

# YOU ARE HERE

A NEW APPROACH TO  
SIGNAGE AND WAYFINDING

EDITED & PUBLISHED BY VICTON:ARY

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

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



YOU  
ARE  
HERE

A NEW APPROACH TO  
SIGNAGE AND WAYFINDING

EDITED & PUBLISHED BY VICTOR:ARY







## A New Approach to Signage and Wayfinding

First published and distributed by  
viction:workshop ltd.

**viction:ary™**


viction:workshop ltd.

Unit C, 7/F, Seabright Plaza, 9-23 Shell Street,  
North Point, Hong Kong

Url: [www.victionary.com](http://www.victionary.com) Email: [we@victionary.com](mailto:we@victionary.com)

 [www.facebook.com/victionworkshop](https://www.facebook.com/victionworkshop)

 [www.twitter.com/victionary\\_](https://www.twitter.com/victionary_)

 [www.weibo.com/victionary](http://www.weibo.com/victionary)

Edited and produced by viction:ary

Concepts & art direction by Victor Cheung

Book design by viction:workshop ltd.

Contributing curator: Sofia Borges

Cover image: SIGINTERIOR by ujidesign

©2013 viction:workshop ltd.

Copyright on text and design work is held by respective  
designers and contributors.

All rights reserved. No part of this publication may be  
reproduced, stored in retrieval systems or transmitted in any  
form or by any means, electronic, mechanical, photocopying,  
recording or any information storage, without written  
permissions from respective copyright owner(s).

All artwork and textual information in this book are based  
on the materials offered by designers whose work has  
been included. While every effort has been made to ensure  
their accuracy, viction:workshop does not accept any  
responsibility, under any circumstances, for any errors or  
omissions.

ISBN 978-988-12228-2-4

Printed and bound in China



TABLE  
OF  
CONTENTS :

006 Introduction

On My Way: Mapping the Spaces that Surround Us  
By Sofia Borges

009 Directions in Graphics

A fine selection of familiar and original terminologies that condense functions and directions.

025 Directions in Space

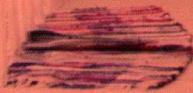
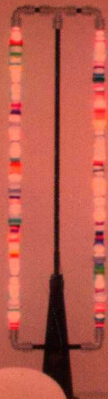
A comprehensive demonstration of navigational cues in spaces ranging from cultural sites to parks and commercial establishments.

234 Biography

The great guys behind the good guides

240 Acknowledgements

A thank you to everyone else who contributed to this book











## A New Approach to Signage and Wayfinding

First published and distributed by  
viction:workshop ltd.

**viction:ary™**

viction:workshop ltd.

Unit C, 7/F, Seabright Plaza, 9-23 Shell Street,  
North Point, Hong Kong

Url: [www.victionary.com](http://www.victionary.com) Email: [we@victionary.com](mailto:we@victionary.com)

 [www.facebook.com/victionworkshop](https://www.facebook.com/victionworkshop)

 [www.twitter.com/victionary\\_](https://www.twitter.com/victionary_)

 [www.weibo.com/victionary](http://www.weibo.com/victionary)

Edited and produced by viction:ary

Concepts & art direction by Victor Cheung

Book design by viction:workshop ltd.

Contributing curator: Sofia Borges

Cover image: SIGINTERIOR by ujidesign

©2013 viction:workshop ltd.

Copyright on text and design work is held by respective  
designers and contributors.


All rights reserved. No part of this publication may be  
reproduced, stored in retrieval systems or transmitted in any  
form or by any means, electronic, mechanical, photocopying,  
recording or any information storage, without written  
permissions from respective copyright owner(s).

All artwork and textual information in this book are based  
on the materials offered by designers whose work has  
been included. While every effort has been made to ensure  
their accuracy, viction:workshop does not accept any  
responsibility, under any circumstances, for any errors or  
omissions.

ISBN 978-988-12228-2-4

Printed and bound in China





# YOU ARE HERE

A NEW APPROACH TO  
SIGNAGE AND WAYFINDING

EDITED & PUBLISHED BY VICTION:ARY



TABLE  
OF  
CONTENTS :

006 Introduction

On My Way: Mapping the Spaces that Surround Us  
By Sofia Borges

009 Directions in Graphics

A fine selection of familiar and original terminologies that condense functions and directions.

025 Directions in Space

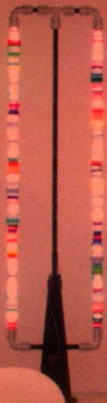
A comprehensive demonstration of navigational cues in spaces ranging from cultural sites to parks and commercial establishments.

234 Biography

The great guys behind the good guides

240 Acknowledgements

A thank you to everyone else who contributed to this book





# YOU ARE HERE

A NEW APPROACH TO  
SIGNAGE AND WAYFINDING

EDITED & PUBLISHED BY VICTION:ARY

viction:ary



# ON MY WAY: MAPPING THE SPACES THAT SURROUND US

By Sofia Borges

Signage plays a critical and ubiquitous role in how we orient ourselves within our built environment. While the all-knowing GPS device flawlessly leads us through our cities, it grinds to an abrupt halt upon reaching the door. From there, we are on our own. The comforting feeling of being able to find ourselves anywhere with the aid of these handheld digital tracking systems still only applies to our exterior world. Once we arrive at our destination and enter its threshold, we take on the responsibility of finding our way within the dot.

The introduction of inspired signage, wayfinding aids, and other interactive media complement our classic systems for navigation. Mapping our interiors now encompasses more than just the floor plan and building directory. What began as modest typefaces hidden around corners — only vaguely hinting at a greater spatial organisation — has transitioned into an integral part of an establishment's interior logic. Extra visual elements added on top of this basic functionality catches attention and choreographs a particular ambiance through a space. Adopting an active and creative role, these supporting graphic markers elicit a deeper and more inquisitive exploration of the interiority of a place.

As we revert back to a sensory exploration of our surroundings, the function of physical signage proves both important and timely. Wayfinding strategies and the distillation of critical information into clear and concise imagery continues to morph into an increasingly artistic and spatial endeavour. Engendering a cross disciplinary collaborative effort, interior and graphic designers combine their talents for developing a direct language through icons and symbols with the support found in the spatial prowess of architects and wayfinding experts. **You Are Here** traces this recent signage renaissance and its evolution from understated insignia to immersive art form within an establishment or facility.

The more signs clutter our path, the more savvy our wayfinding tools must become to stay relevant and eye catching. Effective and compelling signage achieves a challenging balance between standing out and blending in. Transcending beyond the basic requirements of efficient, simple, and highly visible expression, the most innovative and successful wayfinding approaches walk a



fine line between individuality and distraction. No longer subconsciously leading the way, the new sign acts as both a commanding beacon and experiential vessel for relaying information.

These clever, imaginative, and sometimes playful visual clues speak volumes about where to go and what to look at without saying almost anything at all. The craft of conveying directionality, use, program, and other basic information applies techniques of minimal wording, icons, arrows, and pictograms for categorising our spaces, buildings, and beyond. Sophisticated yet universal, this familiar terminology and easily relatable set of images broaden one's understanding of a space or sequence while communicating to as wide an audience as possible.

The role of signage doubles as a strategic branding mechanism. Appearing on walls, floors, partitions, and façades, a building's wayfinding system can lend its spaces a unique quality that helps define a larger branded identity for the client. The development of custom fonts, graphics, colour coding, and imbedded spatial intelligence transforms interiors, routes, zones, or entire companies into unmistakable landmarks. Brimming with distinctive character, the visual journey through a place introduces an engaging and memorable component between points A and B.

Combining clarity, personality, accessibility, and directionality, designers and architects alike challenge the limitations of traditional signage. Much more than just a sticker, the signs of today acknowledge and embrace the spirit of a given space and pervade it accordingly. The transition from a flat element to a volumetric experience incorporates a tactile dimension into our usual movements. New functions and visual mechanisms of wayfinding systems often shy away from the superimposition of a sign onto space. Instead, these locational cues vibrantly enmesh themselves into the organising logic that influences and informs the collective reading of an environment. Plays of perspective, mass, light, and shadow allow signs and other pictograms to visually and physically jump out from their architectural backdrops, transmitting information through imaginative aesthetic agendas.



Separated into pictogram and showcase features, **You Are Here** walks readers through some of the most inventive interpretations and applications of way-finding models. **Directions in Graphics** presents the latest symbols and icons from up-and-coming and established graphic designers, branding agencies, and architecture offices. This imagery at a glance outlines the bright future and ongoing challenges facing the transmission and condensation of intricate rules and concepts into a graphic vernacular. Tackling similar and recognisable themes in diverse ways, the comprehensive signage families diverge from one another through choices in typeface, lettering, colour, and composition. **Directions in Space** demonstrates how these 2D graphics translate into 3D spaces. Extending from the park to the parking lot, and from the inner chambers of the office to the public escalator and building directory, these extensive and undeniably elegant navigational tools redefine our relationship to the sign.

Virtual services and mapping programs can only take us so far. The reinvention of wayfinding into a designed language with spatial traces opens up an exciting spectrum of possibilities for enhancing the modern navigation of our interiors. Whether following the arrow or your instinct, contemporary signage offers new and provocative ways for finding our way back to ourselves.



# 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                         |
| SMETS Identity & Signage                   | Coast                               |
| 011 Aramon Icons                           | Joan Pons Moll                      |
| Social Apartment Wako                      | artless, inc                        |
| 012 Pictograms for Hardware Store          | Inés Reynolds                       |
| Nine Degrees Spa                           | Mohammad Hamed Zeinali              |
| 013 Signs for Franco-Arab Museums          | Dèpli design studio                 |
| EIB Wayfinding                             | unit-design GmbH                    |
| 014 Junior Dodgeball Championship          | Carrie Chilton                      |
| Pisa Airport Pictograms                    | Amato Orazio Bruno, Motzo Salvatore |
| 015 TNT Green Office                       | Studio Dumar                        |
| Poziom 511 Design Hotel & Spa              | Studio Fuerte                       |
| 016 IIT McCormick Tribune<br>Campus Center | 2x4                                 |
| 017 EnPark                                 | TERADADESIGN                        |
| 018 EDP Porto                              | R2                                  |
| National Stadium Beijing                   | NEW IDENTITY LTD.                   |
| 019 Saga-Ken Medical<br>Centre KOSEIKAN    | ujidesign                           |
| Universal Pictograms                       | Tom Nulens - Sodafish               |
| 020 Fota House                             | Detail. Design Studio               |
| Children's Hospital Signage                | Sofia Dimitrova                     |
| 021 MUSEU BLAU Wayfinding                  | Petit Comité                        |
| 022 THE IKEA WAY                           | Fiona Lim                           |
| Airport Pictograms                         | Tom Nulens - Sodafish               |
| 023 Hotel Pictos                           | Robert Karpati                      |
| 024 DCC Leisure Centres                    | Detail. Design Studio               |
| Casa do Arcano Museum                      | Triplinifinito                      |



Epsilon Office

buero bauer

Basic orientation support for Lower Austrian Regional Clinics Holding's new headquarters. Application contains multilayered blue line structure allusive to river Danube's changing course.

Category :  
**Office**  
Client :  
**Lower Austrian Federal Clinics Holding**



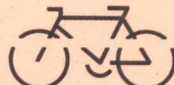
SMETS Identity & Signage

Coast

A playful brand extension of SMETS based on SMETS VOID, a bespoke typeface for the brand, featuring cut-outs in the middle. Symbols are uplifted in fluorescent colours in print and as oversized graphics in store.

Category :  
**Department store**  
Client :  
**SMETS**

Application » P.106-107



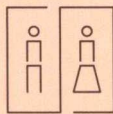
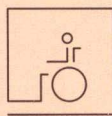
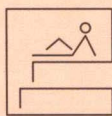
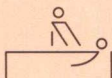


Aramon Icons

Joan Pons Moll

Icons for a Spanish resort's spa and wellness centre that hosts a range of baths, treatment and fitness options. Simple line graphics summarise patron's well-being in simplified terms.

Category :  
**Spa centre**  
Client :  
**Aramon**



Social Apartment Wako

artless, inc

Social Apartment Wako in Japan advocates a modern lifestyle stressing luxury and social life. Dotted signs mark its facilities and philosophy as one, based on ARTLESS GROTESK DOTS.

Category :  
**Rental apartment**  
Client :  
**Social Apartment Wako**



TOILET



LADIES ONLY



LIBRARY



LAUNDRY



LOUNGE



BATHROOM



TRASH



CAUTION



KITCHEN



BEAUTY ROOM



SMOKING AREA



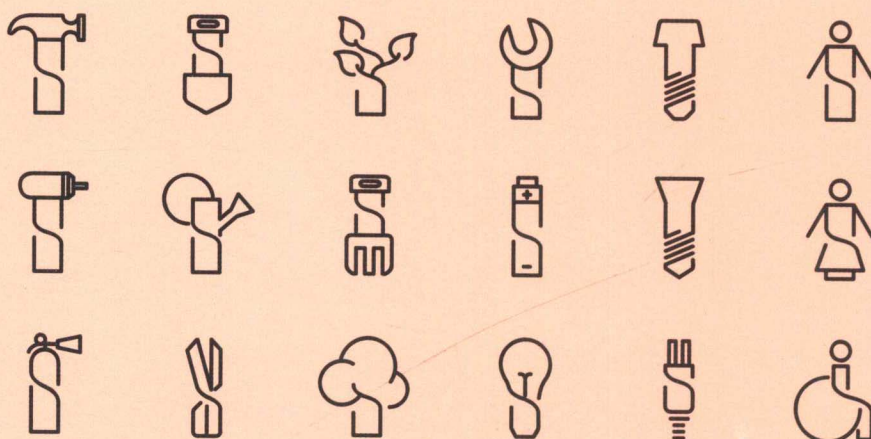
FITNESS LAB



## Inés Reynolds

From hammers to drills, and batteries to light bulbs, everything that could possibly be on offer in a hardware warehouse is transformed into pictograms—united by a helical ridge typical of screws.

Category :  
**Hardware store**  
Special credits :  
**Hernán Lértora**



Mohammad  
Hamed Zeinali

Nine Degrees Spa is a modern brand in Dubai which aspires to keep Middle Eastern traditions alive. Narrative pictograms list treatment range and regulations in simplified structures.

Category :  
**Spa centre**

Client :  
**Nine Degrees Spa**

Application » P.084-085

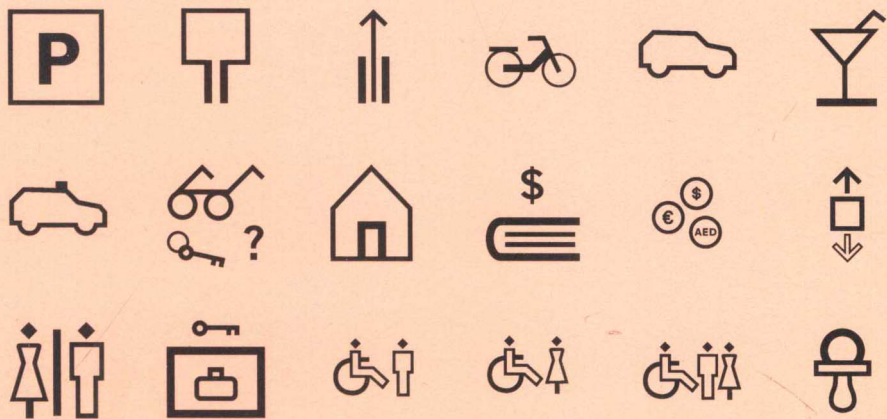




Signs for  
Franco-Arab  
Museums  
Dèpli design studio

Drawn for museums in a Franco-Arab cultural context, these signs address cultural significance between the East and the West. Project covers Arabic typeface, Kufica, imagined with Antoine Barjini.

Category :  
**Art museum**  
Client : **c-album, Louvre Abu Dhabi, Arab World Institute**



EIB Wayfinding

unit-design GmbH

A dot matrix is the common denominator of a symbol and graphic language, which lends the bank a friendly image. Strong colours and a complete system accent the work of Ingenhoven Architekten.

Category :  
**Office**  
Client : **European Investment Bank (EIB)**

