

Company: Fuenfwerken / DE



Project: ACCESS ALL AREAS signage system / City of Wiesbaden

If you take a look at the locations of offices in the agency rankings of w&v or Horizont, apart from the creative metropolises such as Berlin or Hamburg, one city stands right out in front – Wiesbaden. In 2007 the government of the Hessian capital used this surprising fact as an occasion to establish a “Day of Creative Business” together with some of Germany’s top-ranked Wiesbaden creative companies. As part of ACCESS ALL AREAS, as the initiative was called, since then Wiesbaden’s agencies have opened their offices every spring alongside the “see conference” to present films, lectures and other events throughout the city and they now attract interest from the entire Rhine/Main area.

The temporary directional system, which shows the way to the offices and events locations scattered throughout the whole city and draws attention to the event around town, is an integral part of the corporate design. It is sprayed directly on streets and sidewalks using a special paint that disappears without trace after a few days. What was assumed to be vandalism led to repeated confrontations with concerned local people in the past and in the case of one well-known German design competition the concept was even excluded by the jury as it assumed it constituted property damage. That the design experts were so worried about law and order was welcome but that they obviously failed to read the brief project description was a shame. In Wiesbaden the crime that solved itself certainly generated extra publicity.

Contact:

Fuenfwerken Design AG
Berlin / Wiesbaden
Jennifer Schan
jennifer.schan@fuenfwerken.com
T +49 (0) 611. 580 27 44
www.fuenfwerken.com

