

Company: PLACEMARQUE



Project: City of London Wayfinding

Placemark were asked by the Corporation of London to develop one of the UK's most prestigious and complex urban identity and wayfinding projects for the City of London, Comprising over 450 information points, the scheme stretches across the whole of the City and the Pool of London.

This major project involved a comprehensive design study for a complete new wayfinding system for the City of London. A new map was developed for the City and the design for a new bespoke family of structures for the map, node points and fingerposts.

The project also involved developing prototypes for illuminated dot matrix and information signage. The wayfinding design for the City involved a detailed analysis of the historical make up of the place which has established recognisable districts and character areas, along with a study of the location and distribution of landmarks and places of interest. Key routes are chosen to provide easy navigation and orientation.



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