

Category: Healthcare

Project: Maps of Empathy, St. Joseph Hospital Vienna

What was the challenge?

Even the initial discussion on the comprehensive renovation & new construction of the St. Joseph Hospital made it clear: this is not just about functional wayfinding to defined destinations. Rather, the popular clinic wanted welcome patients and visitors very personally in the often challenging and exceptional situation of the hospital. The Christian values of care and attention had to become directly perceptible in the space.

What was the solution?

It quickly became clear that the solution lay beyond functional wayshowing. In addition to the clear guidance system, we developed "maps of empathy". They vary from area to area, the invented places address fears, desires and doubts - emotional, thoughtful or also very personal with discreet humour – via playful metaphors. Especially in waiting areas, where there is too much time to think, the eyes glide over the walls with the many details and bring other, liberating thoughts into play.

What was the effect?

The maternity ward in St. Joseph is fully booked for months to come because of its good reputation. With our thematically oriented design in the corridors and rooms, this effect was reinforced. The staff members in the building constantly report from patients and visitors who talk to them about the wall design, which is unusual for a clinic and touches them personally. This effect also radiates inwards. The employees identify even more strongly with the house through the positive feedback.

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