

BEST SIGN COLLECTION VOL.2

Community Identity
Corporate Identity, Environment

Written and Edited by
Yukio Ota and Osami Sakano



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Publisher:

Kashiwa Bijutsu Shuppan

Distributed by:

Beijing Designer Books Co., Ltd.

Building No. 2, Desheng Office Building, No. 3, Babukou, Gulouxidajie,
Xicheng District, Beijing, P. R. China

Tel: 0086-10-6406-7653 (Beijing); 0086-21-5596-7693 (Shanghai); 0086-20-
8756-5010 (Guangzhou); 0086-755-8297-2755 (Shenzhen); 0086-27-5920- 8457
(Wuhan); 0086-571-8884-8576 (Hangzhou); 0086-28-8660-1680 (Chengdu);
0086-25-5807-5096 (Nangjing)

Fax: 0086-10-6406-0931

E-mail: info@designerbooks.net

AZUR Corporation

5F Aikusu Bld, 1-44-8, Jimbo-Cho, Kanda Chiyoda-ku, Tokyo 101-0051 Japan

Tel: 0081-3-3292-7601

Fax: 0081-3-3292-7602

E-mail: azur@galaxy.ocn.ne.jp

Printer:

Everbest Printing Co., Ltd. in China

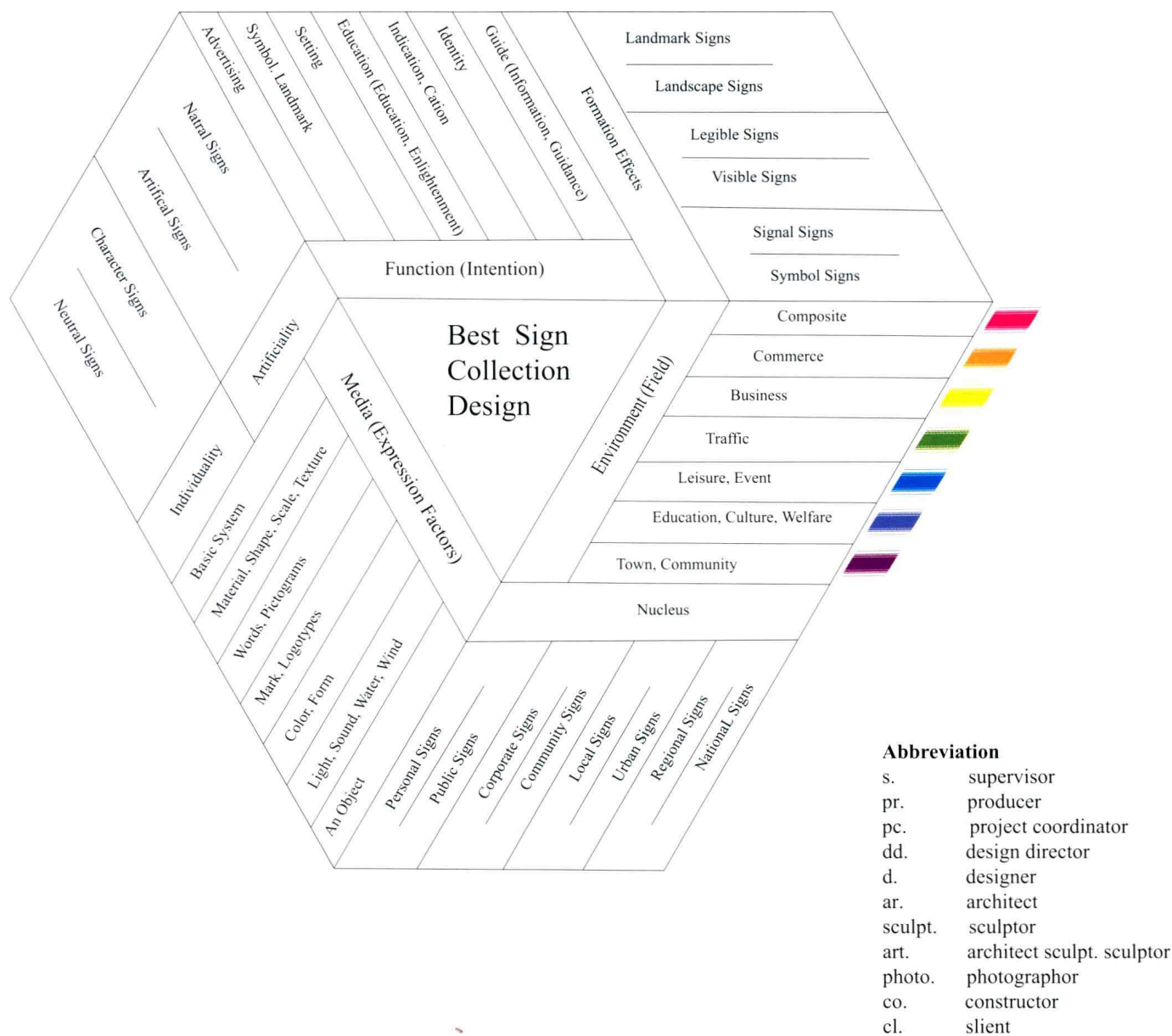
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ISBN:

4-7601-1265-0 C2070 ¥16000E

Diagram of Best Sign Collection Categories



Best sign collection design categories are different from sign categories. They are categories of the design results of the communication environment using signs as intermediaries. They were not only necessary from the standpoint of editing this book, but also make it easier to grasp design techniques. I would like to point out that in this sense, they are categories for putting theories into practice.

Human beings accept visual signs, Such as light, form, color and movement, from the outside or use symbols such as words as clues in order to distinguish, recognize, judge and evaluate the environment as information, This is similar to the amoeba distinguishing and evaluating temperature, light, acid and alkali to obtain food, escape from enemies and survive.

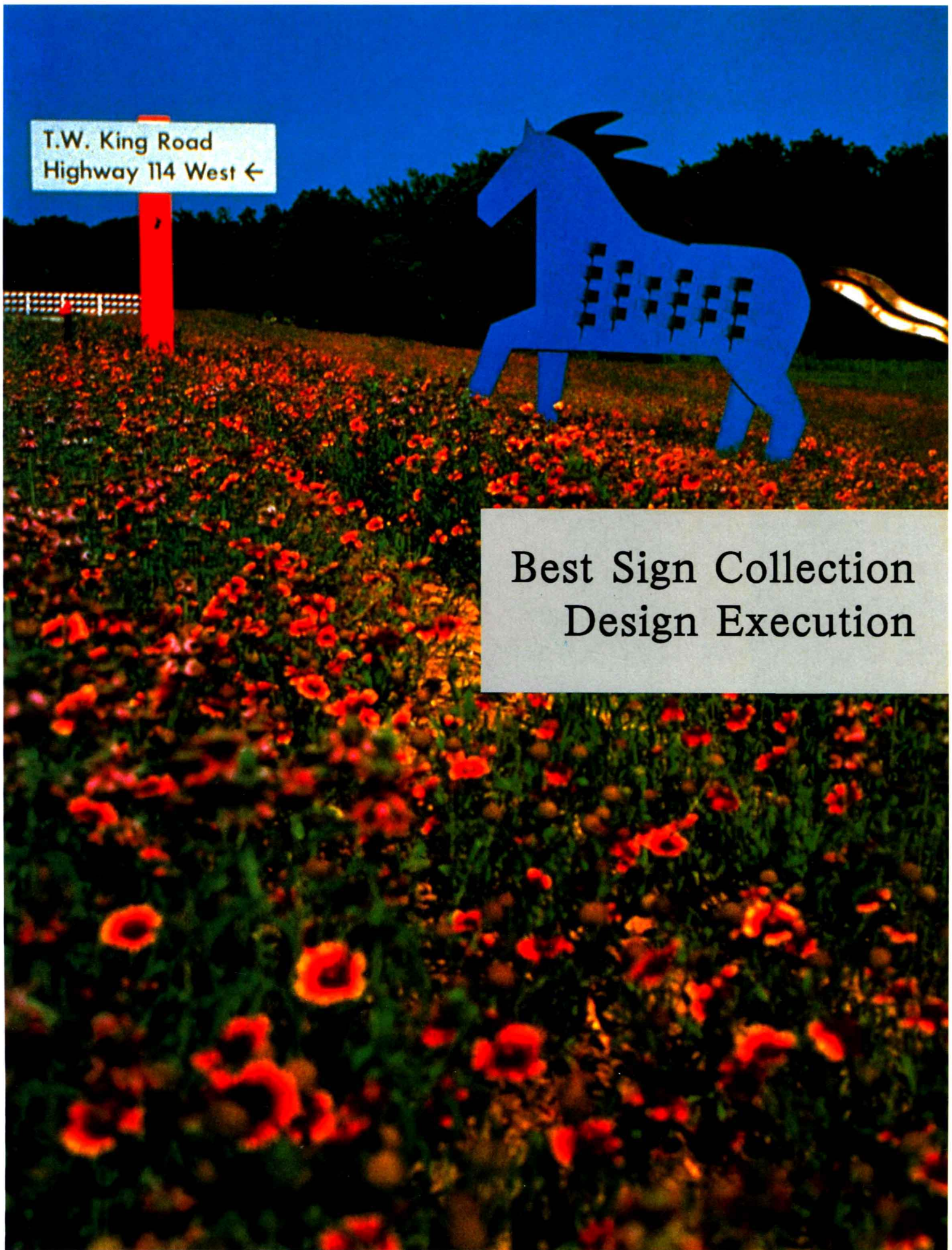
Consequently, best sign collection design categories means communication environment design which arranges environment information as signs beforehand and which makes it easier to grasp the environment. It can be said that through turning the environment into signs, it puts the communication environment in order.

Best sign collection design categories can be divided into environment (field), function (intention) and factor (media and materials). As for communication environment design standards, there are several pillars from the standpoint of design, such as nucleus, individuality and artificiality of signs and formation effects. The visible signs are those which make it easier to sensually, unconsciously and comprehensively grasp the environment by effectively using

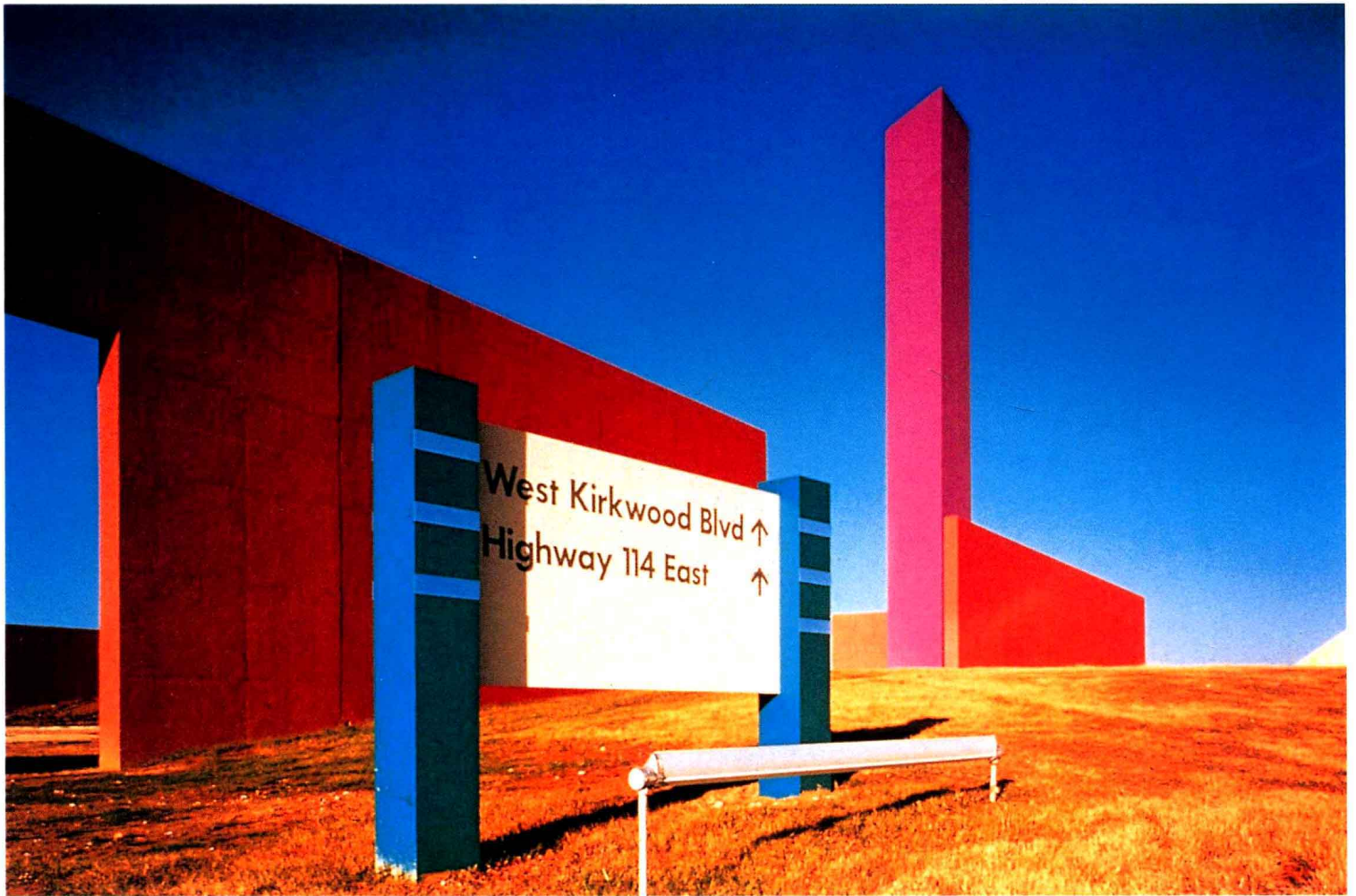
pictograms and other things, The legible signs use words to transmit the message rationally, consciously and linguistically. Their mutually supplementary nature is vital. In this book, all works were categorized using only Environment (Field). The setting has the function of "place creation," which is the broad interpretation of display. The setting effect has become indispensable for sign communication design, and it has the possibility of functioning as a sort of common denominator. One is the "place creation effect," and the other is the "compounding among the various categories." It can be considered that in the future these two will be the major points in evaluating sign communication design.

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Best Sign Collection
Design Execution



Solana Sign Communication Plan

dd. Debra Nichols

d. Debra Nichols, Ric Blackburn, Erin O' Reilly, Ann Sheahan, Kelan Smith

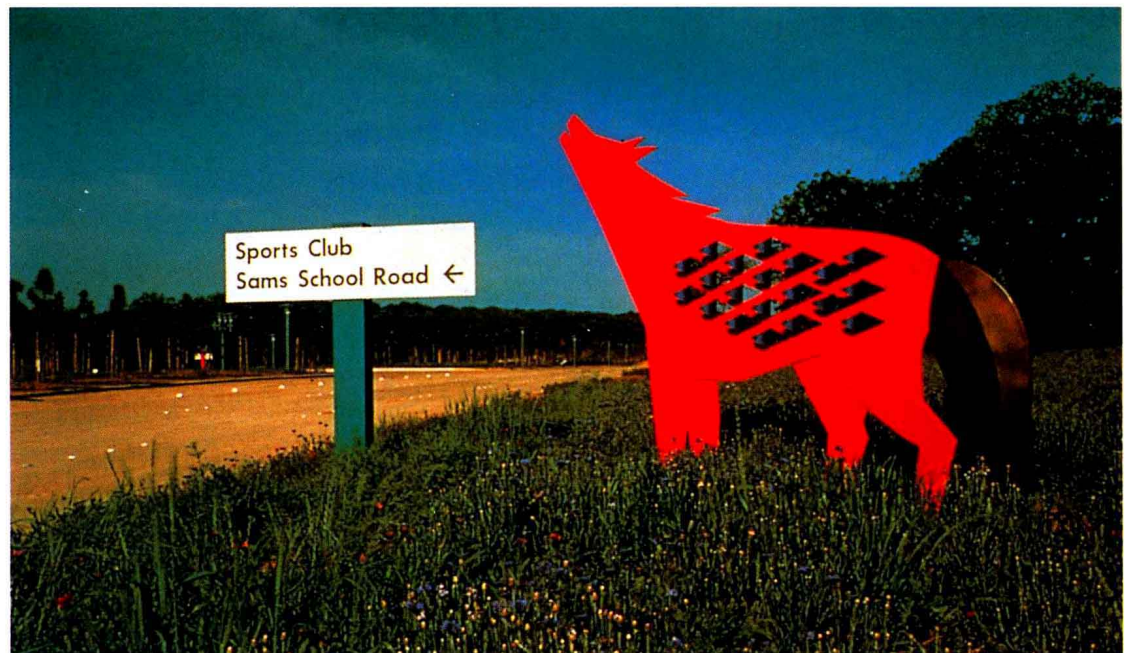
co. ASI Sign, G.F. Associates

cl. Maguire Thomas Partners, IBM / Westlake, Texas, USA

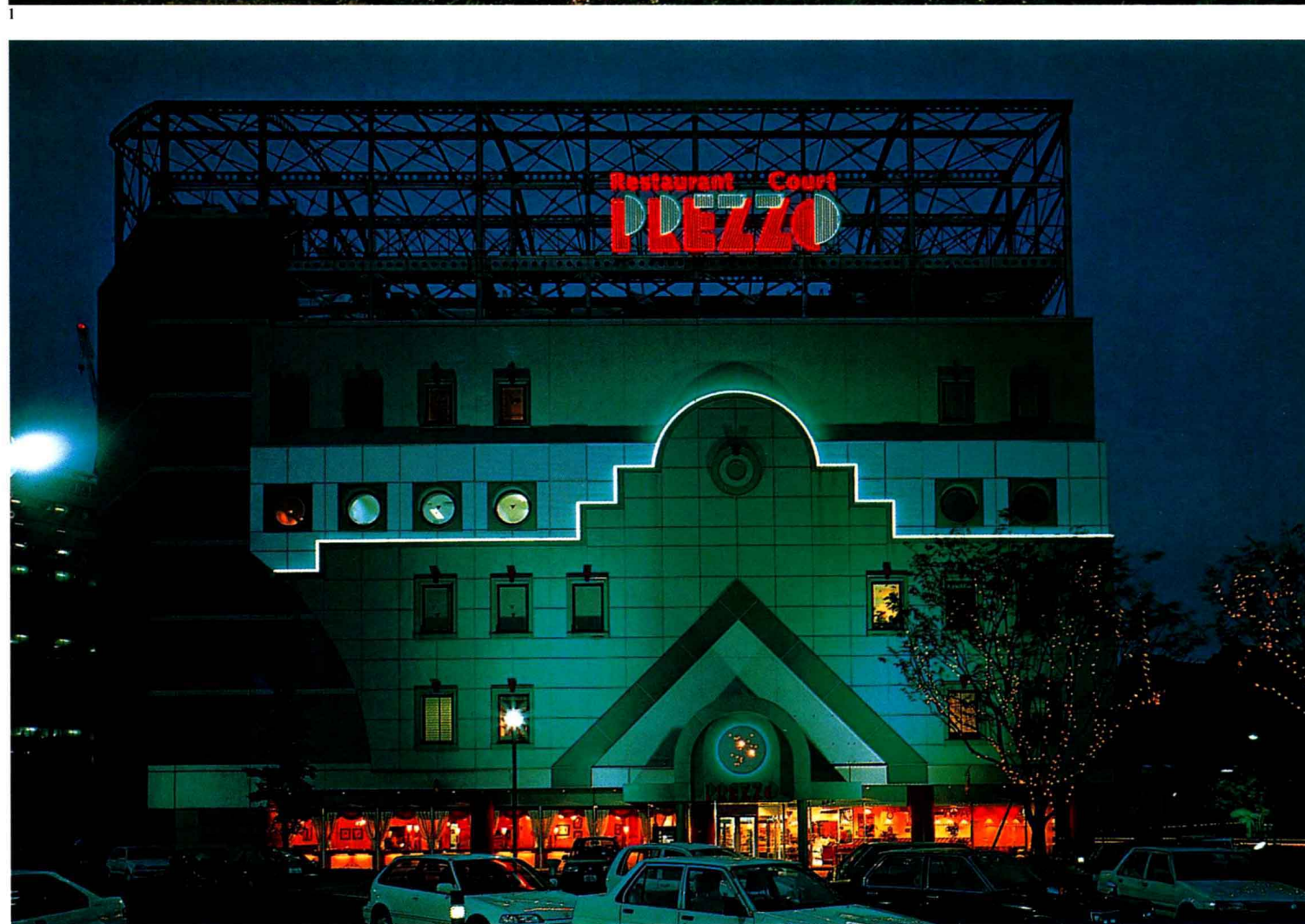
The sign plan for the office park and IBM facility covering 2.7 million square meters is a total one including indoor and outdoor signs of office space, hotel, retail, health club, daycare center and other facilities. The large metal animals server as landmarks and guideposts to guide people. The entire sign system received a top award in the Society of Environmental Graphic Designers' 1989 competition.



3



4



Yokohama Business Park Sign Communication Plan

This is a composite urban development aiming at creating a model for the 21st century. The humorous environment art group of the Yokohama Galleria that continues both inside and outside the landscape architecture, Bellini's Hill, and the commercial building produce amenity at the foot of the group of high-rise buildings.

1 Environment Art "Chain Embracing Stone"

Art. Kenji Misawa / Hideya Kawakita
photo. Osami Sakano

cl. Nomura Real Estate Development / Yokohama City, Kanagawa Pref., Japan

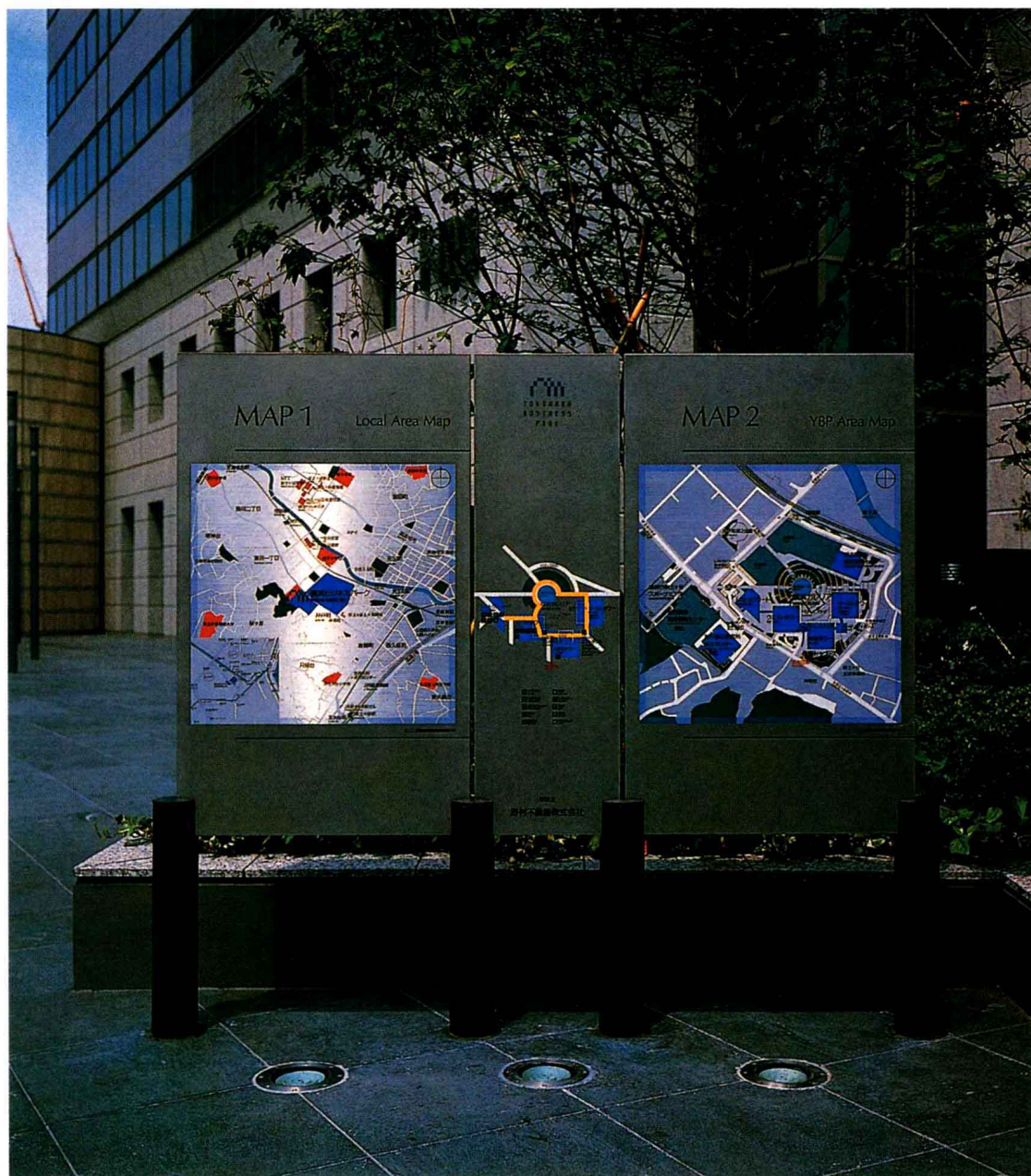
2 Restaurant Court "PREZZO"

ar. YBP Project Design Room
(Nomura Real Estate Development, Obayashi)

d. Tansei Urban Complex Design Institute

co. Obayashi, Tanseisha

cl. Nomura Real Estate Development / Yokohama City, Kanagawa Pref., Japan



3

3 Yokohama Galleria

pc., cl. Nomura Real Estate Development

d., photo. Kazuhiro Bokura - Bene

co. Bene / Yokohama City, Kanagawa Pref., Japan

4 Yokohama Galleria Central Square "Bellini Hill"

pc., photo., cl. Nomura Real Estate Development

dd. YBP Project Design Room
(Nomura Real Estate Development, Obayashi)

d. Mario Bellini, Hideya Kawakita
(Art Direction) - Japan Belier Art Center

co. Obayashi / Yokohama City, Kanagawa Pref., Japan



4



1

1 Haas - Haus

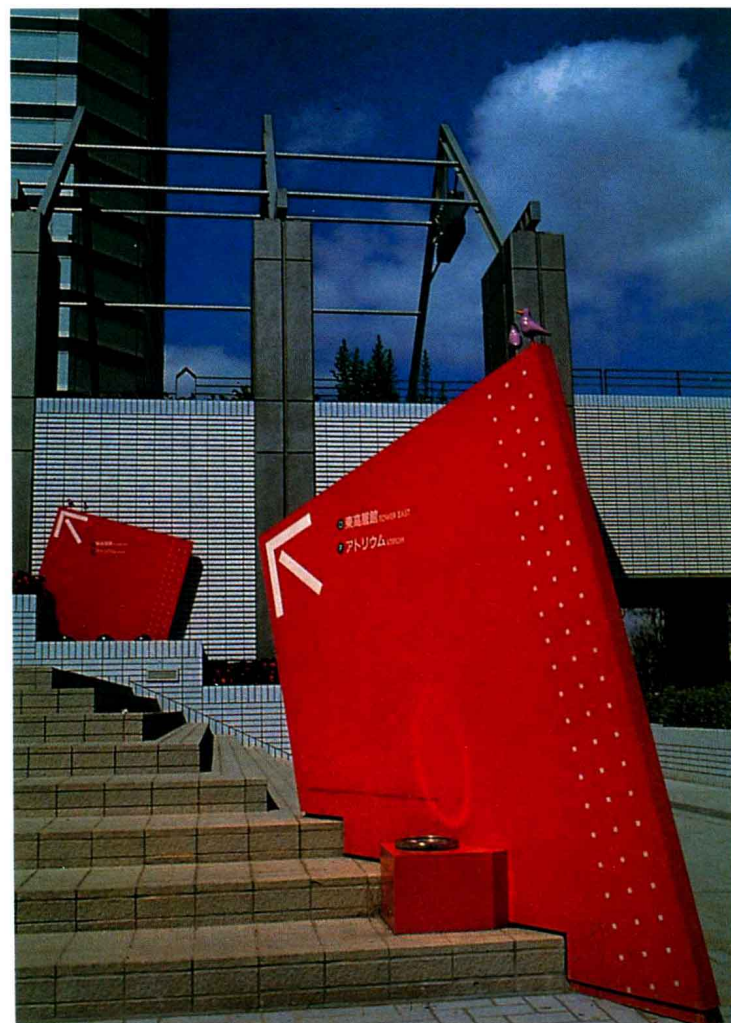
ar. Hans Hollein, Marchart Moebius & Partner
(Cooperate)

photo. Kazuo Natori / Vienna, Austria

This is a commercial building, which has fused renovation and tradition, standing opposite the famous Church of st. Stephen in the center of Vienna. It won the support of the citizens after a five - year debate over scenery, and the plaza in front of the building is presently being interlockingly renovated under commission from the city. Hopes are placed on this area as the symbol zone of the rebirth of Vienna for the 21st century.



2



3

2, 3

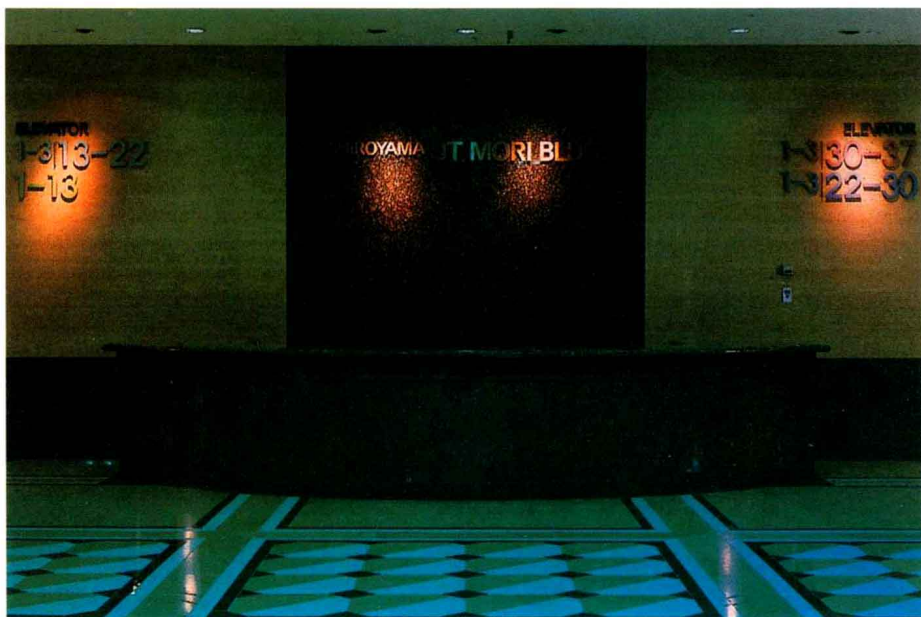
Makuhari Techno Garden Sign Communication Plan

dd., d. Tsuneo Ono

photo. Osami Sakano

co. The J.V. for The Construction of
Makuhari Techno Garden

cl. Makuhari Techno Garden /
Chiba City, Japan





4



5

1 - 3 Shiroyama Hills Sign Project

pc. Mori Biru Architects & Engineers

dd. Tatsuzo Akase - Rei designerbooks

d. Makoto Takeuchi, Katsuya Nomura - Rei Design, Syunsetsu Kinoshita (Logotype Design)

photo. Satoshi Asakawa

co. Takenaka

cl. Mori Building Development / Tokyo, Japan

4 - 6 Gotenyama Hills Sign Project

pc. Mori Biru Architects & Engineers

dd. Tatsuzo Akase - Rei Design

d. Makoto Takeuchi, Takeo Isono - Rei Design, Shunsetsu Kinoshita (Logotype Design), Nobuyuki Suehiro (Map Design)

photo. Satoshi Asakawa

co. Kinoene

cl. Mori Building Development / Tokyo, Japan



6

1 - 5

Broadgate Sign System

dd. John McConnell

d. John McConnell, David Lum

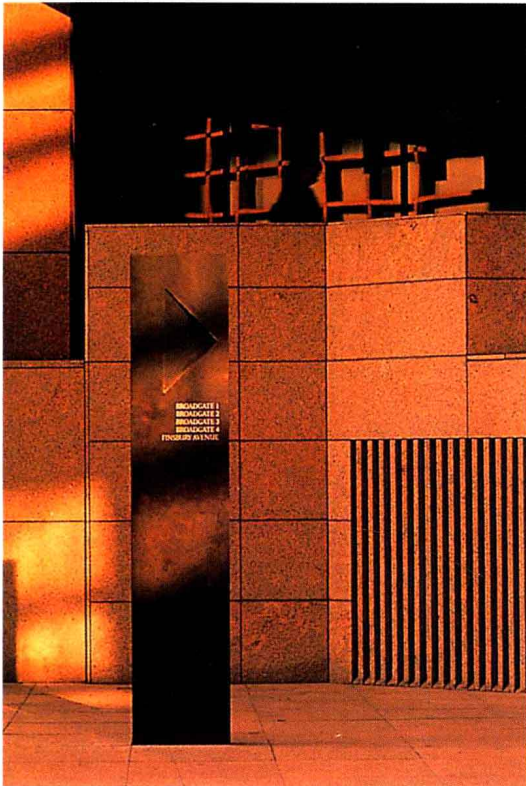
cl. Arup Associates / Great Britain



Broadgate, close to London's Liverpool Street Station, is an extensive building development for financial services organizations. Pentagram's signs, which serve as directional signage for part of the area, consist of free standing solid bronze units and wall-mounted sheet brass fixtures. Utilizing a symbol pattern of red and blue lines, they cope with diverse purposes.



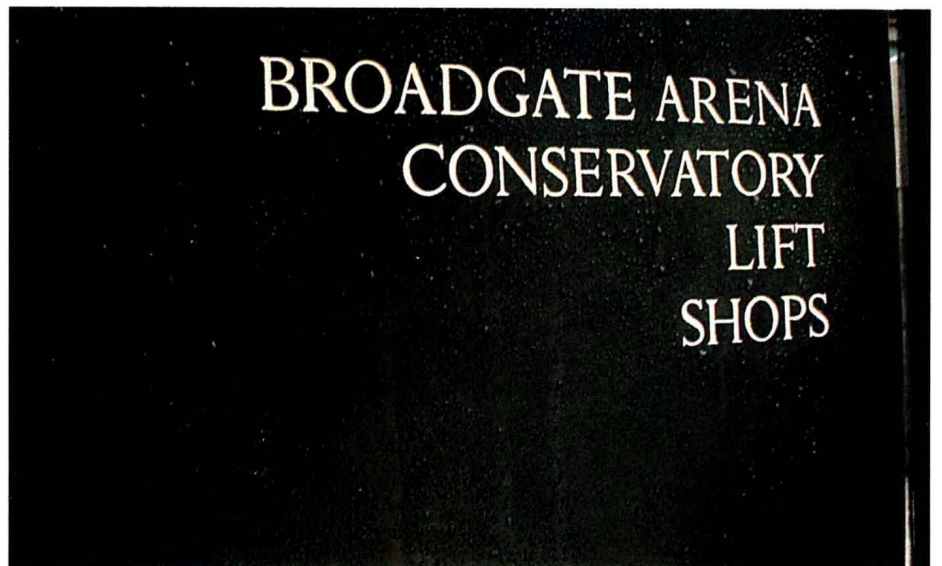
2



3



4



5



1, 2

Hitachi Civic Center Sign Architecture

ar. Sakakura Associates Architect & Engineers

co. J.V. Kajima, Fujita, Akiyama, Okabe, Suzumui,
Yamagata

cl. Hitachi City / Hitachi city, Ibaraki Pref., Japan