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ART & CULTURE

3

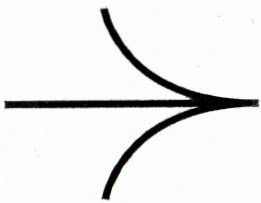
LEISURE &
RECREATION

2

EDUCATION &
WORKPLACE

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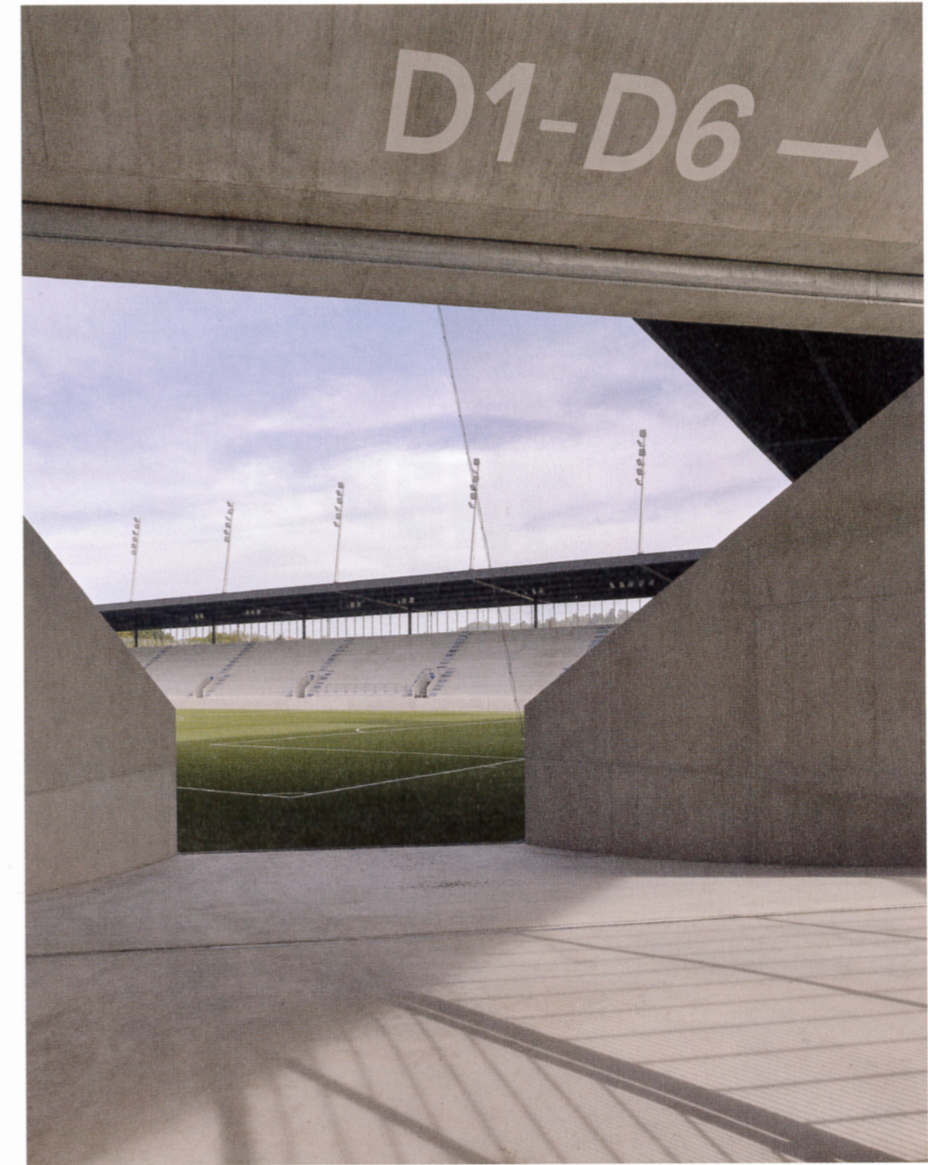
RETAIL & SERVICE



YOU ARE HERE 2

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FEATURE STORY





Stade de la Tuilière

Stade de la Tuilière is a football stadium located in the outskirts of Lausanne, Switzerland with a strong emphasis on function and structure. In tandem with the stadium's architectural design, a wayfinding system with a reduced visual language was also implemented. With a confined site area, the corners of the stadium are folded inward to connect the stadium square to the surrounding areas. Using the typeface "Formale Grotesque", the plain letters fold around the building as sector markings corresponding to the unfolded stadium corners, all to ensure that architecture and signage exist in a radically simple symbiosis.

DESIGN
kong. funktion
gestaltung

CLIENT & ARCHITECTURE
:mlzd, Sollberger
Bögli architectes

PHOTOGRAPHY
Ariel Huber, Simon
von Gunten

FONT
binnenland



IN AN UNFAMILIAR ENVIRONMENT, SIGNAGE OFFERS ONE OF THE MOST STRAIGHTFORWARD TOUCHPOINTS THAT AIDS NAVIGATION AND REINFORCES A VISITOR'S SENSE OF PLACE. WHILE THE MAIN PURPOSE OF WAYFINDING SYSTEMS IS TO AVOID CONFUSION WHEN ORIENTING WITHIN COMPLEX ENVIRONMENTS, THESE GRAPHIC MARKERS CAN ALSO HELP A BRAND STAND OUT WITH PERSONALITY AS A COMPELLING VISUAL IDENTITY DESIGN PROJECT. IN CREATING THESE SYSTEMS, THE CHALLENGE FOR SIGNAGE DESIGNERS IS STRIKING A DELICATE BALANCE BETWEEN PRACTICALITY AND APPEAL.

AS A FOLLOW-UP TO THE FIRST EDITION, 'YOU ARE HERE 2' SHOWCASES A NEW CURATION OF BEST SIGNAGE DESIGN AND WAYFINDING PROJECTS FROM AROUND THE WORLD THAT BALANCE BEING EFFECTIVE AND EYE-CATCHING THROUGH INNOVATIVE APPROACHES AND APPLICATIONS. SUPPLEMENTED WITH FEATURE STORIES AND EXPERT INSIGHTS, DISCOVER THE WORK OF DESIGNERS WHO DEMONSTRATE CREATIVE THINKING AND EMPATHY THROUGH FUNCTIONAL WAYFINDING DESIGN.



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