

Category: Wayfinding

Project: Wellington Place

What was the challenge?

Leeds's newest dynamic neighbourhood presented a huge wayfinding challenge to overcome: it is inward-facing so doesn't naturally draw people in. Its navigational challenges included:

- indistinguishable building facades with multiple entrances
- wide boulevards which also were not easy to identify, and
- no visual representation to the development to help people build a mental map of the site, which all added to the confusion.

What was the solution?

To give user confidence we set out design principles and a clear information and sign placement hierarchy. Sign typology and key orientation points nudge users from arrival gateways through to the building entrance markers.

From early on we knew a digital design would be the right approach: the quarter is being built out in phases so we needed a creative solution that could adapt as the place changed.

The sign form takes inspiration from the angular aerial footprint of the development and expands the use of the brand pattern. Signs complement the public realm and architecture, with colour details matching



building finishes. We recommended the consistent use of materials, colour and the distinctive angular form to create a recognisable visual identity.

The sign family is dynamic and flexible. Information that won't change has been fixed while variable information is fabricated in materials that can be easily and economically replaced.

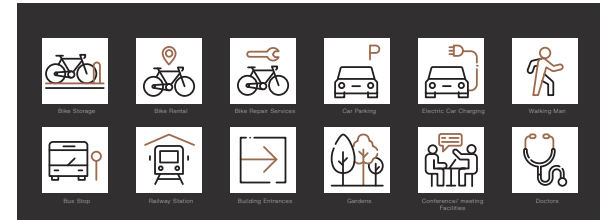


Contact:

name: Sophie Campbell
company/organisation: Placemarque
e-mail: info@placemarque.com
website: www.placemarque.com

What was the effect?

The scheme uniquely translates the Wellington Place brand (professionalism, vibrancy, welcome, accessibility). It successfully presents users with strategically-placed navigational information throughout the site and connects the development with the city centre and key transport links.



"Placemarque took the time to understand the unique characteristics of Wellington Place and what we wanted to achieve with the wayfinding scheme. They were ambitious in their design and delivered on the brief, both conceptually and technically, whilst responding to the site constraints. Their attention to detail, when it came to finalising the design, sign locations, working with the sign manufacturers and overseeing the final site installations, was fantastic."
- Miles Jones,
Senior Development Manager, MEPC Limited

