

Company: d-licious Grafik Design OG

Project: Campus of the University of Vienna

The Campus of the University of Vienna is located near the city center. From the 17th century on the area served as a hospital. With the construction of a new general public hospital by the city government this then enclosed district was donated to the University of Vienna in 1988. The university reorganized the complex of buildings into a campus, which has been opened in 1998. Since then the campus with its 10 courts has become a vivid space and a nearby recreation spot. It is home for many university departments, lecture halls, libraries, academic service centers, restaurants, private offices, shops, a kindergarden and a museum. Thousands of students, hundreds of scientists and university employees, neighbours and visitors enjoy the possibilities now offered.

The wayfinding challenge was to establish a homogeneous system that gives a quick overview of the area, leads to over 80 destinations and offers orientation on the way through the area. This system consists of illuminated pylons that mark the courtyards and wall-signs in the transits between the courtyards (both with you-are-here maps, directional information and list of destinations). Smaller wall signs, that mark the entrances with a number (e.g. court2. entrance1), are a confirmation for the visitors, that they have reached their destination. The University's corporate colour is the main colour for all signs and the University's signet on the backsides of the pylons support the ongoing identity-shift from "Old General Hospital" to "Campus of the University of Vienna".

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