

Category: **Wayfinding**

Project: **»Rapunzel-Welt« – Signage system**

What was the challenge?

Rapunzel is one of the pioneers and leading producers of organic food. An impressive visitor center with a bakery, restaurant, coffee roastery and museum was opened at the company headquarters in Legau – and conveys that “organic” does not mean doing without, but vitality, delight, important for people and it’s environment. A guidance system made of natural materials was to be developed for this building. But there was a lot of glass, hardly any walls, uneven floors, high ceilings – no surfaces.

What was the solution?

Playing with the pillars – in the spirit of a “hula-hoop” approach. They were available at all relevant positions. The wood (maple and oak) also brought an atmospheric quality to the building: a lot of impact with little material. All of this realized with a regional carpenter. Then also adapted as signposts and door signs. The slightly calligraphic, human-looking “Sanserata” was used as the font, on the basis of which more than 30 pictograms were developed further (also for the park guidance system, etc.).

What was the effect?

The guidance system fits into the building and is nevertheless clearly recognizable and understandable: showing the way, offering the highlights – with high interior design qualities.

Contact:

name: Andreas Koop
company/organisation: designgruppe koop
e-mail: a.koop@designgruppe-koop.de
website: www.designgruppe-koop.de



Sanserata extrabold
Piktogramm WC Damen/Herren

