

Category: Wayfinding

Project: Serviceplan House of Communication

Super Service

When one of Europe's biggest owner-managed ad agencies moves into new premises, the signage system has to be (you guessed it) super-creative. So here we have not just a bespoke typeface, including pictograms, signs and symbols, but also a suspended block of illuminated text – a flying carpet! – set in this unique font. The 130-metre long, 6-metre wide light installation runs through all three buildings that form the campus, linking them together and making a bold statement: heads up, creatives at work! Special things are taking shape right here; you're at the home, the heartland of advertising. That said, the illuminated band of text is no mere ornament but serves as a directory, displaying key destinations in the signage system. And, needless to say, the pictograms and all the other signs, arrows and symbols were also designed to match the typeface, which itself references the grid-based design of the building interiors. This luminous optical and functional backbone is accompanied by a signage sub-system on walls and pillars that guides staff and visitors at intersections where – like in any creative process – choices need to be made: should they go left or right, continue straight ahead, or turn back?

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