

Company: Atelier Pacific Ltd.



Role: Wayfinding & Signage Design Consultant

Atelier Pacific has extensive experience in providing Wayfinding and Signage Design Consultancy services for civic, commercial and transport related projects. Some of the major projects undertaken include: work for the Taiwan High Speed Rail Corporation (which involved the design of a system-wide signage programme covering all stations serving the high-speed intercity line linking the north and south of the country); wayfinding and signage for the Red and Green Lines of the Dubai Metro; the Hong Kong MTRC's new property development at LOHAS Park; the new highspeed Express Rail Link at the West Kowloon Terminus project in Hong Kong; the new Hong Kong Government headquarter building's development at Tamar in Hong Kong; and, the redevelopment of the Dubai Creek area.

Other notable previous wayfinding and signage projects undertaken by Atelier Pacific include:

- > Lujiazui Financial Center, signage design consultancy service – Shanghai, 2007-2008
- > Macau Int. Airport Commercial Area Development Project – Macau, 2007-2008
- > International Commerce Centre, wayfinding & signage design – Hong Kong, 2006-2009
- > Shanghai New International Expo Centre – Shanghai, 2003-2006
- > AIG Tower, signing & branding – Hong Kong, 2002-2005
- > Langham Place Hotel, signing programme – Hong Kong, 2002-2004
- > Cyberport, branding & signage strategy – Hong Kong, 2000-2001
- > Hong Kong Convention & Exhibition Centre, signing programme – Hong Kong, 1998-2002

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