



keep | distance

First reactions and feedback from visitors
on the pedestrian wayfinding system
in the Schönbrunn Gardens in June 2021.

Schönbrunn
WORLD CULTURAL HERITAGE

Meiereitor

22 min Palace Schloss ➞

11 min Gloriette ➞

6 min Zoo Tiergarten ➞

keep | distance ...

a frequent comment in Covid-19 period; measuring distance in time is also a key element of the navigation system—for better planning your stay and therefore, relaxed enjoyment of the beauties in Schönbrunn. Within the iterative process of redesigning the wayfinding system, 487 personal interviews have been done in the Schönbrunn Gardens. Here a subset on the first installations in June 2021.

displays | features

place name, main directions,
distance indication in time,
always heads-up mapping,
main sights named in the map,
grid system and map legend,
QR-code as interface to app



Schönbrunn
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Maxing Tor

- ↑ Schloss Palais 20 min
- ↑ Palmenhaus Palm House 10 min
- ↑ Tiergarten Zoo 7 min
- ↓ Gloriette 12 min



English	German	English	German
1. Upper Garden	1. Oberer Garten	10. Upper Garden	10. Oberer Garten
2. Middle Garden	2. Mittlerer Garten	11. Upper Garden	11. Oberer Garten
3. Lower Garden	3. Unterer Garten	12. Upper Garden	12. Oberer Garten
4. Upper Garden	4. Oberer Garten	13. Upper Garden	13. Oberer Garten
5. Middle Garden	5. Mittlerer Garten	14. Upper Garden	14. Oberer Garten
6. Lower Garden	6. Unterer Garten	15. Upper Garden	15. Oberer Garten
7. Upper Garden	7. Oberer Garten	16. Upper Garden	16. Oberer Garten
8. Middle Garden	8. Mittlerer Garten	17. Upper Garden	17. Oberer Garten
9. Lower Garden	9. Unterer Garten	18. Upper Garden	18. Oberer Garten



columns | assistance

main displays are support by mobile units and “Latvian columns” as signposts, alert-information and stops of the panorama train.

Due to heavy treetops
exit indications are placed in lower part for better visibility.



Ausflugsrestaurant
Schloss Brühl
1. Stock

Engelshausen
1. Stock
Schloss Brühl
1. Stock

1. Stock
1. Stock



EXIT



Katharina & Anna / Austria

*There are enough signs and
they fit the surrounding. Very natural.*

*We found where we are and where we are heading to.
The colors and contrast are ok.*

These maps are easy to read.



Helga, Karin & Sabine / locals

We didn't have such signs in Schönbrunn.

Now we can read all the descriptions about the sculptures.

The signs are well-made.

We live here, so that's why we didn't notice the new signs.

And they fit to the landscape. Also, the size is good enough.



Joëlle & Antoine / France

*For taking the shortest way, we use google maps
but I always confirm that information with signs.
The chosen color for the signs mixes with trees.*

It was very helpful when I tried to find the entry.

We didn't notice the signs, as we walk by intuition.



Beat & Angelica / Switzerland

*Information is accessible in the right places and right volume.
We appreciate historical info.*

Oh, looks nice!

*The signs are cool and very needed,
but as a locals, we don't use such signs*



USA & local

I followed my friend, so we didn't need any guiding signs in this park

*Yeah, we saw the signs, but we use
google map instead of the physical ones.*

*The sign information is not confusing.
We can tell where everything is located.
The information helped us to get here.*



Sam & Samuel / United States

*We noticed the signs and they look great.
Two years ago there were none.*

We used the map at the entrance.

I know the park very well so I don't even see it.

The map is pretty accurate.

almost | camouflage

modest integration into surrounding







Kerstin & Kai / Germany

*The signs are useful,
as the garden's area is huge.*

*We have a map
for navigation in the area.*

*The signs should be more visible.
Perhaps with something white on top.*



Two students / Tanzania

These signs help to discover the place.

The saturation of the color is good enough.

It's important to see the signs even in a very sunny day.

*We know this place,
so we didn't pay attention to the signs,
nevertheless the design seems nice.*



George & Aleksander / Lithuania

*What we noticed,
was the distance marks on the signs,
which helps a lot, specially for the elderlies*

We don't really read the signs as we are with the kids

*We were looking for a specific
monument and the map helped.*



Tim & Herbert / Germany

The signs are visible.

With this map it's easy to find a place we are looking for.

*The navigation sign helped
to understand where we are. It's very informative.*

The signs are ok!



Tamar & Amit / Israel

Better than most of the signs in Austria.

nice, colorful, clear

we got a paper map

and it helps us to navigate.



Evangelina & Rosa / Spain

*Signs like these are very needed,
otherwise how can you know where to go?*

*It's great that these signs are more about the objects and places
and less about the routes, as we always looking for specific places
in the garden.*

It's great that significant places have name and description.

team | thanks

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Ilze Dobelev

Agate Eglite

Lisa Finstel

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Darta Galina

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Linda Rubene

Nameda Zenite

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sights | information

Schöner Brunnen / Fair Spring



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