

Category: **Wayfinding**

Project: **Rovinj - Rovigno City Pools**

What was the challenge?

The newly opened swimming pool complex which spreads over 3 637 square meters is located in Rovinj, an Istrian town with a unique skyline. One of the characteristics of the pool is its large glass wall overlooking the sea, which is only a few meters away. In a certain way, this visually combines the water from the pool and the sea, as well as the complete experience of going to the sea or the pool.

What was the solution?

A towel is an item that is definitely important to us, both on the beach and at the pool. That's why we used it as a leitmotif. Through stylization, it is present on all parts of the signaling by hanging from the ceiling, sideways, or from the tiles. Signalisation is done in a way that its position is in the direction of, or close to the entrance of the specific space, showcasing the purpose of the space the user is heading into.

What was the effect?

Each icon, and thus the towel, has its own color, which brings variety and liveliness to the previously neutral space. This towel is classic, with horizontal lines which are achieved by alternating matte and glossy stripes. In addition to indicating even more clearly that it is a towel, they also serve as a base for placing graphic elements, both text and related symbols. Just as a towel draped over a holder creates the shape of a semicircle, rounded lines were used to display symbols. The signaling can be visually associated with the characteristics of Mediterranean towns like Rovinj, where laundry is dried stretched between buildings.

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