

Category: **Wayshowing**

Project: **St. Michael's Fortress**



Color coding of Šibenik's medieval fortification system (4 fortresses) has also been incorporated into special purpose signs on viewpoints. St. Michael is light blue, St. Nicholas is green, St. John is dark blue and Barone Fortress is orange.

Light blue line is detail added to all signs that offer main informations related to this particular Fortress.

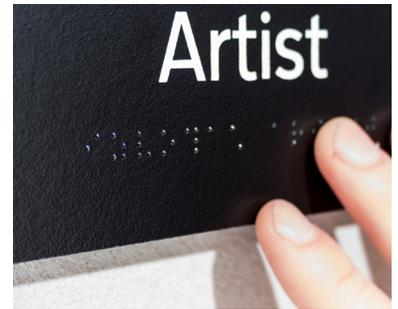
What was the challenge?

Built on Adriatic coastline of Croatia, on a 60-meter-high rocky hill above the channel, St. Michael's Fortress is the central point of Šibenik's fortification system and the core around which the medieval town developed. The oldest preserved parts of the fortress date back from the 13th century, but most of them are from the 15th and 16th century. Given that the Fortress as fortification was never fully completed because of possibility for future adaptation in military technology, after renovation in 2014, a new layer of signage needed to represent the 21st century. Challenge was to answer the needs of 150 thousand visitors a year while

at the same time coping with the strict regulations of the monument conservation. Matter involved interdisciplinary approach of architects, designers, manufacturers and historians. Risks and expectations were identified, and a shared vision for project was constructed together in order to accomplish harmony with architecture and to make visitors' experiences more memorable, exciting and worthwhile. Site needed to be user friendly and have visible navigational system for first-time visitors and citizens, thus creating a sense of place with clear and consistent information through a variety of wayfinding tools.

What was the solution?

Being a fortification monument presents many design constraints, which were the driving force for shaping the signage system. All design principles were formed keeping them in mind, so that the final form feel like extension of site, rather than imposing itself. Sign placement is a direct consequence of studies and consultation with building staff regarding on average time spent in main spaces and frequent visitors destinations. Several types of signs were designed and placed at various locations around the site. Each sign type has a different function and size but uses a common design theme in form of consistent use



Wall-mounted indoor signs create interrelated system based upon 8 possible combinations of main module, thus paying tribute to diversity of architecture and declaring that a place that once served for war purposes, now belongs to artists.

Destination signs have tactile Braille writing to improve visitors' accessibility.

of font and color to achieve visual cohesion. Pictogram system is designed as visual interface, to capture attention from a distance and to be language neutral. Basic shape was designed to complement chosen typeface, after which additional details were added until an optimal level of complexity and detail was obtained to maximise visibility and comprehension. The thinking and design development went much deeper than the core elements, as the series of special purpose signs for mapping cultural heritage became significant part of the wayfinding system. Historical markers were designed to reflect on histor-

ic resources, persons and events that are significant in areas of archaeology, history od Šibenik and traditional culture. Their purpose is to increase awareness of the rich cultural heritage pointing out the key destinations and organizing the visual and verbal cues within and outside the Fortress. Also, it's was vital to ensure that visitors, regardless of any disability or impairment that they might have, do not experience barriers within the Fortress. The vision of signage system was to be more accessible so it would bring economic, social and cultural benefits not only to those wanting to visit but also to citizens of Šibenik.

What was the effect?

Current visitors and client feedback is very positive, but it is still in process of formal evaluation. Mesuares of success will include visitors feel of welcome and safety, number of visitors attracted and satisfied, usability and accessibility. On long-term basis, the value of project should reflect on local economy and capitalize the positive attributes of the community.

Contact:

Karlo Kazinoti, Mišo Komenda, Iris Klaric
 kK graphic design studio
 info@kkazinoti.com, iris.klaric@gmail.com
 kkazinoti.com, behance.net/IrisKlaric