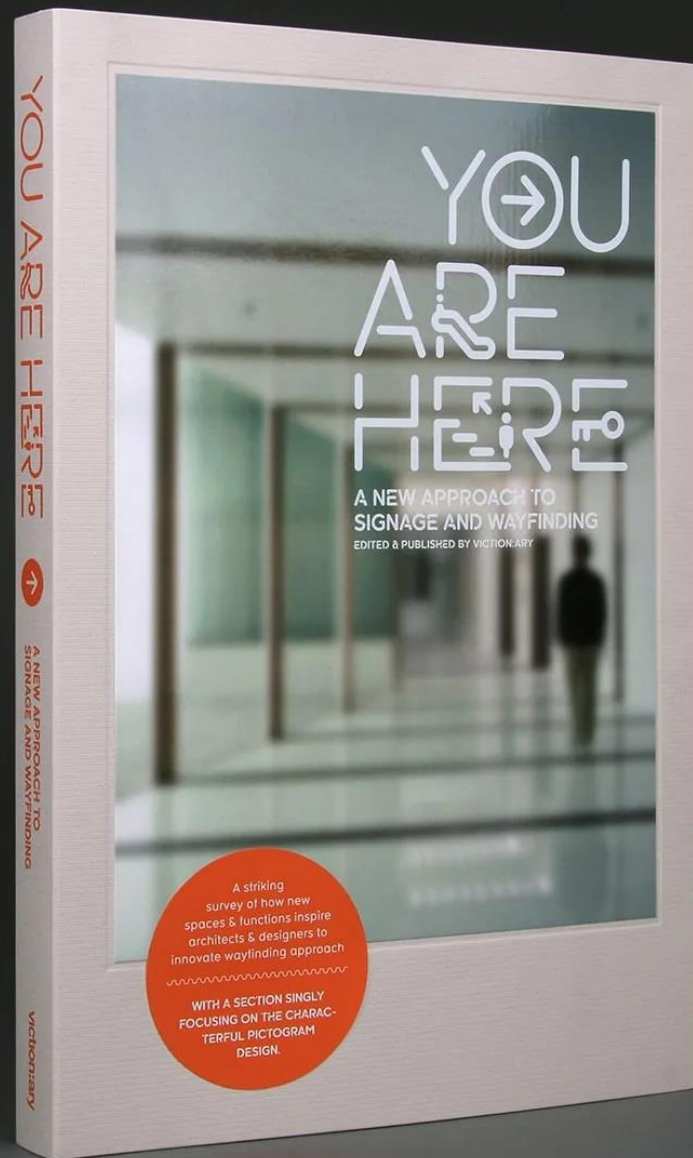




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A NEW APPROACH TO
SIGNAGE AND WAYFINDING
EDITED & PUBLISHED BY VICTORY:ARY

A striking
survey of how new
spaces & functions inspire
architects & designers to
innovate wayfinding approach

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WITH A SECTION SINGLE  
FOCUSING ON THE CHARAC-  
TERFUL PICTOGRAM  
DESIGN.

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DESIGN.

DIRECTIONS IN GRAPHICS

The craft of condensing directionality in a small space applies techniques of minimal wording and pictorial depiction. Directions in Graphics showcases pictograms that expressively encode space in familiar and inventive terms.

PAGE / PROJECT /	DESIGN /
010 Epsilon Office	buero bauer
011 SMETS Identity & Signage	Coast
012 Aramon Icons	Joan Pons Moll
012 Social Apartment Wako	artless, inc
013 Pictograms for Hardware Store	Inés Reynolds
013 Nine Degrees Spa	Mohammad Hamed Zeinalli
014 Signs for Franco-Arab Museums	Dèpli design studio
014 EIB Wayfinding	unit-design GmbH
015 Junior Dodgeball Championship	Carrie Chilton
015 Pisa Airport Pictograms	Amato Orazio B
016 TNT Green Office	Studio Dum
016 Poziom 511 Design Hotel & Spa	Studio F
017 IIT McCormick Tribune	2x4
017 Campus Center	
017 EnPark	
018 EDP Porto	
018 National Stadium Beijing	
018 Saga-Ken Medical	
018 Centre KOSEIKAN	
018 Personal Pictograms	
018 House	
018 Hosr	

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EDP Porto

R2

Signage system for electricity operator EDP's new building. Based on a typeface which Ondrej Jáb designed for EDP's visual identity, the pictogram design ties in efficiently with EDP's vision.

Category: Office
Client: Fundação EDP Porto

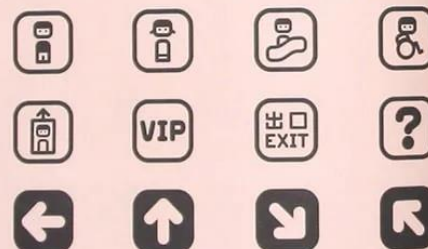


National Stadium Beijing

NEW IDENTITY LTD.

National Stadium Beijing can seat 91,000 spectators. The bold, round-angled icons are set to ensure efficient movement of game watchers and fuel the stadium with happiness, core to Chinese culture.

Category: Stadium
Client: Herzog & de Meuron



Saga-Ken Medical Centre KOSEIKAN

ujidesign

Clarity is the key. To make sure visitors of all ages and abilities can apprehend the marks, simplified icons are displayed inside and outside the new medical building. Colours are also used to indicate zones.

Category: Hospital
Client: Saga-ken Medical Centre KOSEIKAN

Application # P-092-035



Universal Pictograms

Tom Nuiens - Sodafish

Open-ended design suitable for public environments. Characters are personalised with hair-style and clothing details to improve their narrative qualities and make them more interesting to read.

Category: Public space
Client: --



Separated into through some of finding models from up-and-coming architecture and ongoing city rules and conce themes in divers another through tions in Space d Extending from t office to the pub nably elegant n

Virtual services c at wayfinding int ing spectrum of g ors. Whether toll new and provoc

and a positioning aphics address ted personality.

Lakeside Design Center, Inc. lairoux library (Paris)

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associates Line m o Island

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at 54th Street e eque du

olima Möller Konstmuseum

084 Nine Degrees Spa Mohammad Hamed Zehrai

086 Katto Civic Polyclinic Nippon Design Center, Inc.

088 Mediateket Wayfinding Medawine Skovland Eriksen, Magnus Holten, Mette Lundgren

090 BBDO Group Office NEPARESEARCH

154 Sports Hall Industrieschule Gaudin & Möller

156 The Black Hall TERADADesign

162 Stuttgart University Signage Redesign bürö urbese visuelle kommunikation

220 Sweden Graphics PAR ICI OU PAR LA Atelier 9.85

224 World Square Car Park BrandCulture

228 Innsbruck Exhibition Centre bürö urbese visuelle kommunikation