

Category: Wayfinding

Project: Stubai Cycling Route

What was the challenge?

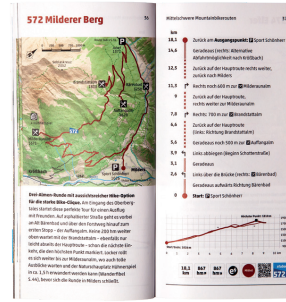
The Stubai valley is a region of the Austrian Alps known for recreation and mountain sports. As part of the planning of a new cycling route throughout the valley, we were assigned to develop design-solutions which provide information as well as an emotional experience and go along with the bureaucratic demands of a stately defined route signage.

What was the solution?

Together with the architect Thomas Mathoy and UK-based cartographers Pindar we designed relaxation areas and combined them with useful elements like bike racks, tools etc. The platforms of white concrete graphically show the kilometre mark of the route, resembling the predefined green route signs. A strip-map-depiction of the valley and its cycling options as well as a logo-like use of the main-route's number «19» are part of these areas. Along the whole path, «milestones» matching the appearance of the relaxation areas were implemented. The cartographic strip-map-approach deliberately lets the user «read» the Stubai valley from left to right, starting near the glacier and ending in the next valley, the Wipptal. The maps provided at the relaxation areas visually correspond with the design of a trilingual print-brochure.

What was the effect?

Our idea of implementing a decisively contemporary design approach in a cultural context, which is very much dominated by Alpine traditions, had to be conveyed to the stakeholders first, which was part of the challenge. The decision to go along with it paid off when guests and locals of the region very positively commented on the design-solutions published in print and online. This cycling project is a signpost towards an environmentally friendly and sustainable future of Alpine tourism.



pictures: Flatscher, Lampechter

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