

Category: Wayfinding

Project: Wayfinding in Fryderyk Chopin House of Birth in Zelazowa Wola

What was the challenge?

The design challenge was to incorporate the essence of the building as well as the heritage park. Our goal was to effectively inform about functionality as well as respect the natural and harmonious architecture. Access to functions, recognizing entrances and ensuring the confidence of moving around the grounds were the challenges we have dealt with. Challenges were many, especially taking under consideration varied groups of music lovers, from Poland and abroad, families with children, seniors and school excursions.

What was the solution?

Our priority was easy readability and visibility, we decided on neutral colors, implementing elongated vertical forms, which did not cover the landscape and playing together with architectural rhythm. Chosen colors provided visibility against the greenery and dark building interiors. Large scale pictograms, presented on the buildings were inspired by the cut of the font. Its quick visibility was softened by raster filling. Map was designed to make it understandable through friendly graphics and recognizable landmarks. Carriers are "layered" on objects and architecture elements, made of metal, taking care of high quality and sustainability.

What was the effect?

The entirety of project is based on clean, simple forms, system has all the necessary elements; function and entryway signage, navigation, maps, as well as technical and legal information.

Contact:

name: Justyna Kucharczyk,
Agnieszka Nawrocka, Andrzej Sobas.
company/organisation: TUKEJ
e-mail: tukej@tukej.com
website: www.tukej.com

