

Category: **Wayfinding**

Project: **AT&S Leoben**



### What was the challenge?

The new main building of the circuit board manufacturer AT&S needed a wayshowing system for internal and external people. The guidance system should ensure good orientation throughout the building and yet remain inconspicuous. To ensure data privacy, the glass surfaces in the building had to be provided with privacy protection.

### What was the solution?

The guidance system and building design create a space that is user-friendly and practical, while subtle visual cues and design elements help individuals navigate through the building with ease. Printed circuit board traces have been incorporated into the graphics, providing a subtle way to link the design of the space with the products being manufactured. Graphics and design elements on the glass surfaces still encourage communication and networking among individuals.

### What was the effect?

First, the intuitive design allows people to quickly find their way around the building without a learning phase. This has made it easier to access the different areas and facilities of the building. Incorporating conductive traces into the graphics has resulted in an intuitive user experience and a decorative but functional visual screen. The design of the wayshowing elements has also increased the visibility of the brand identity and extended it into the physical space.

Photography: Salon Deluxe

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