

Company: Applied Information Group



Project: Legible London

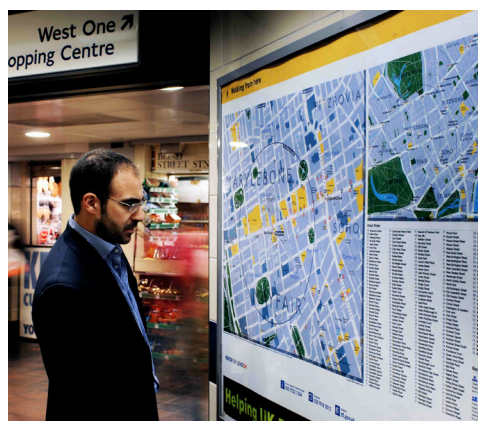
London is a city of complex structures, partly dating back to medieval times, with few long vistas but a multitude of destinations and attractive areas. With more than 27 million visitors a year, walkability is important. It's well known that in the tube map, London has one of the best wayfinding diagrams in the world, but walking has been less well served. Over 40% of people have been using the tube map for walking too!

The idea of Legible London is to provide better support for the millions who walk every day – that's more than half of all journeys in the capital. Applied Information Group's 2005 Wayfinding study identified no fewer than 32 separate pedestrian sign systems in the central area, resulting in visual noise rather than reliable, coordinated information. Legible London aims to provide that coordination: across neighbourhoods and borough boundaries, connecting up with the other transport modes, and delivering information not just in the street, but in all the ways people find their way around.

A prototype of the Legible London system was installed in London's famous West End by AIG along with product partners Lacock Gullam. The careful design process built upon principles of universal access and cognitive science, and resulted in an array of heads-up mapping available at key junctions in the street, at transport arrival points (tube stations and bus shelters) and in people's pockets on printed maps. An agreed set of landmarks and area names peppered the system. The prototype was independently evaluated and surveys suggested journey time-savings of 16% and universal improvements to people's confidence to navigate on foot.

Contact:

Tim Fendley
Applied Information Group
26-27 Great Sutton Street
London EC1V 0DS
Tel +44 (0)20 7017 8488
www.appliedinformationgroup.com



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Project: Walk Brighton

A multi-media wayfinding system is making Brighton & Hove a walking city. A combination of on-street signs, paper and digital mapping will improve visitor engagement with the city and reduce dependence on the car and public transport. Brighton & Hove City Council see this as a priority given its environmental policy.

The first of twenty new street signs have been installed in the city centre, providing directions from the station to the seafront via Queens Road and The Lanes, the city's famous district of boutique shops and cafés. New printed maps of the city centre are available free at tourist information centres and hotels. At the same time, custom designed digital mapping will be accessible on the Internet, via the city's tourism office (www.visitbrighton.com), and in the form of a well-received iPhone app, available on the iTunes store for free (www.walkbrighton.com).

Brighton & Hove's new family of minilith, monolith and fingerpost signs include unique seafront signs with an elongated map reach, responding to the longer-striding ambitions of pedestrians.

The map design applies a pedestrian-centric approach, revealing street details such as pavements, paths, steps and crossings, and incorporating graphics of recognizable landmarks. The designers' cartography has produced rich details such as colour-coded and shaded 3D representations of buildings including the Royal Pavilion and The Grand Hotel.

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