, PATNA, RAIPUR, RISHIKESH, INDIA RENDERINGS: HEINLE, WISCHER UND PARTNER



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