

Category: **Wayshowing**

Project: **The sign development in the former Haneda Airport (Ota City, Tokyo)**



An entrance sign of the green space in the zone 2

What was the challenge?

Ota City has been promoting the new town development project in the former Haneda Airport site. They have been planning the project by dividing the development area into two zones. Zone 1 will be research development facilities of the most advanced technologies in various industries, a shopping complex where you can experience Japanese culture, and a large public park where events can be held. Zone 2 will be a green space along the Tama River and a large shopping center that consists of

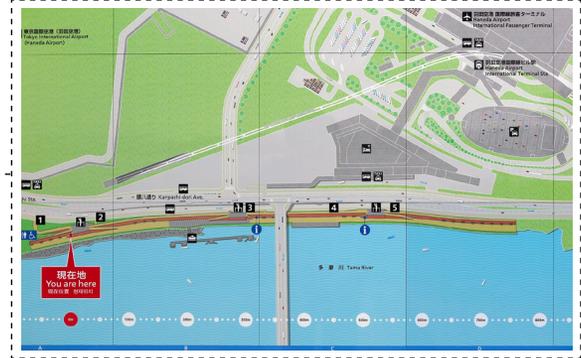
shops, hotels, and a bus terminal, connected to Haneda Airport Terminal Building. As this area is close to Haneda Airport, a large number of visitors not only from all over Japan but also from around the world are expected.

As part of the project, Ota City had needed to form "Sign Design Guidelines for the former Haneda Airport Site" to develop the sign system for the inbound visitors in the whole planning area.

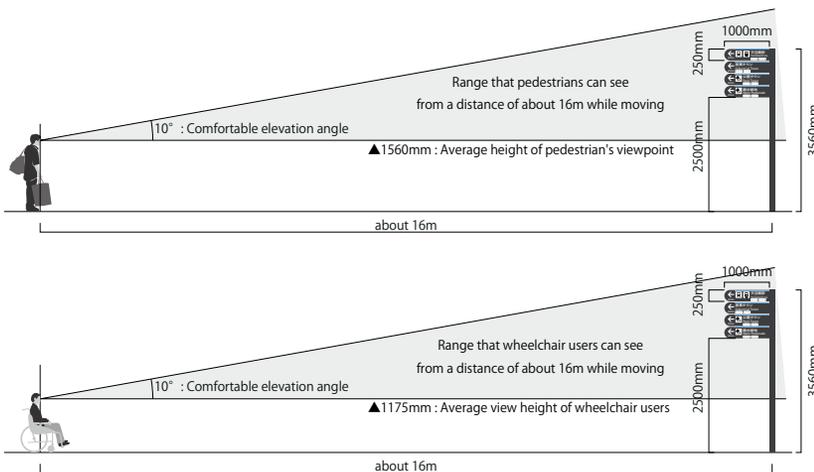
What was the solution?

Considering the characteristics of this area, i Design developed the sign design with the following points.

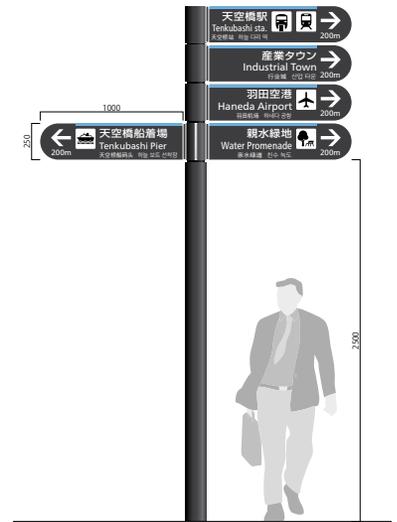
1. Although the existing sign design in Ota City is written in two languages, Japanese and English, since more international visitors to this area are expected, we decided that written in four languages adding Chinese and Korean, which are the languages of neighboring countries, should be a new standard.



An information map sign of the green space in the zone 2



The design of direction signs which are under construction in the zone 1



2. Because the future development will expand the road to a width of 15 meters, we decided that the size of the Japanese and English characters in the direction signs should be readable from 16 meters distance.

3. The entrances of the green space in the zone 2 are lined up along the road, so we designed the entrance signs to show the distance to the next entrance as a utility of activities and movement.

4. The vast airport runway, airplanes, and cars on the road are drawn in the information maps of the green space to entertain the users.

What was the effect?

At the brand-new innovation city located in the Haneda area, the gateway to Japan, we welcome the diversity of visitors with signs.

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