

Category: **Research**

Project: **Genlser Research Catalogue, Volume 2**



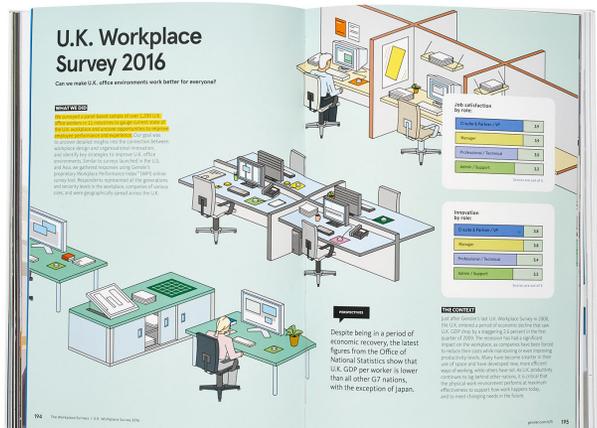
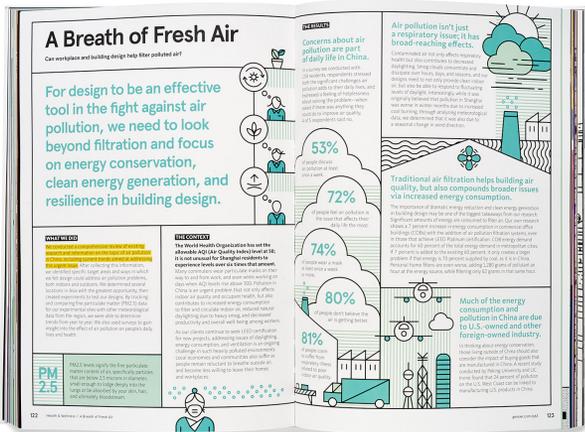
### What was the challenge?

Two key goals informed the creation of the Genlser Research Catalogue, Volume 2: 1) to present the methods, findings, and implications of 41 diverse research efforts in a direct and engaging manner, and 2) to create graphic and information design that celebrates not only research findings, but also how graphic design can be used to present information in new and compelling ways.

Each project needed to maintain a consistent narrative structure to allow for coherence and easy navigation throughout. The variety of research methods—some data and analytics heavy, some more conceptual—required a similar variety of graphic styles. The Catalogue also needed to reach a broad audience—the book is the second in a series, but is the first to be made available for public sale.

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**What was the solution?**

A team of 25 graphic designers collaborated to design the Catalogue and achieve a high level of design styles within a format that expresses the methods and findings of each research project. Information graphics were a consistent focus, used for the clear presentation of research insights to appeal to a broad audience interested in research, innovation, and the built environment.

**What was the effect?**

The Catalogue celebrates the work of 41 research teams investigating topics at the intersection of design, business, and the human experience. Multiple modes of navigation—a primary and secondary table of contents, as well as a comprehensive index, provide an easy entry into the book, as well as multiple visualizations of the Catalogue's contents and structure in and of themselves.

The book's navigation is designed for both broad reading and for those in search of specific topics or design types. The outcome is a catalogue that celebrates both design research and of the power of graphic design to communicate complex ideas in ways that are both understandable and enjoyable.