

Company: motasdesign / AT



Project: Europeum Congress & Event Centre

Wayshowing systems have the potential to tell an unfolding story about the identity of a given place. This philosophy is a basic element of the "Europeum's" wayshowing system. It motivates visitors to discover and think about their personal European identity. Apart from wide ranging convention offers, Europeum visitors can focus at close quarters on a common European identity in the form of 27 young Europeans who stand for the nations of the European Union. The wayfinding system portrays both the original concept and the identity-defining elements of a Europe-without-borders. Based on a map depicting Europe's population densities, a flexible grid was developed into which the most important wayfinding details have been integrated. Thus, each wall of a particular European sector can be "played upon". The overall solution is intended to be viewed as part of the architecture whose effects unfold and can be viewed even in outdoor areas. In addition, visitors are drawn to encounter and confront the overall theme of Europe. Thus, cities are invariably used as landmarks on the walls.

