

**Category:** Didactics

**Project:** Orientation & Identity

### What was the challenge?

In the beginning of this self-initiated project was the question how to impart design projects in a completely new way. What's really of interest for designers and their clients? The aim was to convey a look behind the scenes and project backgrounds, the motifs and motivations of all parties involved in the realms of orientation.

### What was the solution?

The special field of orientation and corporate architecture was examined by the example of 16 international projects. Instead of using slick representative image pictures, the projects and their players were photographed individually to accompany interviews with the project teams. Therefore, the book transports a very personal view on multifarious projects from all areas: from semi-public to public, from state-owned to privately owned, cultural and commercial, temporary and permanent – all projects form up to convey a variegated overall picture. A widespread glossary makes this publication a true reference book collecting dates, complexity and characteristics of the projects.

### What was the effect?

Today, the book is considered to be a standard work in the realms of orientation, which provides a different view on this multi-faceted field. Designers, as well as real estate developers and other contractees, educators, city planners and politicians are reading the publication: Therefore the book managed to achieve its goal – not to depict design for designer only, but to entrench it within a broader social context.

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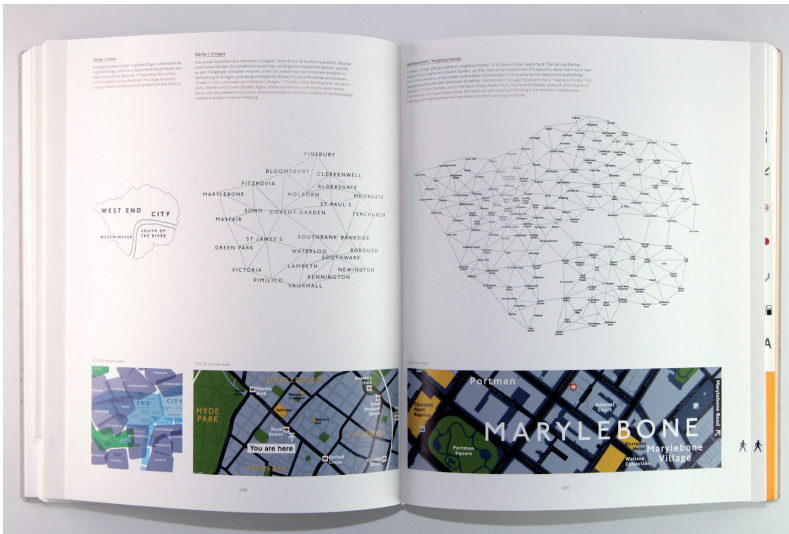
Content structure of the book



Opening page with the project's icon and introduction text / Short description of project and designers / Easy navigation through the book due to different types of paper and a swaged index with icons



Centerpiece of the book: project portraits with interviews of the team – from building contractor to designer; the diversity provides a good picture on the young field of signaletics, abundant in background information and useful for everyone interested



Explanatory project portrait – example: analysis using information design / Layout sample



Consistent visual language: for a better comparability, all pictures were taken directly on site



Utilitarian compendium instead of superficial design: an extensive glossary encloses all important dates regarding the planning and realization of each project

