

Category: **Wayshowing**

Project: **Wayfinding for Moscow**

What was the challenge?

Moscow's vision is to build a world-class, dual-language, multi-modal transportation network to improve the experience of the city for citizens and visitors alike. To help realise this vision, Moscow Department for Transport (DOT) commissioned the creation of a unifying visual identity and wayfinding system to seamlessly integrate all forms of movement across the city.

Commencing with the city's iconic Metro system – which is used by nine million people everyday – the aim was to improve the flow of people through the complex station environments, some of which have as many as fifteen exits and multiple transfer options. The main challenge was conveying the complicated environments clearly, whilst revealing transfers and end destinations, as the length of walk involved in making a mistake is significant.

What was the solution?

A bespoke range of products have been designed and manufactured, to respect and compliment the environments in which they are situated. Every product is created for its specific location, providing tailored travel choices to enable people to move with confidence and identify their transfer, or guide them to their final destination with ease. Exits have been allocated numbers to allow people to follow them on direction signs along platforms and corridors. Intuitive maps and diagrams were designed to help people make informed decisions and act upon them with efficiency. These included heads-up pedestrian maps at key decision points, showing the city above ground when viewing it below ground, with subterranean routes overlaid onto geographic maps, in order to help people decide which exit to navigate to.

The dignified and elegant physical form of the product design is a response to the architecture of Moscow Metro's interiors – the circle, which is a consistent architectural feature – is integrated as a signature component of the design language within the system.

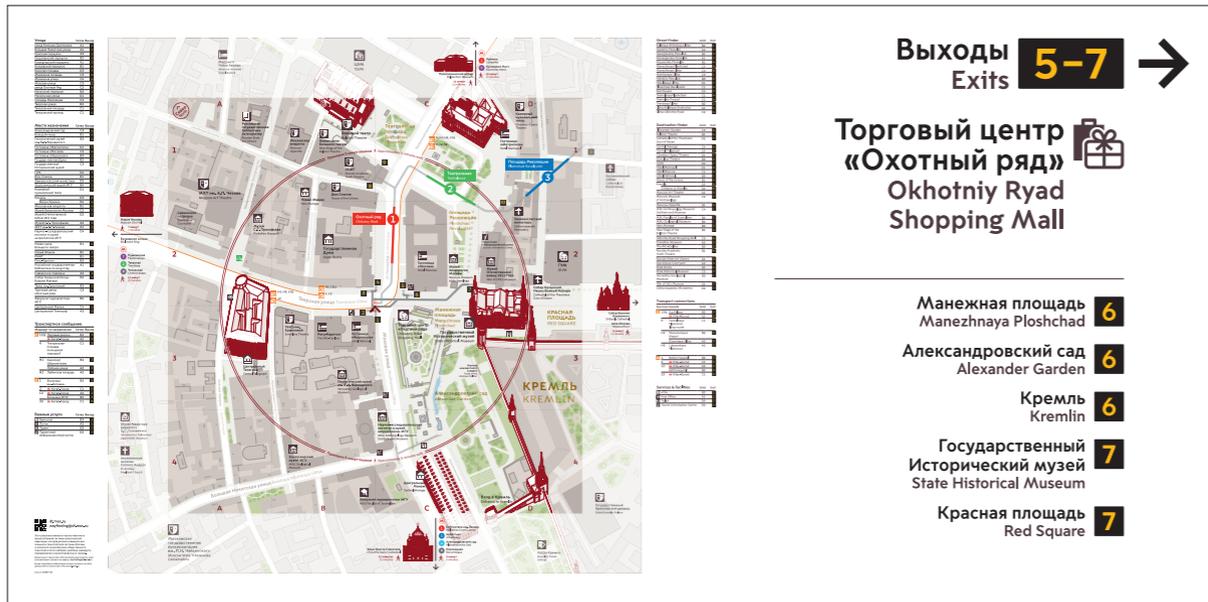
A responsive visual identity, also inspired by and rooted in the DNA of Moscow was developed as the voice of the system. Grounded in the fundamental attributes of legibility and international recognition, an iconic, bespoke font of four weights, together with a comprehensive set of pictograms that echo the expression of the font was created, alongside ornate and distinctive 2D and 3D building illustrations of Moscow's top landmarks to aid orientation and encourage engagement with the information.

What was the effect?

The system has currently been applied across five Metro Station environments in the centre of Moscow, prototyping the range of information and product types, and testing the locations in which they are situated. User feedback captured on site and through social media, reports the system has been very well received. The system has been designed to be rolled out by Moscow DOT and is now being extended to all 190 Metro stations, as well as other modes of transport including bike share, tram, trolley bus and bus – with bespoke shelters, real-time information totems and supporting street furniture.

Contact:

name: Matt Jephcote
company/organisation: City ID
e-mail: matt.jephcote@city-id.com
website: www.city-id.com



Выходы Exits 5-7 →

Торговый центр «Охотный ряд» Okhotny Ryad Shopping Mall

Манежная площадь Manezhnaya Ploshchad **6**

Александровский сад Alexander Garden **6**

Кремль Kremlin **6**

Государственный Исторический музей State Historical Museum **7**

Красная площадь Red Square **7**



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1 2 3 4 5 6 7 8 9 10



Client: Moscow Department of Transport
Lead design & direction: City ID
Industrial design: Billings Jackson Design

Typeface & pictogram design:
A2-Type with Margaret Calvert, Cyrillic script created with Ilya Ruderman

Cartography: City ID & Jason Clark
Illustrations: City ID & Ocula
Product manufacturing: Lindner Group

