

Category: Wayfinding

Project: The Faculty of Physics at the University of Warsaw

What was the challenge?

The building of the Faculty is a complicated structure, constructed in 2 stages linked by a skywalk above an internal street. Among the impressive features of the building is its ground floor, which includes a library, lecture halls, 2 patios, cafeterias and administrative offices. It is the area that attracts the most users and unifies various functions of the building – but because of the character of the architecture it creates a problem for the users to know, where to go.

What was the solution?

We set our sight on creating system that would be unconventional in its form, readable by a wide range of users and, in a way, evoke the most common associations with physics. Our goal was to make this building more friendly, accessible in spatial reception. In addition, we wanted to provide employees with tools through which they inform about important events that took place in lecture halls, studios, etc.

What was the effect?

The signage system was based on visual references to technical drawings, experiments, diagrams, and activities from physics textbooks. We have chosen materials that provide a great background for our concept. In places where information carriers change dynamically and require frequent exchanges, we have proposed an interestingly constructed carrier that enables message exchange.

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