

Company: Holmes Wood



Project: Whitechapel Gallery

The Whitechapel Gallery reopened in April 2009 with an ambitious expansion which has transformed the former neighbouring library building, increasing gallery space by 78%. Included in the expanded building are new galleries dedicated to presenting collections and new commissions; a permanent gallery and research room for the Whitechapel Gallery's historic archive, and an Education and Research Tower including study and creative studios.

We created the environmental graphics covering both the external and internal wayfinding scheme. The elements are designed to be sensitive to the art and architecture, yet elegant and purposeful. The solution incorporates all visual language including bespoke information graphics, gallery mapping and a set of 16 pictograms which visually describe the facilities in the building. The sign family is flexible enough to cope with a space that is constantly changing its exhibitions and displays.

The majority of the signs are manufactured from low iron non reflective glass with changeable vinyl or screen printed graphics, often connected to bespoke paper inserts signs. The donor signs are etched into stone, Dunhouse Blue, which is also used on the steps of the old library stair. We also designed the Recognition Wall thanking the Whitechapel Gallery partners in the Gallery Circle, creating a visual interpretation of the connectivity of all the leading galleries in the cities throughout the world.

Contact:

Holmes Wood
Studio 27, 38 Burns Road
London SW11 5GY
United Kingdom
+44 20 7326 9970
info@holmes-wood.com
www.holmes-wood.com

