

Category: **Wayfinding**

Project: **University of St.Gallen (HSG)**



What was the challenge?

Spinform has developed a new orientation system for the rapidly growing University of St.Gallen: 47 buildings on an area of 39.4 km² with a height difference of almost 100 meters. Heterogeneous architecture from different eras, with buildings of national importance, plus works of art by international artists. This specification requires a particularly sensitive handling of the signs and signals.

What was the solution?

Spinform has divided the entire University of St.Gallen into four campuses and defined an expandable coding as the basis for the physical orientation system and the digital navigation app (for outside and inside). The narrative addition of information is kept concise so that the system works well bilingually. The design of the individual elements follows the brand of the university with the polygonal shape and the color scheme. The barrier-free access is mapped with the app. The interior signage, is under construction and will be realized in the first semester 2023.

What was the effect?

The sculptural elements at the campus entrances frame the site. Distinctive and identity-forming. Signposts are used to navigate through the extensive grounds. Building signage as a calling card welcomes visitors. A «mini-sculpture stele» signals the main buildings. A relief map is mounted at three locations. It is formally a cheerful quotation on the «university world», therefore in spherical form.

Contact:

Jürg Brühlmann und Anja Bodmer
Spinform AG
design@spinform.ch
www.spinform.ch

