

Category: Wayfinding

Project: The Grid

What was the challenge?

In the middle of Berlin Kreuzberg, PANDION OFFICEHOME developed a modern commercial courtyard with contemporary, flexible spaces as an optimal “new work environment” for start-ups and traditional companies alike. The wayfinding system gives the building complex a visual identity and creates orientation. The Grid supports new ways of working with, among other things, the topic of health promotion – for example, in the form of large exercise wall graphics and a particularly bicycle-friendly design of the underground car park with a low entrance slope and shower facilities.

What was the solution?

Moniteurs designed individual graphics and motifs to inspire and accompany all users in a friendly manner. Typography: The combination of the geometric typeface Foundry Gridnik and a semi-bold serif typeface makes the signage system a mix of styles typical of Berlin Kreuzberg. The logo was designed by Moniteurs to complement the PANDION brand and staged as a light sculpture in the courtyard.

Next to the lifts are level overviews where new tenants can be added as required. Black, white and green – and a striking location marking in red – a minimal colour concept runs through all elements of the wayfinding system. The stretching exercises “Wannsee duck”, “Berliner Ring” and the “Goldelse” make you want to use the stairs instead of the lift. The multi-storey car park is integrated into the overall visual concept. Bicyclists welcome! The Grid offers comfortable bicycle parking in sufficient quantity.

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