

Category: **Wayfinding**

Project: **Jana Graudona taka at Turaida Museum Reserve**

Arheologa Jāņa Graudona taka



What was the challenge?

To create a visually appealing and narrative wayfinding that would not clash with the surrounding historical heritage, but would still serve to attract visitors' attention and guide them to the right path.

What was the solution?

Using combinations of materials that have appeared historically, while choosing a typeface that is reminiscent of the historic typeface but still contemporary. The added accent of colour helps to link the functional purpose of the navigation sign with a fresh and eye-catching appearance. Wayfinding signs integrate additional information about the viewpoint.



What was the effect?

The final wayfinding system, integrated into the appropriate environment, provides clearer and more consistent information and helps to navigate the reserve. The wayfinding signs are equally effective in summer (when the trail passes through dense scrub) and in winter (when nature is almost monochrome). The customer experience was very positive.



Contact: Gundega Kalendra /Creative agency "Raugis" /raugis@raugis.eu /www.raugis.eu