

URBAN ENVIRONMENTS

Client: City of San Pablo

Location: San Pablo, CA

Description: Citywide Wayfinding Signage & Identity Program

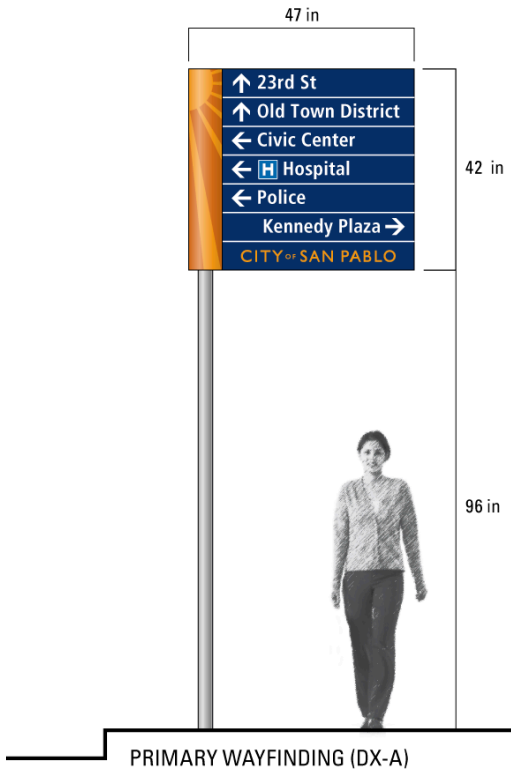
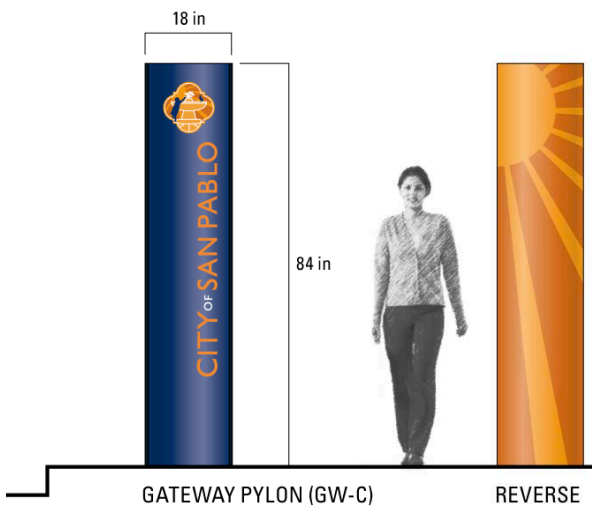
This program creates a strong identity for the city with distinctive gateway monuments and coordinated wayfinding signage. Collaboration with Harriet Spear Studio, NY, NY. Project in progress.



▲ Gateway identity monument



PLAN VIEW



EAST COAST
121 West 27th Street
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New York NY 10001
212 242 3366
212 242 3399 fax

WEST COAST
340 Bryant Street
Suite 210
San Francisco CA 94107
415 222 9667
415 222 9668 fax

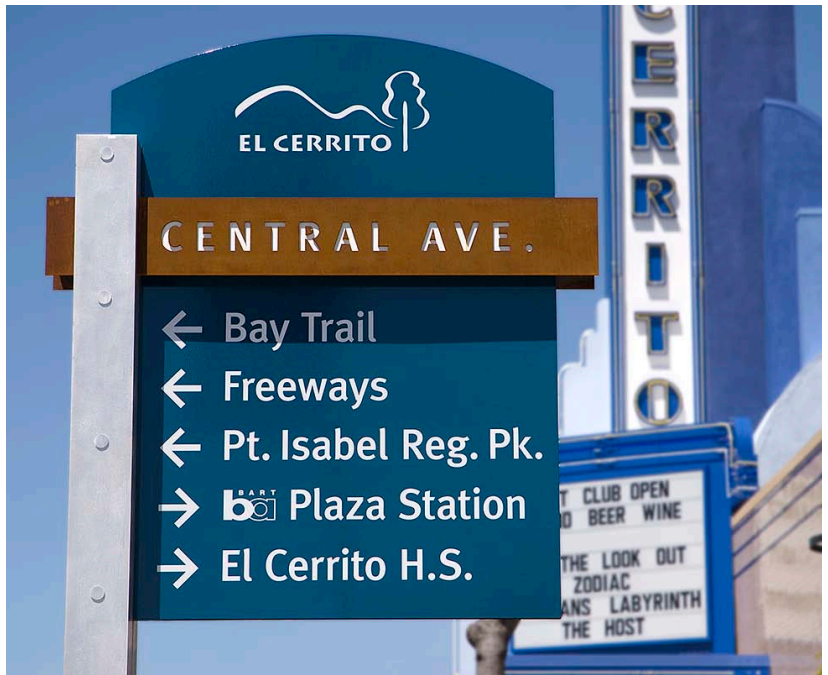
URBAN ENVIRONMENTS

Client: City of El Cerrito

Location: El Cerrito, CA

Description: Citywide Wayfinding Signage & Identity Program

The main street of El Cerrito, San Pablo Avenue, now boasts distinctive wayfinding sign units. Visitors are greeted with unique city limit monuments featuring the city seal. Smaller signs extend the wayfinding program into the neighborhoods.



- ▲ Primary wayfinding
- ◀ Gateway identity monument

- ▲ Primary wayfinding
- ▶ Park identity monument

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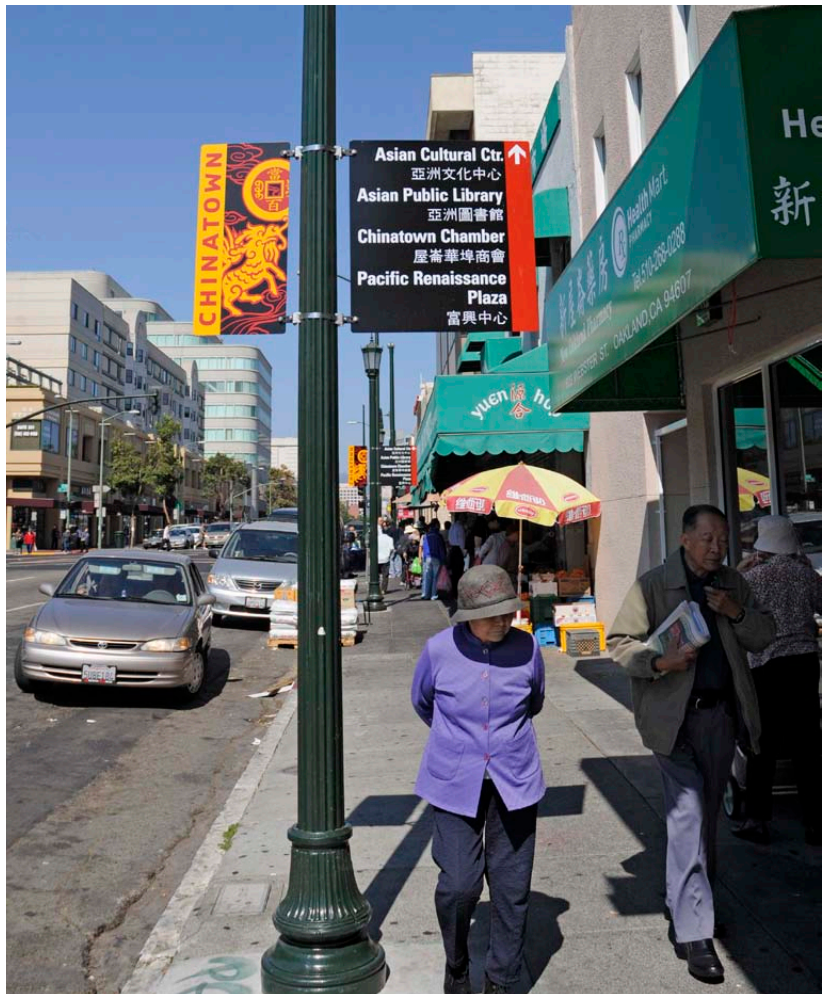
URBAN ENVIRONMENTS

Client: BART & City of Oakland

Location: Oakland, CA

Description: Transit-oriented Pedestrian Wayfinding Program

In the heart of Chinatown, bilingual wayfinding signage directs visitors to area destinations. A distinctive illustrated flag panel was created to heighten community branding. Wayfinding continues in the adjacent areas, completing connections to transit.



← Laney College
→ Amtrak Station
Chinatown
屋崙華埠
Jack London Square
Lincoln Square
Playground
Old Oakland

↑ Lake Merritt Stn.
捷運站 / 美麗湖
← Family Bridges
家橋驛社
Lincoln Square
Playground
林肯廣場公園休閒中心
MCCA Perform. Arts
藝術中心



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URBAN ENVIRONMENTS

Client: Manhattan Borough President and NYS Dept of State, Division of Coastal Resources

Location: New York, NY

Description: West Harlem/Washington Heights Wayfinding and Interpretive Signage Program

A comprehensive urban design and landscape architecture planning study was undertaken to help revitalize a culturally and historically significant area in upper Manhattan. The wayfinding and architectural graphics program shown here was an integral component in making the study successful with respect to user and visitor information.



Visitor walking guide concept



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