Category: Wayfinding

Project: Kunsthalle Praha

What was the challenge?

Kunsthalle Praha revives the former Zenger Transformation Station in the historic centre of Prague. Accessible to a broad public. The wayfinding system leads visitors next to the design shop, bistro, café, through three large gallery spaces. The building was largely gutted and rebuilt. However, parts of the existing building were also left in place, creating an exciting spatial experience with many intermediate levels, views and exits for the visitors. A complex challenge.

What was the solution?

The arrow, derived from the logo, not only points the direction, but also summarises the individual goals. The typeface drawn by Pistora is based on a template by Tschichold. The derived pictograms, letters and arrow are made of burnished iron and applied to the rough concrete. The contrast of these materials, the pure of the application and the lightness of the arrangement create a visual appeal that unfolds in the interior, yet recedes in favour of the art.

What was the effect?

This project was not only a step forward in the sense of work, but also a learning for life, through dealing with our common history and talking to each other. Being involved in the creation of this cultural location, whose aim is to connect the Czech and international art scenes, also resulted in the joint design of the wayfinding. Discussions on the concept, then incorporating these results into the wayfinding and picking up on the history of the place, such a process allows wayfinding to become a connecting element between architecture and design and thus strengthens the identity and charisma of the project.

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