

**Company:** motasdesign / AT

**Project:** Hartmann Hospital



The wayfinding system at the Hartmann Hospital is a synthesis of the Franciscan nuns' identity and values of Christian love, on the one hand, and the requirements of a wayfinding system, on the other. Numerous steps were taken which go far beyond classical signposting. From focusing on the terms, to organizational adaptations, on-the-job training for employees all the way to name-giving festivities. The overall system is based on the Franciscan precepts of "simplicity" and "humanity". As a script, Avenier was selected, since it was developed by Adrian Frutiger as a humanist grotesque script. Within the system itself, a direct and personal form of address is used in order to convey the high value of personal service ("You are now on the second floor of St. Francis."). The "basic color" white is derived from the official clothing of the sisters of the order at the hospital. All signs are defined by the "golden mean" (the so-called divine proportions). The design of each of the four wings is based on a great Franciscan personality, then marked by a specially developed symbol and color derived from his/her own biography. The overall system, i.e. terms, color, symbols, is designed in such a way that it is easily communicated on both visual and oral levels. Terms in oral pathfinding information have been reduced from 16 to 4.



The symbols for the four parts of buildings were derived from the four most important saints.



### **motasdesign**

Markus Scheiber and Christian Lunger are motasdesign, a designer and consulting firm which specializes in spatial communication strategy and wayshowing. As a full service provider, they work for communities and regions, hospitals, convention centers, office buildings all the way to shopping centers. The current company handbook for wayshowing systems entitled "Orientierung auf Reisen" (German only) was intermittently in first place among the most-sought tourist books on Amazon.de.

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