

# SIGNS IN HEALTH- CARE FACILITIES

As special building spaces, healthcare facilities not only involve factors such as medical equipment and medication, but also a comfortable environment with humanity and humanistic care. Signs in healthcare facilities are an important part of the environment. This book collects some excellent cases by some international design agencies, including hospitals, medical centres, general hospitals, specialised hospitals, clinics and pharmacies. Readers will discover the unique charm of signage system in the complex medical spaces in this book.

## 医疗导视

龙平 编 常文心 译





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## 图书在版编目 (CIP) 数据

医疗导视 龙平编; 常文心译. —

沈阳: 辽宁科学技术出版社, 2014. 5

ISBN 978-7-5381-8587-4

I. ①医… II. ①龙… ②常…

III. ①医院—标志—设计—汉、英 IV. ①J524.4

中国版本图书馆CIP数据核字(2014)第075712号

出版发行: 辽宁科学技术出版社

(地址: 沈阳市和平区十一纬路29号 邮编: 110003)

印刷者: 利丰雅高印刷(深圳)有限公司

经销者: 各地新华书店

幅面尺寸: 215mm×285mm

印 张: 15

插 页: 4

字 数: 50千字

印 数: 1~1200

出版时间: 2014年 5 月第 1 版

印刷时间: 2014年 5 月第 1 次印刷

责任编辑: 周洁 陈慈良

封面设计: 关木子

版式设计: 关木子

责任校对: 周 文

书 号: ISBN 978-7-5381-8587-4

定 价: 248.00元

联系电话: 024-23284360

邮购热线: 024-23284502

E-mail: lnkjc@126.com

<http://www.lnkj.com.cn>

本书网址: [www.lnkj.cn/uri.sh/8587](http://www.lnkj.cn/uri.sh/8587)



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# PREFACE

## 前言

When we are entrusted with a preface for this book specialised in signs in healthcare facilities, although it is a summary of our familiar work, we still feel it challenging.

1. Throughout the world of healthcare space design, the development and innovation in environmental graphic design have gained more attention and reinforcement of departments of health in different countries, especially for the positive value in mediating medical disputes.

In addition, as a significant component of environmental graphic design, signage and wayfinding system is one of the best ways to visualise the brand. With function as priority, when material, colour and typeface carry out the brand guideline thoroughly, visitors' brand experience will be reinforced. Furthermore, when emotions are instilled in design, signage will be closely connected to the brand and the healthcare space will leave a positive impression to visitors.

Wayfinding system is an experience design of physical space and practical information identification. The positive experience can be reflected to the brand too.

Most healthcare space can represent part of the brand. However, unreasonable location, illegible, poor illumination, wrong installation, information asymmetry or non-consistency can all negatively affect the brand.

2. This book includes children's hospitals, rehabilitation centres, nursing homes, clinics, specialised hospitals, general hospitals, etc. It selects various classic signage and wayfinding works by international environmental graphic design companies and shows some outstanding designs in this field.

3. As a design agency specialised in signage and wayfinding system, we accumulate rich experience in environmental graphic design in healthcare spaces. We focus on how to realise guidance in the collecting and sorting out of large amount of information. As an experienced practitioner, we insist on paying equal attention to research and practice.

In 2004, when we first came into the project of Affiliated Children's Hospital of Capital Institute of Pediatrics, we were full of confidence and passion. In recent ten years, this largest children's hospital in Beijing has been operating orderly based on our signage system. It is still a design paradigm until now. The research drawings in the earlier stage cannot be seen in the result, but the location planning determines the signs' locations and quantity. The planning focuses on effectiveness, rather than quantity. In fact, a perfect building doesn't need a separate signage design. However, perfect buildings almost don't exist.

In a medical space, especially, large amount of patients requires an effective guidance which can lead them to their destinations quickly. In the case of 307 Hospital of PLA, with rigid requirements of emergency space in hospital by Ministry of Public Health of China, we were provided an opportunity to do some necessary and interesting experiments. Since people always neglected the signs on the ceiling and walls, in emergency space, the floor became an important carrier to assist patients to get to their destinations. We therefore took sign materials as the starting point and improved the materials to deal with the heavy traffic.

Today, China is experiencing a revolution, including innovation in medical care system. In a worldwide view, medical care reform is the most important issue in many countries' bills. The reasonable planning and use of physical space in healthcare facilities is a significant part in this reform.

The architects and interior environmental designers of healthcare facilities share a common goal to create a reassuring physical space. Patients and families come to the facility with pains and urgent feelings. As sign designers, we can provide an easy and quick assistance which can become their important supports. In this process, we serve the public and gain our professional glory.

Mayo Clinic, known as medical Mecca, has committed to their core value of "Patients First". Tianjin Hospital, honoured as cradle of Chinese orthopedics, also focuses on respecting patients. In Mayo Clinic, they do more than treatment. A good relationship between doctor and patient is based on reasonable space planning and effective separation of traffic flow. An effective design can relieve the pressure of manual consulting and create a smooth space. We have tried our best to carry out the slogan by Tianjin Hospital's founder Fang Xianzhi.

Design is infinite. We wish readers of this book can receive some inspirations, which is also the sharing wish of sign designers, architects, interior designers and medical staff.

Long Ping

*Long Ping is the founder and creative director of StudioSigno. He studied industrial design in college and have been worked in several international and Chinese design companies as design director. Participating in the founding of China's first signage & wayfinding design team, he is the leader in the field of environmental graphic design in China. Long has decades of design and management experience in branding and environmental graphic design. He has taken charge of design of a large number of large-scale environmental design projects, including the new building of CCTV, Wanda Plaza, etc.*

当我们受托来为这本医疗空间专题作开篇引言的时候，虽是自己熟悉工作的总结，也仍然充满了挑战。

1. 纵观全球医疗空间的发展，环境图形设计领域的发展和创新，已经越来越得到各国卫生部门的重视和强化，特别是对于调解医患矛盾起到了积极意义。

另外，怎样将品牌和环境有机地结合起来，作为环境图形设计重要的组成部分的导视系统是最好的视觉化呈现品牌的方式之一。功能是其第一要考虑的，当色彩、字体、材料都严格遵循了品牌规范手册，访问者的品牌体验被加强了。而将情感注入标识的设计中，标识就和品牌紧密联系到了一起，访客将会对医疗空间留下积极的印象。

导视系统是物理空间和实际信息识别的体验设计。如果这种体验是正面的，同样它就会很好地反映在品牌上。

多数医疗空间能很好的代表品牌呈现的一部分。如果点位规划不合理，难以阅读，光线差，或者安装的方式有问题，信息不对称，没有连续性，这些问题都会引发对品牌负面的影响。

2. 本书导案例涉及儿童医院、康复中心、疗养院、诊所、专科医院、综合医院等方面。从全球著名的环境图形设计公司筛选近年来设计创作的经典作品，旨在为大家呈现一个在这一领域突出的设计成果。

3. 我们作为专注于标识设计及导视系统规划的设计机构，特别在医疗空间方面积累了多年的经验。我们特别注重如何在大信息量的采集和整理中实现秩序引导，作为多年来这一领域的从业者，研究与实践并重，是我们始终的坚持。

2004 年，当我们团队第一次接触到首都儿科研究所附属医院的项目的时候，满怀信心并投入热情。10 年来，这家北京最大的儿童医院基于我们的标识引导，秩序井然，直到现在始终是一个很好的设计典范。而前期大量的研究图纸所呈现的成果是所有人看不见的，布点规划决定了未来环境中应该会出现的位置与数量，而它们的存在在于有效，而不是越多越好。一个完备的建筑设计是不需要我们这部分工作的，但现实这种可能很小，特别是医疗空间，大量的患者，特别是中国这样一个庞大的受众人群，如何规范并有效引

导他们，快捷地到达就诊空间，是个很重要的课题。我们接到解放军第三〇七医院的项目时，中国国家卫生和计划生育委员会刚刚对急诊空间有硬性的要求，给我们提供了一个必要而有趣的实验，当大家对大量头顶、墙面的标识牌熟视无睹的时候，在急诊空间，地面成为一种很重要的载体来辅助急切需要到达诊区的患者，我们考虑之初也是完善了标识材料如何应对大数量患者的踩踏而不致损坏。

中国当前正在经历变革，包括医疗体制的改革。反观全球，各国议案中最重要的也是医疗的改革问题，医疗物理空间的合理规划和使用是这项改革非常重要的部分。

医疗建筑及室内环境设计师的目标是创造一种令受众缓解压力的物理空间。而大量患者和家属是带着病痛和急切的心情进入环境，对我们标识设计师来说，能做的就是提供一种方便而迅捷的帮助，这种帮助，就是对他们最重要的支持，设计师真实地服务于大众，就拥有了一份职业的荣耀。

被誉为医学麦加的梅奥医院将“患者需求至上”的核心价值观贯彻始终。被誉为中国骨科摇篮的天津医院，也是将对患者的尊重放在首要的位置。在梅奥医院，治疗的不仅仅是疾病。良好的医患关系本身建立在合理的医疗空间规划及实现有效的人流分流上，避免人为咨询的压力，沟通的“通畅”，更需要创造一个“通畅”的空间。我们也努力将天津医院那口号中的尊重落到实处，如同创始人方先之先生始终如一的坚守一样。

设计无止境，观看此书的朋友如果能从中得到启示，也是我们作为标识设计师同建筑师、室内设计师，甚至医护人员一样一直在努力的期盼。

龙平

**龙平是 StudioSigno 汉符设计的创始人兼创意总监。工业设计专业出身，曾在国际和中国最著名的设计公司工作并担任设计总监。参与创建中国最早的导视 (Signage & Wayfinding) 团队，是中国国内环境图形设计 (Environmental Graphic Design) 领域的开拓人之一。在品牌设计及 EGD 方面积累了十几年的设计和管理经验。主持过包括中国中央电视台 (CCTV)、万达广场 (Wanda Plaza) 等数十个大型环境项目的设计。**



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# The Royal Children's Hospital

皇家儿童医院

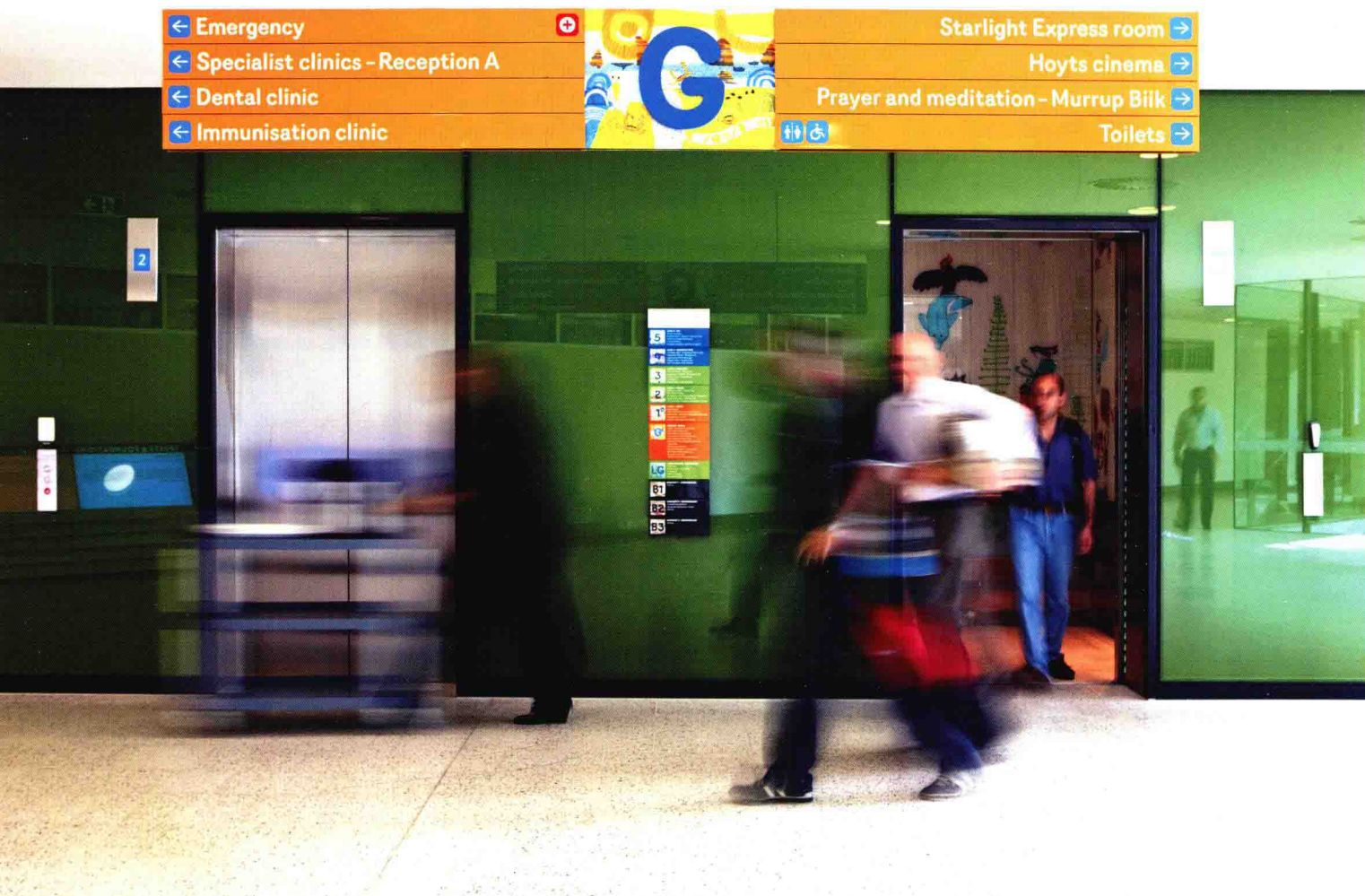
The Royal Children's Hospital (RCH) Melbourne provided a unique opportunity to evolve the traditional paradigm of health facility wayfinding. Büro North took an evidence-based approach collecting research in the form of staff and patient surveys, interviews and observation techniques to understand adult versus child wayfinding ability and to identify issues relating specifically to health environments such as patrons with English as a second language and the use of confusing and intimidating clinical terminology. The wayfinding solution at the new Royal Children's Hospital focuses on the integration of landmarks at key navigational decision points, the primary objective being to create journeys that are easily describable, in a simple sentence, using basic English. The Büro North team collaborated with illustrator Jane Reiseger to develop the wayfinding strategy. Together they created a fun and lyrical pictorial signage system that likens the RCH to the natural world. As patients move through different floors in the hospital their journey takes them from 'underground' at the lower ground levels through to 'sky' on the top floor. Specific areas within each level are described in relation to an appropriate animal, for example, 'Koala Ward' exists on the 'Tree Tops' level. Importantly, the wayfinding solution was subjected to rigorous testing prior to building occupation. The resulting wayfinding system makes a significant contribution to placing the RCH at the forefront of international healthcare design.



墨尔本皇家儿童医院的导视系统与传统的医疗设施导视系统截然不同。Büro North 设计公司通过收集研究医护人员和患者的问卷调查、访谈和观察做出了一个循证设计，充分了解了成人与儿童的寻路能力，并且对医疗环境中的特殊问题进行了确认，例如以英语为第二语言的患者、令人迷惑和吓人的医疗术语等。皇家儿童医院的导视设计以地标为关键导航点，主要目标是打造能用简单的英语描述出来的行程。Büro North 的设计团队与插画家简·瑞斯格共同合作开发了导视策略，打造了一个充满趣味、情感丰富的图形导视系统，将皇家儿童医院与自然世界联系了起来。当患者穿梭于医院的各个楼层时，他们的旅程将呈现为从“地下”到“天空”的过程。每层楼都有特殊的区域被描述成与动物相关的空间，例如“树顶层”的“考拉病房”。更重要的是，导视设计完全符合建筑使用的严格测试。最终形成的导视系统对皇家儿童医院成为国际医疗设计前沿项目做出了重大贡献。

设计机构: Büro North 设计公司 设计师: 索伦·卢金斯、费恩·巴特勒、杰斯·卡芬、大卫·威廉姆森、席琳·阿波沙尔、艾米·约翰斯通、乔瓦尼·门迪尼、萨拉·纳皮尔、汤姆·阿尔那特 摄影: 弗雷泽·马斯登、沙伦·麦格拉斯 客户: 皇家儿童医院 地点: 澳大利亚





- Possum ward →
- Reception J - Surgery →
- West building →



# Nationwide Children's Hospital

国家儿童医院

The design team completed a comprehensive wayfinding experience audit to understand the complexities of the campus and behaviours of the various users. Research strategies included focus groups, visitor intercepts and questionnaires. An important component of this experience was reevaluating the way hospital staff described destinations when giving directions. The design team found that in many cases, the staff used conflicting names for many of the primary destinations, causing confusion for visitors and implemented a new nomenclature and naming convention for all hospital destinations. Due to the ever changing nature of the facility, linear or alpha numeric systems have been discarded in favour of a path system for its simple graphic form and additive landmarks. Architectural features that include floor patterns, lighting, graphics and artwork are layers of the wayfinding language that support the basic concepts. Large thematic landmarks help visitors orient themselves to campus and the map. Public elevators are used as wayfinding nodes, with the names of the elevators describing the primary function of the buildings they serve. The public corridor lends views to the adjacent park, informing nature themes as part of the experience. Flooring patterns with animal footprints and botanical designs function as wayfinding guides. Undulating bands of colour that harmonise with the gentle, natural curve of the building lead to various hospital destinations. Rather than follow a map, patients' families and visitors simply follow, for example, the blue path to where they are going.



在项目前期，设计团队对医院导视系统进行了全面审查，深入了解了院区的复杂性和不同使用者的行为特点。研究策略包括小组讨论、访客采访和问卷调查。研究的重要组成部分之一是重新评估了医护人员在指引方向时所用的描述。设计团队发现，很多医护人员在描述地点时会使用不一致的名称，从而造成访客的混乱。因此，他们重新命名了医院内的所有重要地点。由于医疗设施会不断变化，设计团队放弃了线型系统和数字系统，转而采用简单的图形形式和附加的地标指示。地面图案、照明、图形设计和艺术装置等建筑特征都是支持基本导视概念的一部分。巨大的主题地标帮助访客在院区內定位。公共电梯被用作导视系统的节点，电梯的名称会描述出其所服务的建筑的主要功能。从公共走廊可以看见相邻公园的景色，将自然主题融入了体验之中。带有动物脚印和植物设计的地面图案也能起到导航作用。起伏的色彩带与建筑自然的弧线相配合，引导人们前往医院的各个位置。患者家属和访客不用借助地图，只要简单地选择相应的色彩引导，就能到达目的地。

Design agency: Formation  
Designer: Philip LeBlanc, Erich Theaman,  
David Hoffer  
Photography: Philip LeBlanc  
Location: USA

设计机构: Formation 设计公司 设计师: 菲利普·勒布朗、埃里奇·西亚曼、大卫·霍费尔 摄影: 菲利普·勒布朗 地点: 美国



**Magic Bean**



**Imaging**





