

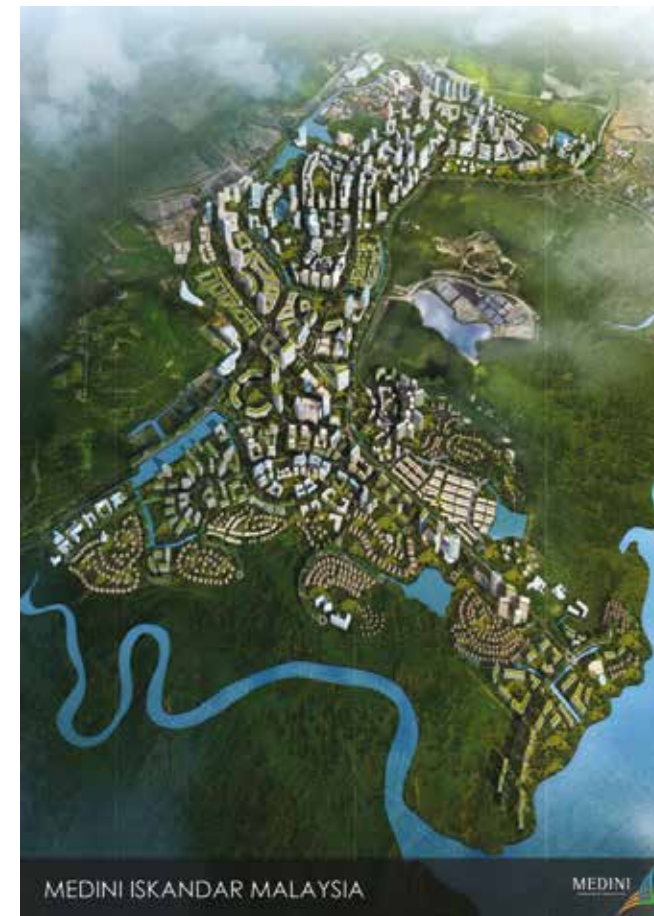


**Wayfinding, Signage &
Environmental Graphics**

Project City of Medini
Client Medini Iskandar
Country Malaysia
Year 2016–2017

Medini is a new city in southern Malaysia, a 15-minute drive from Singapore.

Our programme covered a vast network of main roads and streets spread across 2,300 acres (9.3 km²)—a complete system of sign types, including vehicular, pedestrian, directional, destination, informational, totem and digital signs. We also delivered a Wayfinding Guideline document and design templates for future phases.



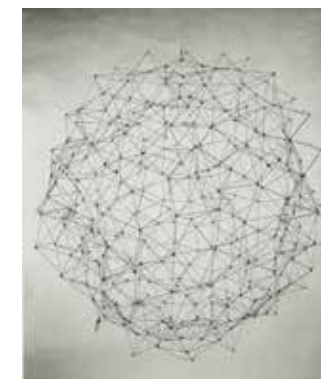
One of our early proposals.



Geometric



Nature



Biological & Ecosystems

Concept

We created a motif based on the aspirations of a smart city:

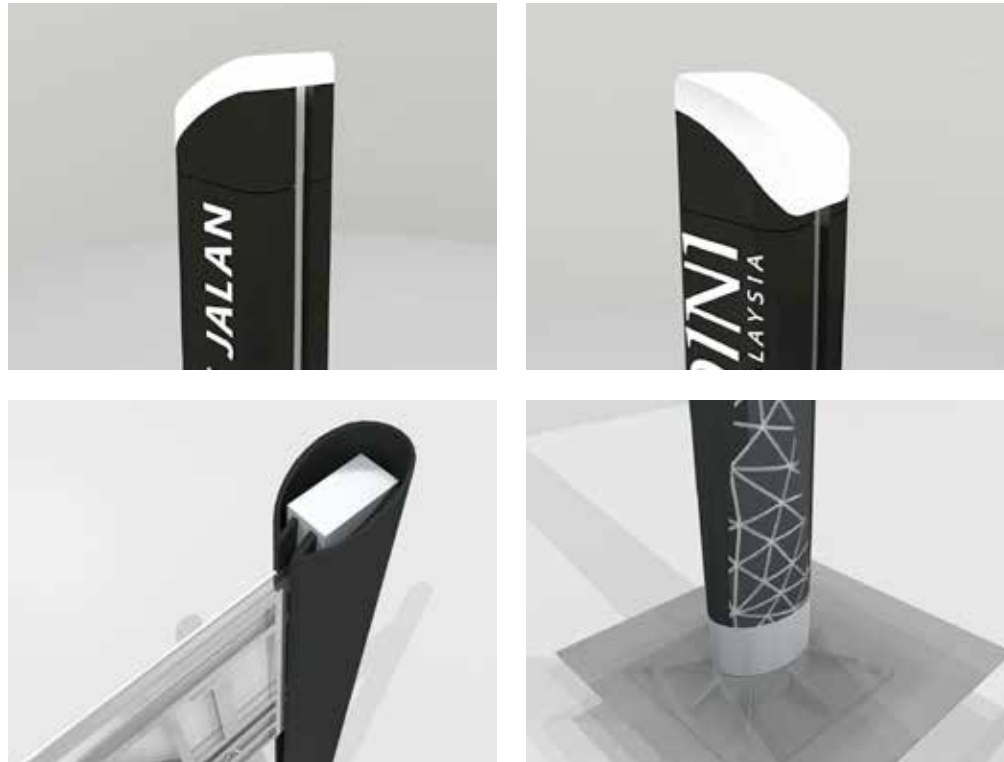
- Connectivity and networking
- Convergence of peoples and cultures / nature and technology
- Interchange, meeting points, bridging
- Ecosystem

The motif was applied to all signs; internally illuminated for totem signs, and acid-etched for street signs.



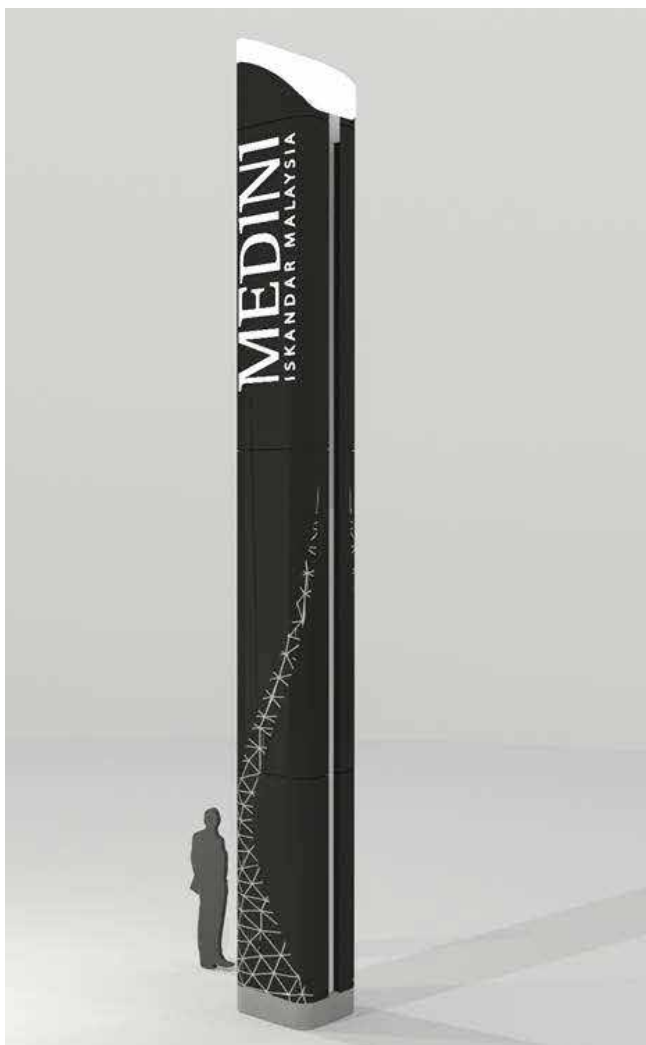
Colour

An earlier black and white colour scheme (approved by the client) was changed to blue and grey to conform to highway authority standards.



The totem sign, with a lighted 'beacon' at the top, marks the entryways into Medini and is visible from afar.

2



The oval-shaped pole for street signs is unique to Medini. Wide at the front and narrow at the sides, the pole gives an impression of both strength and elegance.

ABOVE Medini Iskandar sold several plots of land to various developers who would build townships with their branding.

The street signs in these areas carry the name 'Medini' on the back to reinforce Medini's brand presence.

LEFT The back of the totem sign bids motorists leaving the city *Selamat Jalan*, or 'Have a safe ride or journey' in the Malay language.

Project	The Business Quarter
Client	UrbanPhenomena (Jeddah)
Country	Saudi Arabia
Year	2015–2016

The Business Quarter, spread over 103,000 m², is a premium business park in Dammam, Saudi Arabia.

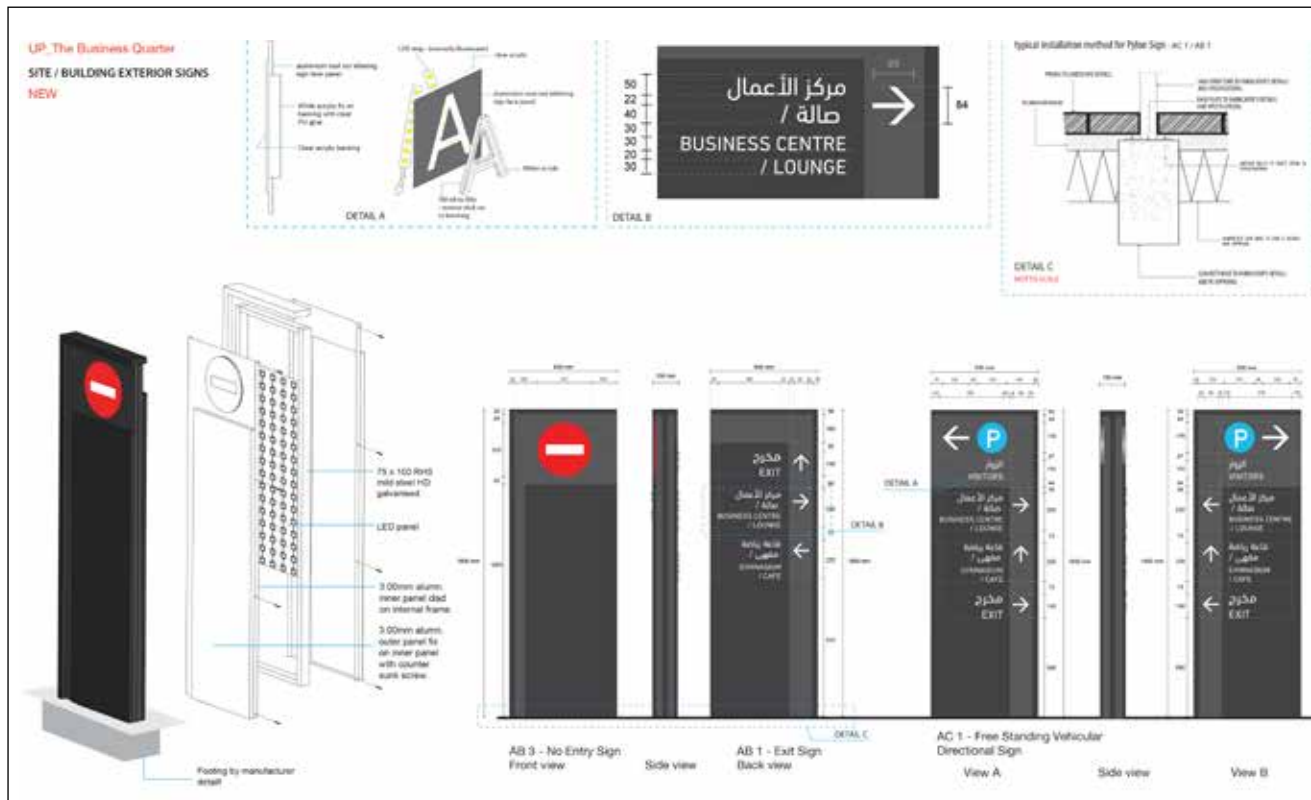
Working closely with our partner Urbanphenomena, we developed the signage system for eight office buildings and the multi-function, support and utility buildings. The sign design closely follows the architectural language of the buildings.

(BQ Logo & Identity by Urbanphenomena)



حي الأعمال

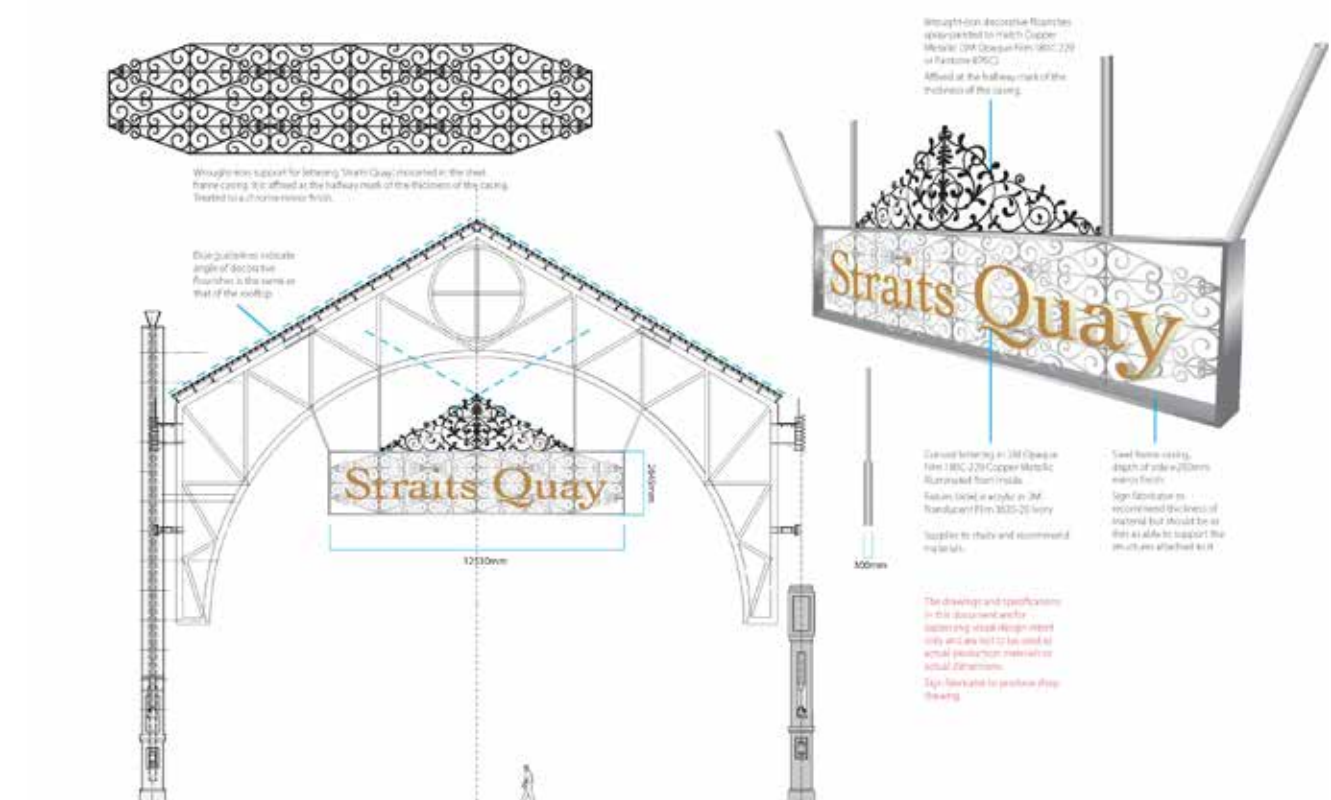
The Business Quarter



Project	The Straits Quay
Client	E&O Berhad
Country	Malaysia
Year	2011

Straits Quay (Penang, Malaysia) is a marina complete with a retail centre, serviced residences, a performing arts centre, and a convention centre.

The architecture draws inspiration from the island's grand colonial heritage, with wrought-iron filigree work reminiscent of the client's iconic Eastern & Oriental (E&O) Hotel. Wrought-iron work is also a traditional trade of the island state.

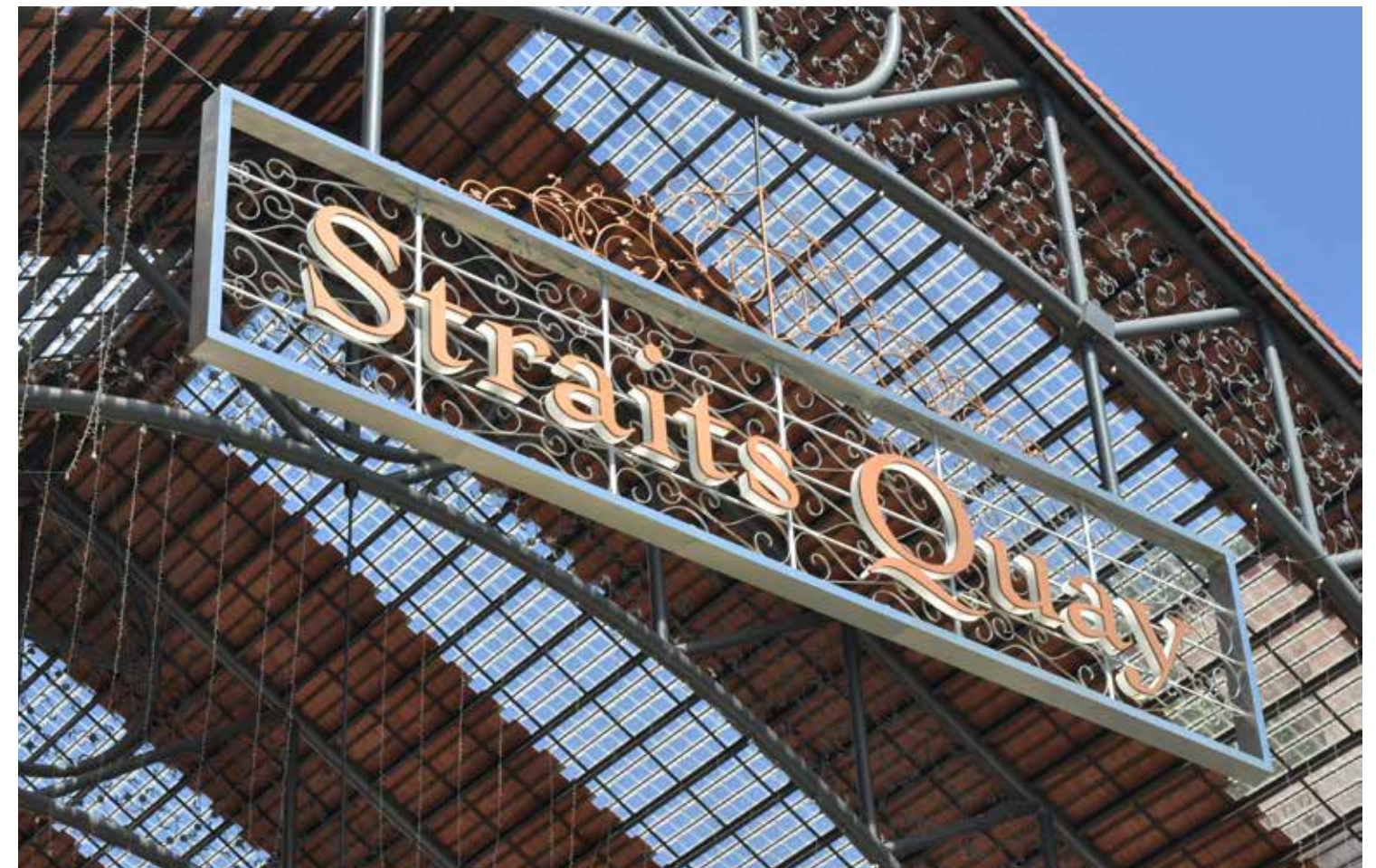


4

We designed an intricate decorative entrance sign to complement the wrought-iron filigree work in the building.



TOP LEFT Straits Quay Marina. **TOP CENTRE** Wrought-iron feature above the main lobby area. **ABOVE** Our studio did a computer simulation of lighting effects on the main sign.



The Entrance sign (actual photograph) has intricate ornamentation in aluminium as a solution to reduce weight and wind loads. Wrought-iron, a much heavier material, was used for some of the signs at ground level.

5



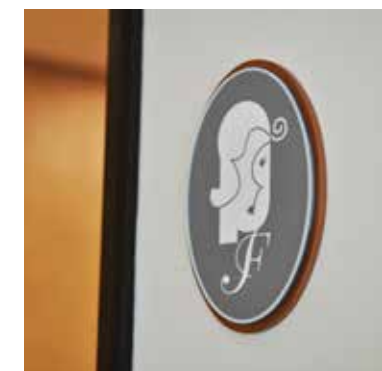
Destinational Signs



Icons



We designed new pictographs for Straits Quay that reflected the colonial elegance and timeless luxury of the client's E&O Hotel (above).
LEFT Utilitarian signs were given a touch of class with bronze finishing. BOTTOM RIGHT Hanging signs were trimmed with bronze strips.



Project Plaza Arkadia @ Desa ParkCity
Client Perdana ParkCity
Country Malaysia
Year 2016–2017

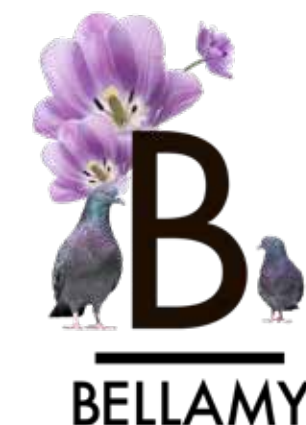
Plaza Arkadia is a 11.3-acre mixed-use development comprising a retail centre and offices. It is located in Desa ParkCity, a leafy residential precinct famed for its central park and green surroundings.

The nine buildings* are linked by a series of interconnected courtyards and sky bridges. With 13 sets of escalators and 16 lifts scattered around the development, the wayfinding task was a challenge.

*One building served as the client's HQ, and our wayfinding only covered eight buildings.

Wayfinding Solution 1

The client named the colonial-style buildings after prominent British residents from the Colonial Malaya era. However, people will not be able to remember these names. We emphasised the first letter of each name in our signage design, e.g. Anson = A, Bellamy = B, etc., to help visitors find their destinations.



Wayfinding Solution 2

The buildings seem grey and stark, completely contrasting with Desa ParkCity's famed green environment (below). We introduced elements of flora and fauna from the surroundings and vibrant colour-coding to liven up the buildings and assist in the wayfinding.



Project Plaza Arkadia @ Desa ParkCity
Client Perdana ParkCity

Distinctive images and colour aid memory recall in locating one's vehicle in the voluminous basement car park. The graphics also served to identify the various buildings and brighten up the dull corridors.



NOTE: The graphics were not implemented due to project budget overrun but we were fully paid for our work.



Reserved for women



Project Atria Shopping Gallery
Client OSK Property
Country Malaysia
Year 2012–2015

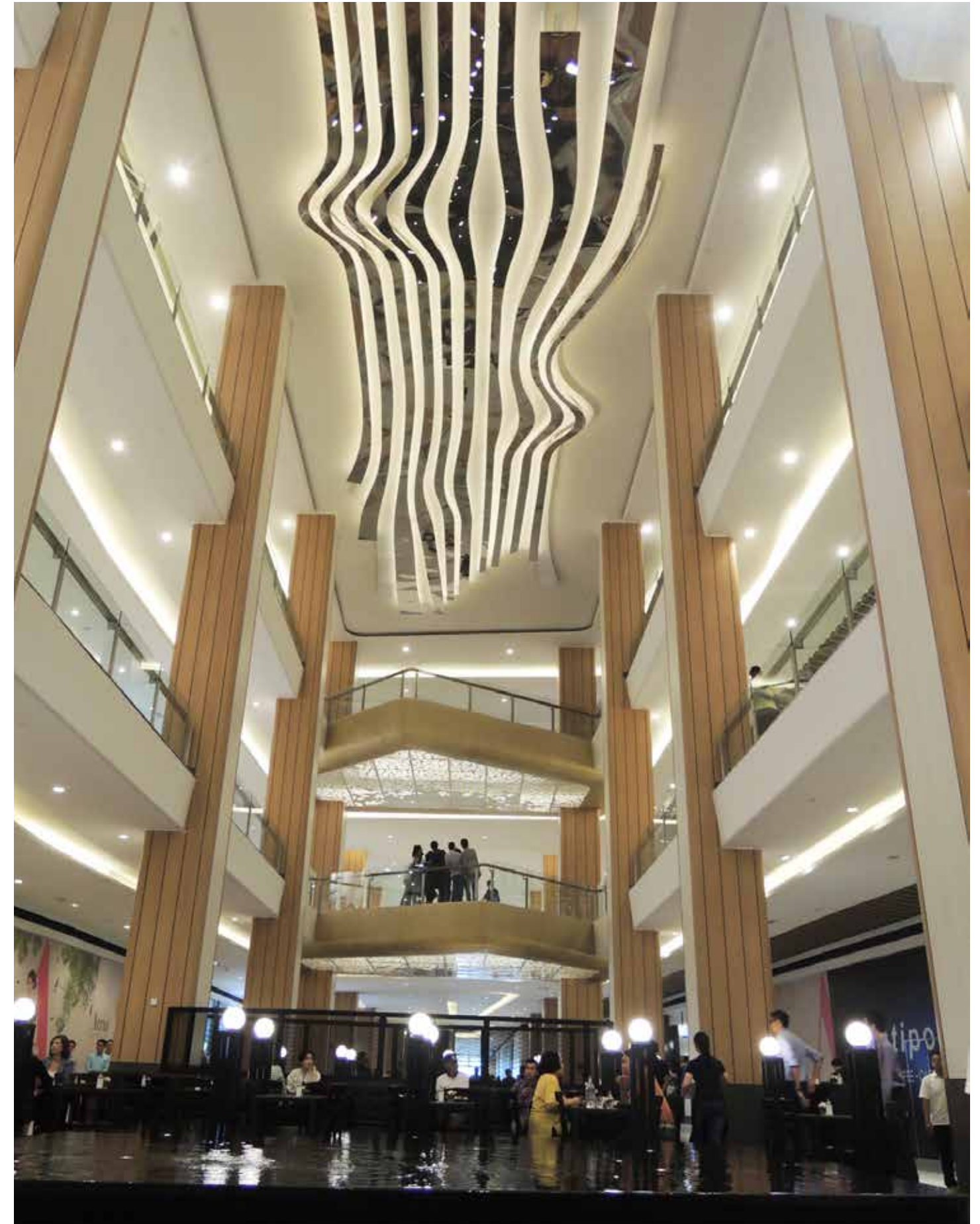
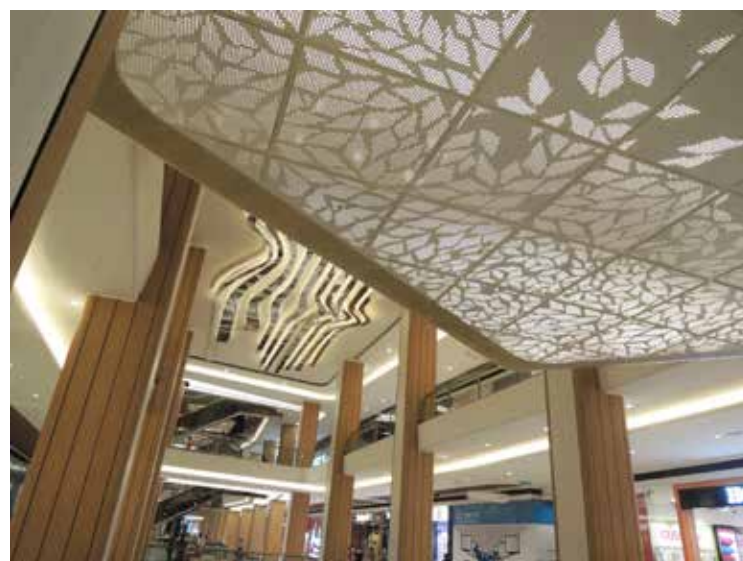
Atria was a popular neighbourhood mall in the mid-1980s. Construction and renovation work on the building started in 2012. We worked on the wayfinding, signage, branding, environmental design, visual identity and communications, transforming the old mall into a stylish shopping gallery with an ambience of natural opulence—relaxing, warm, and welcoming.

(Interior design by BluWater)

Inspired by the natural forms & beauty found in the Malaysian rainforest



All images of the interiors are actual photographs.



Project Atria Shopping Gallery
Client OSK Property

The signage design takes its various forms from nature and natural phenomena. Using a simple design and straightforward typography resolved many wayfinding problems associated with a building reconfigured from a previous layout plan.



Like pebbles, the oval-shaped panels differ from one another, creating a subtle but lively rhythm in the car park levels.



Carpark signs have higher contrast, black and white, to improve visibility in less bright areas.



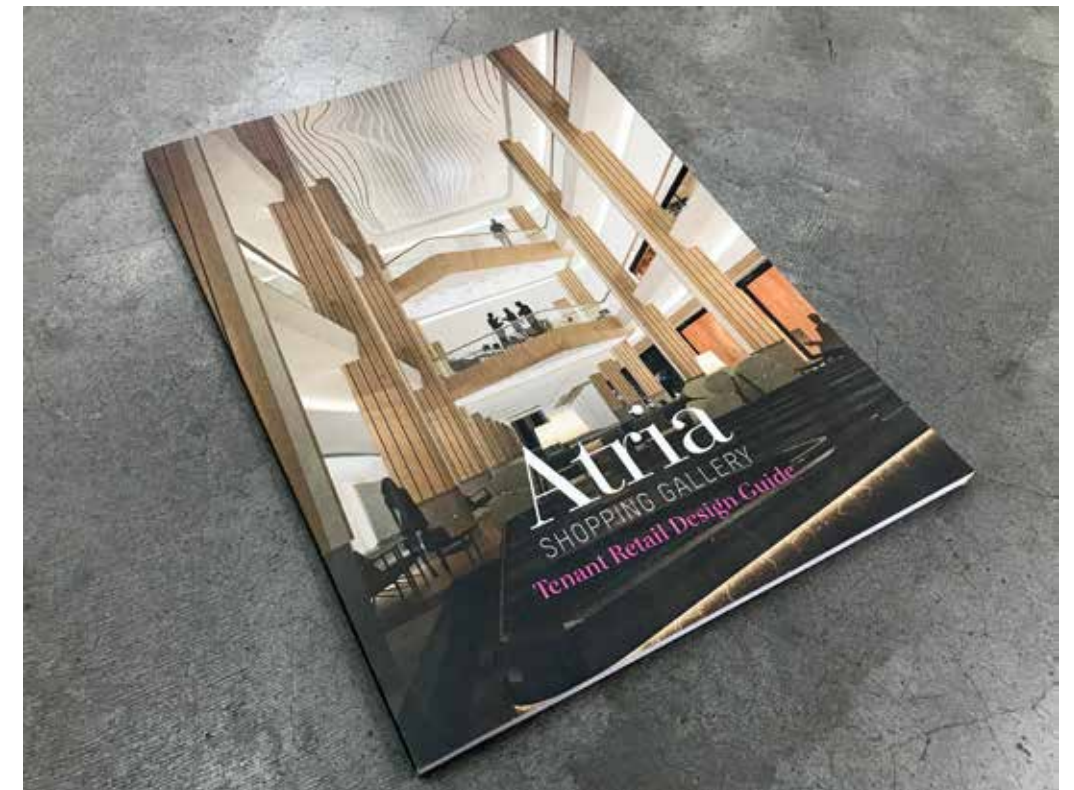
Our work continues after installation, with a defects report, rectifying the sign fabricator's work that did not follow specifications (e.g. the unsightly bolts in the photo above) and any additional signs based on visitors' and tenants' feedback.

Project Atria Shopping Gallery
Client OSK Property.



We designed three Directory/Information stands. There is a compact touch-screen unit in the Atria Residences on top of the mall (duplicated for use by the client's other residential developments) and two larger units for Atria Shopping Gallery.

BOTTOM RIGHT The mirror-coated stainless steel level indicator reflects and extends the forest images in the immediate surroundings.



A 36-page booklet provides tenants with a step-by-step guide to setting up shop—particularly useful for first-time retailers, with valuable tips on design and branding.



The design for the toilet signs was inspired by rocks in a river stream.



Project Atria Shopping Gallery
Client OSK Property

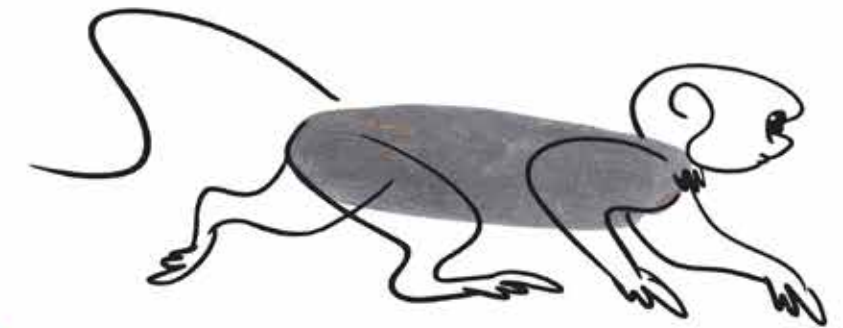
The use of animal pictographs to indicate car park levels (e.g. fish for lower ground, bird for upper floors—easy to remember) used to be popular in Malaysia in the 1980s, after which it went out of fashion.

We revived this tradition using one of Atria's brand elements, the pebble, to compose and frame the pictographs.

Our blueprint for Atria included awareness campaigns to increase appreciation and empathy toward our unique flora and fauna.



P4



Monkey

Have fun but don't forget your parking bay

Monkeys are like humans in many ways. They can show love, anger, sadness and mourn the loss of loved ones.

Some monkeys hug and kiss to make up after fighting to resolve their issues. They even smile which often makes us wonder what they are up to.

South American Titi monkeys are rare among primates because they mate for life. They show affection by grooming each other, intertwining their tails, holding hands, cuddling, and lip smacking. Sounds familiar?

Orangutans share nearly 97% of their genetic material with humans. Just like us, they have their own unique set of fingerprints, and share common weaknesses such as drugs and alcohol.

Orangutans like eating soap. Amazingly, this does not upset their stomach.

Orangutan survival depends on protecting the rapidly vanishing forest and preventing the illegal pet trade. *Here's how you can help:*

1. Adopt an orangutan through WWF
2. Buy RSPO-certified[®] sustainable palm oil or FSC-certified wood products which limits illegal logging and promotes forest conservation [®]ROUNDTABLE ON SUSTAINABLE PALM OIL

11

Standing panels indicating the car park levels were placed beside the elevators. They contain curious information about our fellow creatures to create awareness and empathy, and suggest simple ways one can help to protect endangered species.



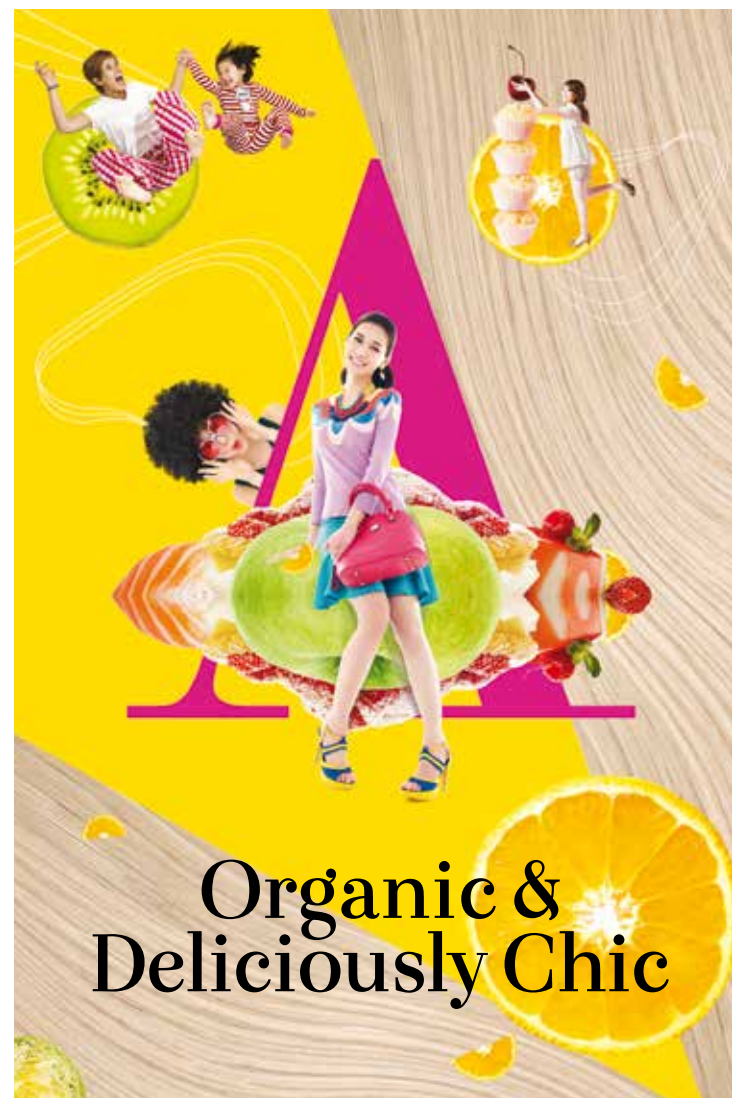
Project Atria Shopping Gallery
Client OSK Property

The Atria logo is in black and white, understated and straightforward, like many premium fashion brands. However, an oversized letter 'A' in brilliant fuchsia gives the identity its vibrancy. We introduce nature-based elements across many applications for an integrated brand look.

Atria is an example of a fully integrated brand—almost everything was done by one design firm, working closely with a responsive architect and ID consultant.



Atria has been featured in several design journals in Asia.



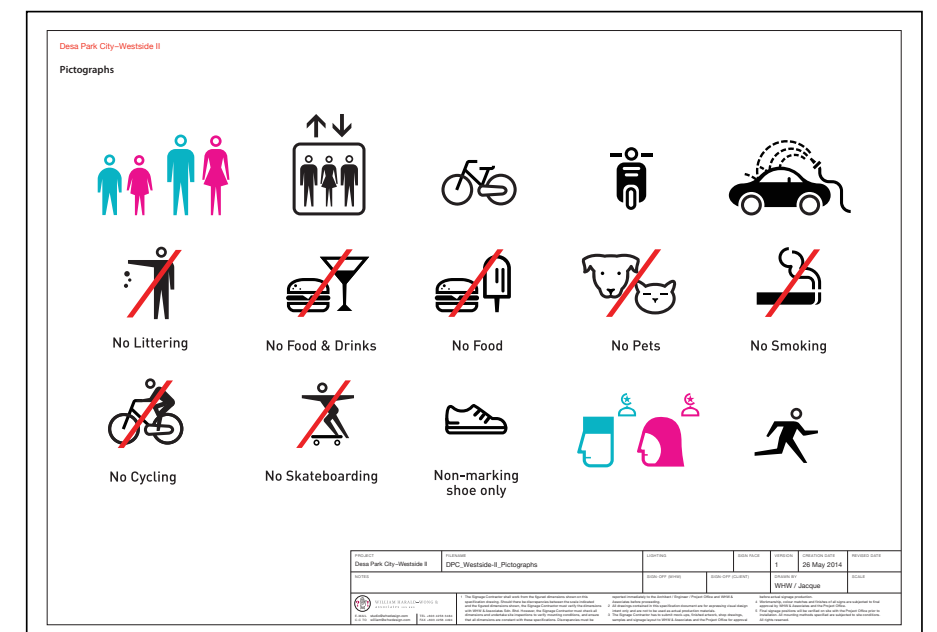
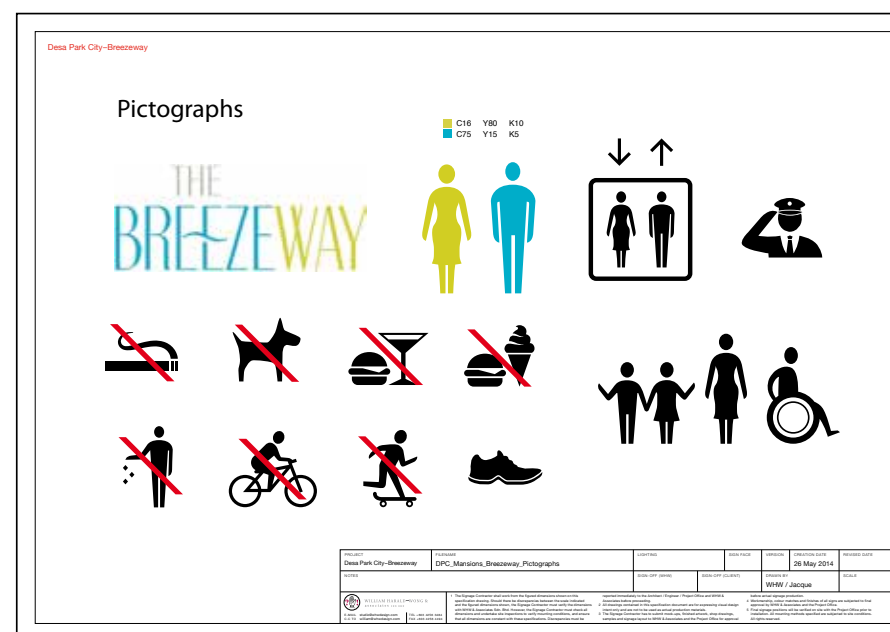
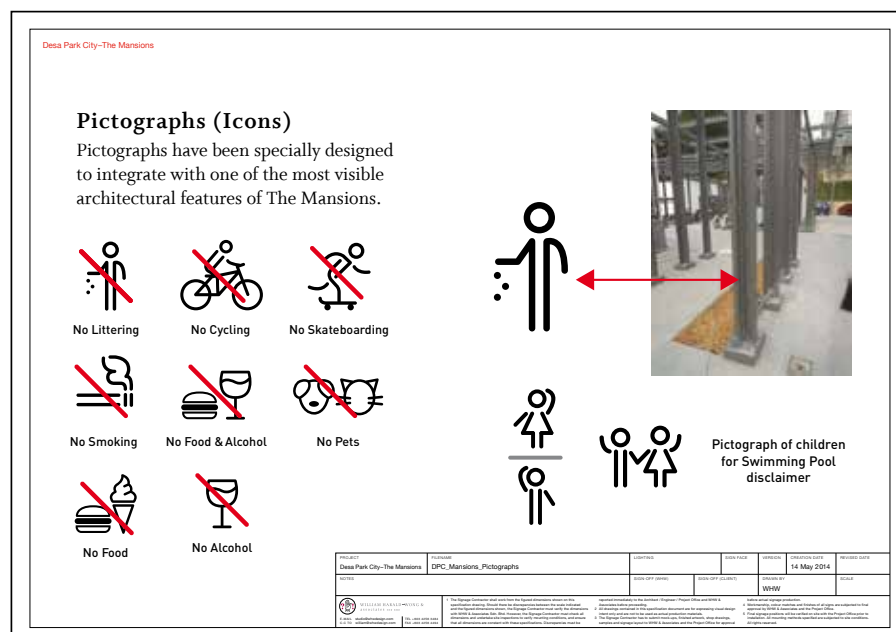
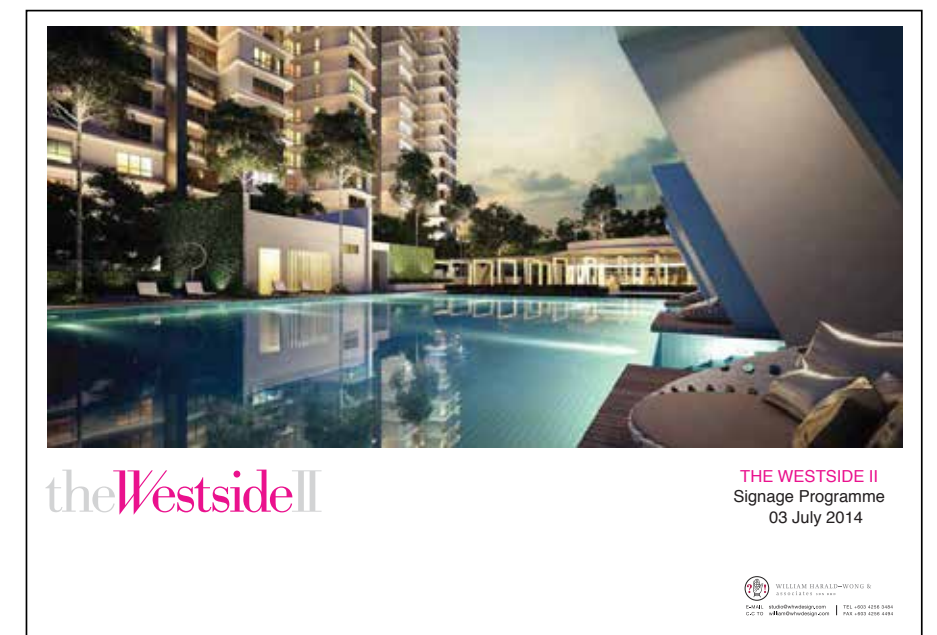
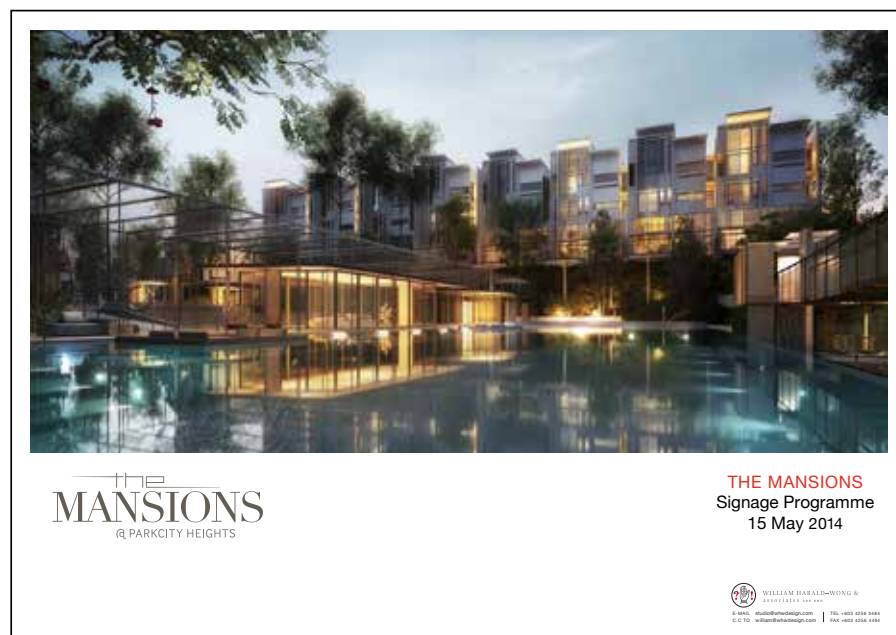
Project The Mansions, Breezeway & Westside II
Client Perdana ParkCity
Country Malaysia
Year 2014

Each of the three residential properties in Desa ParkCity, a premium mixed-use development in Kuala Lumpur, has unique architectural features and brand identity. Our task was to develop a signage programme that reflected the unique character of each property.

The signage programmes for the three properties were executed almost concurrently, with tight deadlines. The tender documents for the first, The Mansions, were delivered in less than two months*.

*This was possible because the wayfinding plan and a sign design proposal were available. However, the design of the signs did not align with the brand. Our task was to redesign all external signs to keep in character with the architectural concept and resolve some wayfinding and safety issues.

13



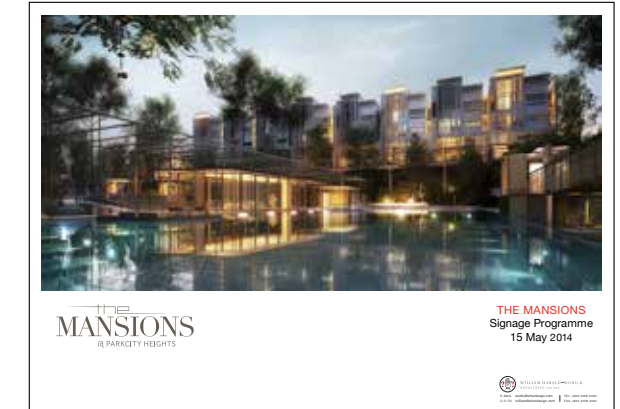
The architectural style of The Mansions, the most premium of the three, is modern and restrained, with a touch of industrial edginess as reflected in the judicious use of the exposed crossbeam in the exterior environment. The pictographs reflect this character.

Breezeway, a collection of Courtyard Parkhomes and Garden Condos, has a distinctive azure, an olive green logo and a softer architectural style than The Mansions.

As one approaches the lobby lounge of Westside II, the property reveals itself to be vibrant and colourful. We selected two key colours, turquoise and magenta, as accent colours for the signs.

Project The Mansions @ Desa ParkCity
Client Perdana ParkCity

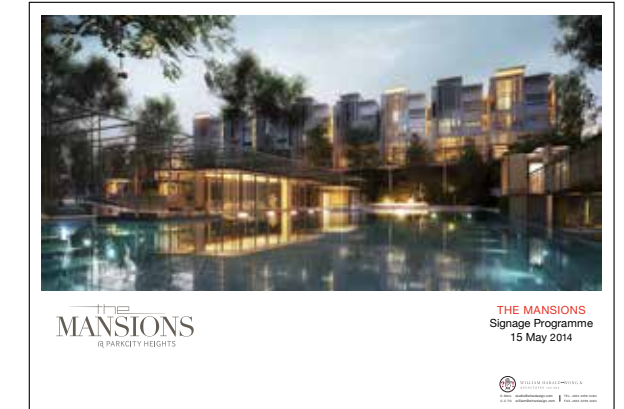
We had to deliver this signage programme from concept to tender documents within two months. Two options deemed appropriate for a premium residence were quickly explored in 3D—a wood-based sign framed with mirror-coated stainless steel or a simple aluminium sign spray-painted a deep grey.



wood or aluminium?

Project The Mansions @ Desa ParkCity
Client Perdana ParkCity

The exposed cross-beam, used by the architect C'Arch as a statement piece, was adapted for the pole directional signs.



15

The garden signs and location finder incorporated internal illumination.



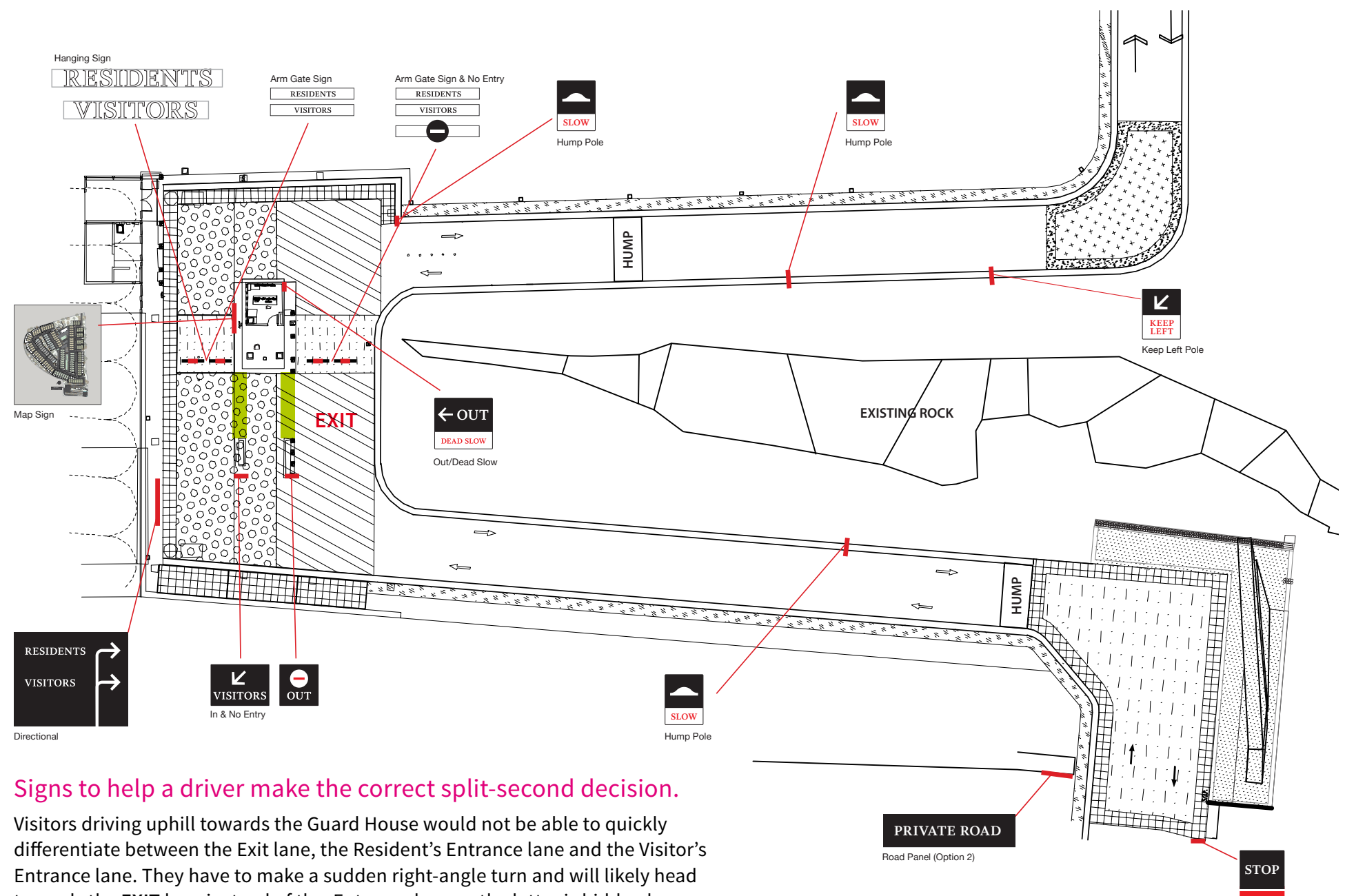
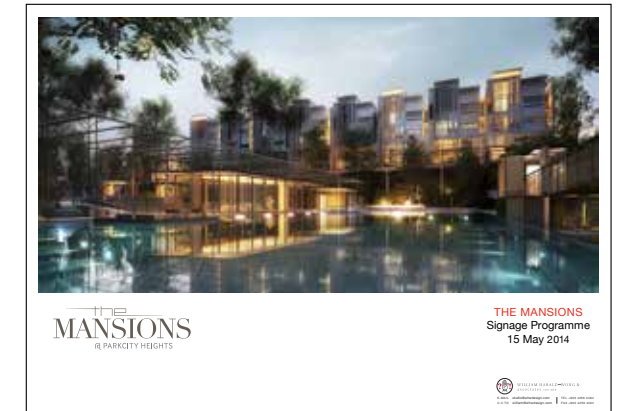
Project The Mansions @ Desa ParkCity
Client Perdana ParkCity

Signage—it's all about functionality, branding, aesthetics, and safety.

In all programmes, it is vital to enhance safety using clear signage.

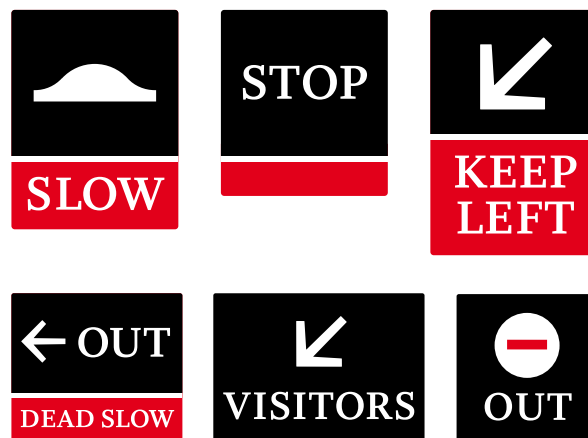
We had to resolve a safety issue at the main entrance and exit.

Illuminated signs 'RESIDENTS' and 'VISITORS' help first-time visitors negotiate the confusing approach to the guard-house (see notes below).



Signs to help a driver make the correct split-second decision.

Visitors driving uphill towards the Guard House would not be able to quickly differentiate between the Exit lane, the Resident's Entrance lane and the Visitor's Entrance lane. They have to make a sudden right-angle turn and will likely head towards the **EXIT** lane instead of the Entrance lane as the latter is hidden by a vertical wall of creepers (marked in the diagram).



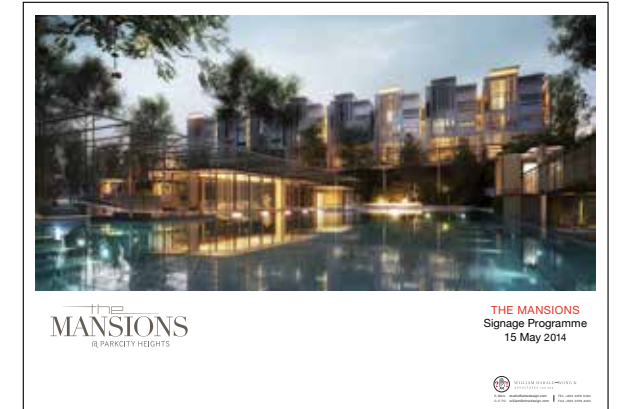
For internal roads, specially designed road signs replaced the standard road signs. This enhanced the upscale feel of the property, and its simple graphic forms reflected the architecture.

*Traffic signs within the boundaries of the property do not fall under the jurisdiction of JKR (Road Transport Department) and need not conform to regulations governing the visual appearance of the signs.

Project The Mansions @ Desa ParkCity
Client Perdana ParkCity

Fine typography ensures clarity and readability, and enhances the character and brand perception of a property.

An often neglected area of sign design in Asian countries is typography for Rules and Regulations. In The Mansions, careful attention to typography adds to the beauty and function of instructional and cautionary signs.



17

THE JUNGLE WALK

— Rules & Regulations —

This facility is not supervised.

Please observe the following rules:

- > Be considerate to other users
- > Children under 12 must be accompanied by an adult at all times
- > Do not use The Jungle Walk during thunderstorm and lightning



No Cycling



No Skateboarding



No Food

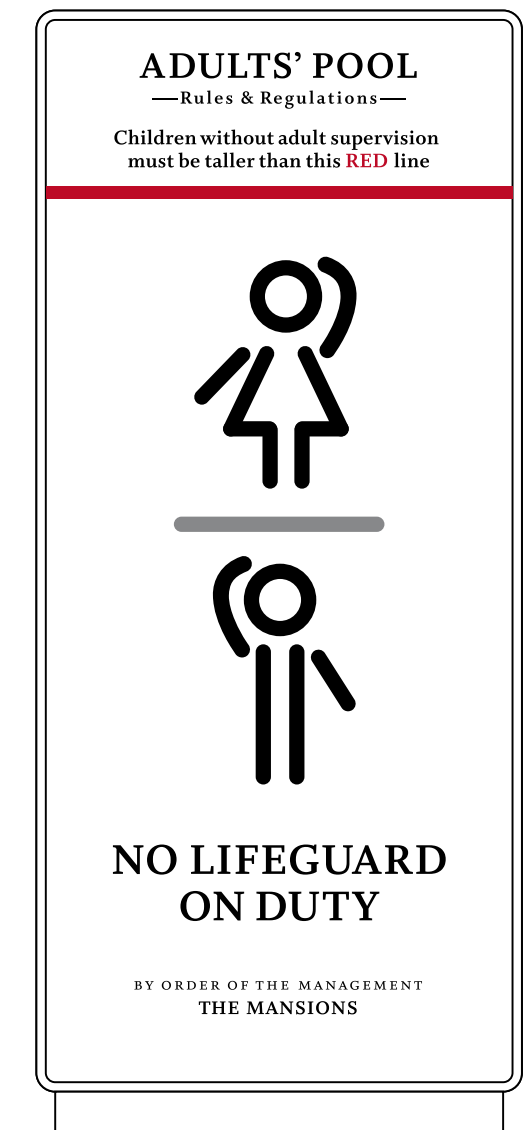


No Littering

— DISCLAIMER —

The Management, its agents and its employees shall not be liable in any manner for any death, injury, accident or other mishap whatsoever and however caused from using common facilities.

BY ORDER OF THE MANAGEMENT
THE MANSIONS



Project Breezeway @ Desa ParkCity
Client Perdana ParkCity

A safety issue. The entrance to Breezeway poses a challenge for visitors as they need to make an abrupt 90° left turn onto the Visitors' lane.

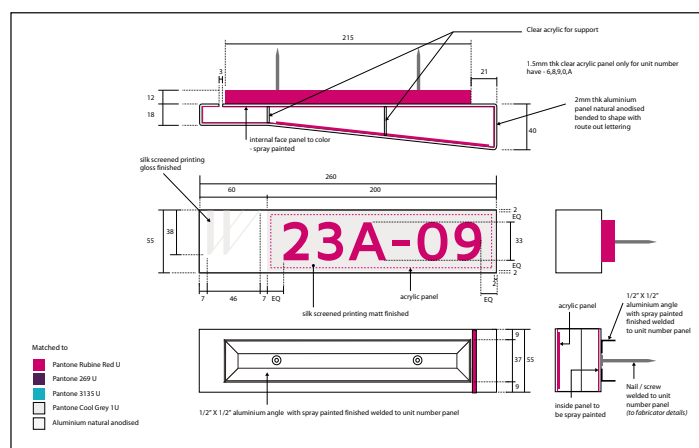
This main road can be busy, and the driver must make decisions in a split second. The solution was to mark the two lanes (Residents and Visitors) by having hanging signs that face the driver and illuminated at night.



Westside II's vibrant fuchsia and purple colours are derived from its logo. The exterior signs come alive at night when they emit a rich fuchsia glow along the sides.



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Project Encore Melaka
Client Yong Tai
Country Malaysia
Year 2018

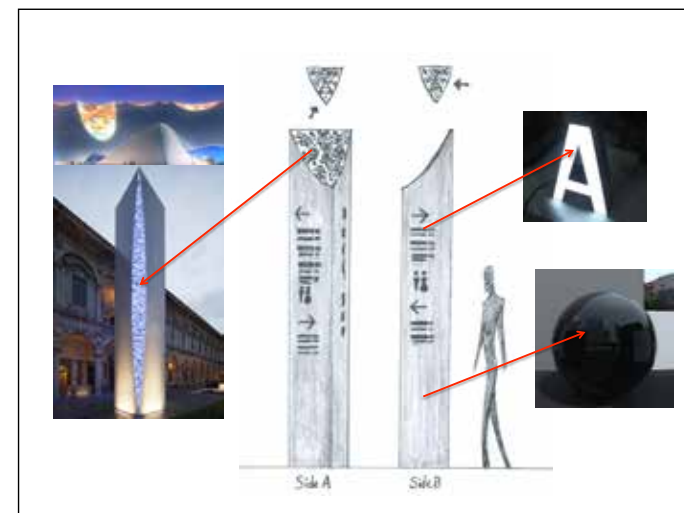
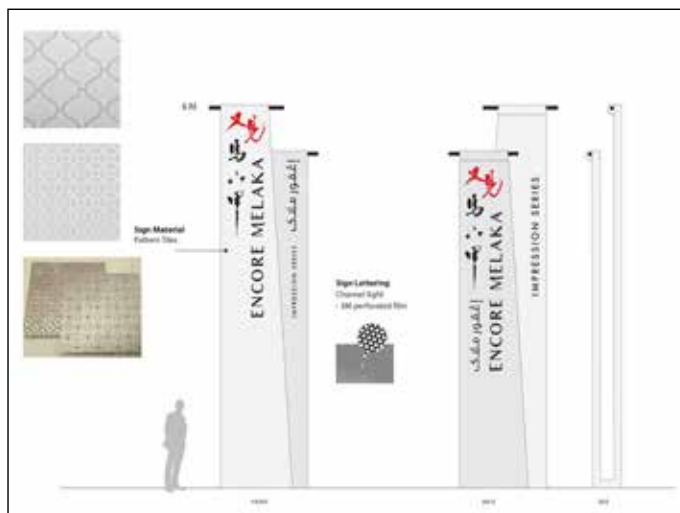
The theatre, located in Melaka (Malacca), is named 'Encore Melaka', taken from the title of its inaugural performance. It is the story of the city, one of the world's busiest ports in the 15th and 16th centuries, where 83 languages can be heard in the markets. We designed the signs based on the sails of the trading ships coming to Melaka from near and far.



ENCORE MELAKA
IMPRESSION SERIES



Encore Melaka is a Malaysia-China joint venture. We explored several Chinese motifs (scroll, lattice work, peony, etc) for the signage programme.

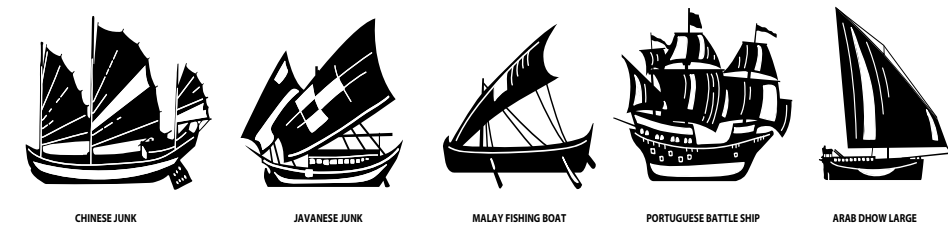
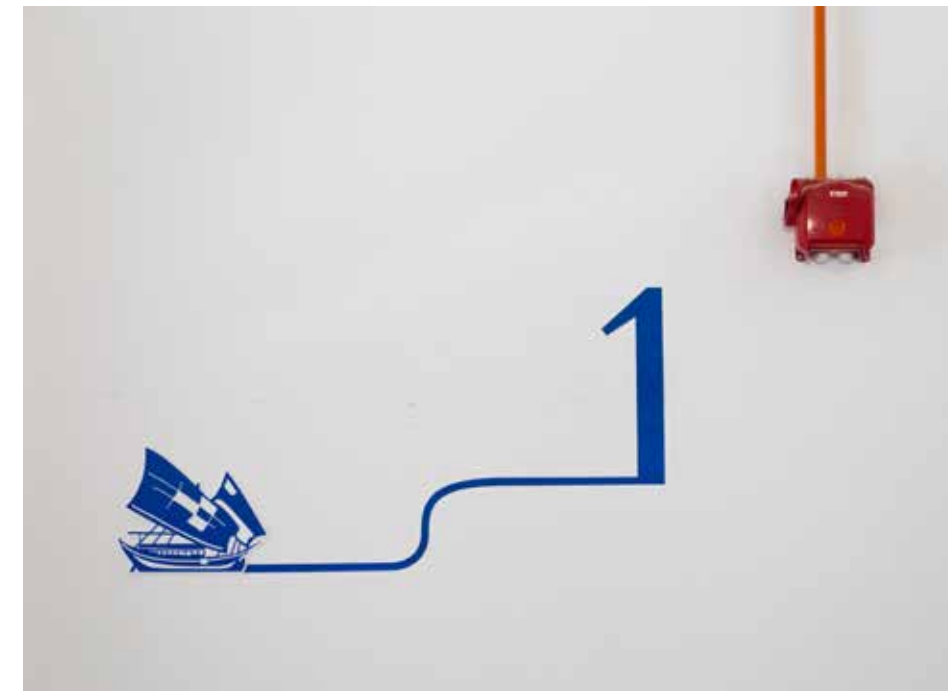


ENCORE MELAKA

Project Encore Melaka
Client Yong Tai

Encore Melaka is a state-of-the-art theatre, the largest in Southeast Asia, with a 360° rotating seating platform facing surrounded by multiple stages. The show recounts the stories of Melaka's early voyagers and their interaction with the local communities.

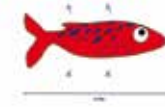
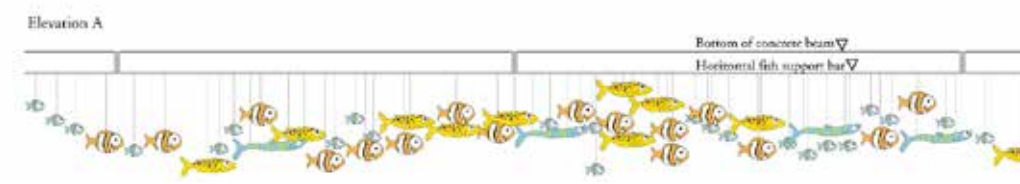
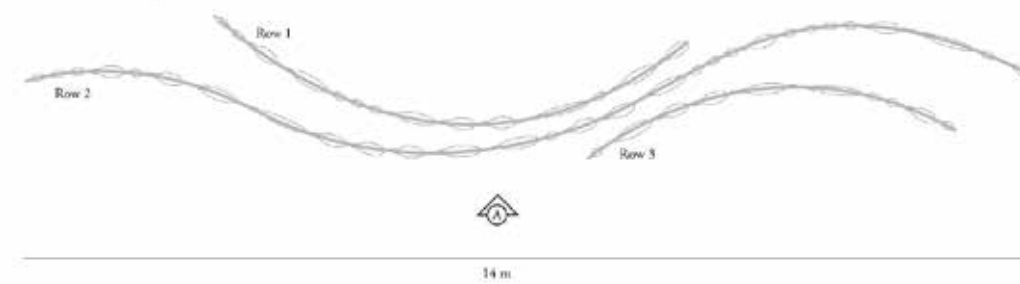
The Director was Ms Wang Chaoge, the creative force behind the spectacular 2008 Beijing Olympic Games Opening and Closing Ceremonies.



Project Ferry Terminal, Pulau Besar
Client Rohas
Country Malaysia
Year Mid-90s

One of our legacy projects, still fondly remembered by visitors, the Ferry Terminal in Malacca (demolished and replaced by a modern terminal), served holidaymakers going to the resort island of Pulau Besar.

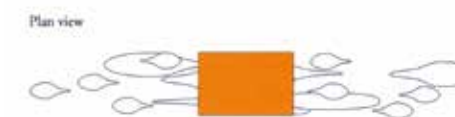
The sign design is playful and entertains families and children while they wait for the ferry to arrive.



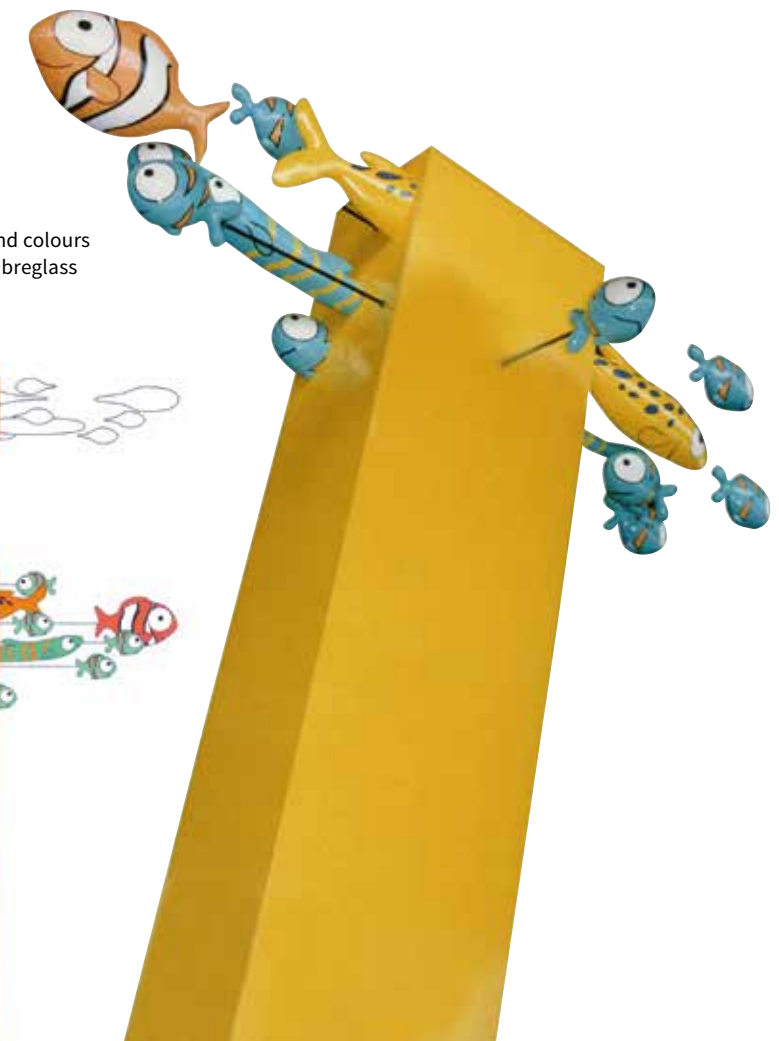
Directional signs with the Ferry Terminal's distinctive colours were installed along the main roads.



Fish of many shapes and colours were fabricated from fibreglass



Scale: 1:20

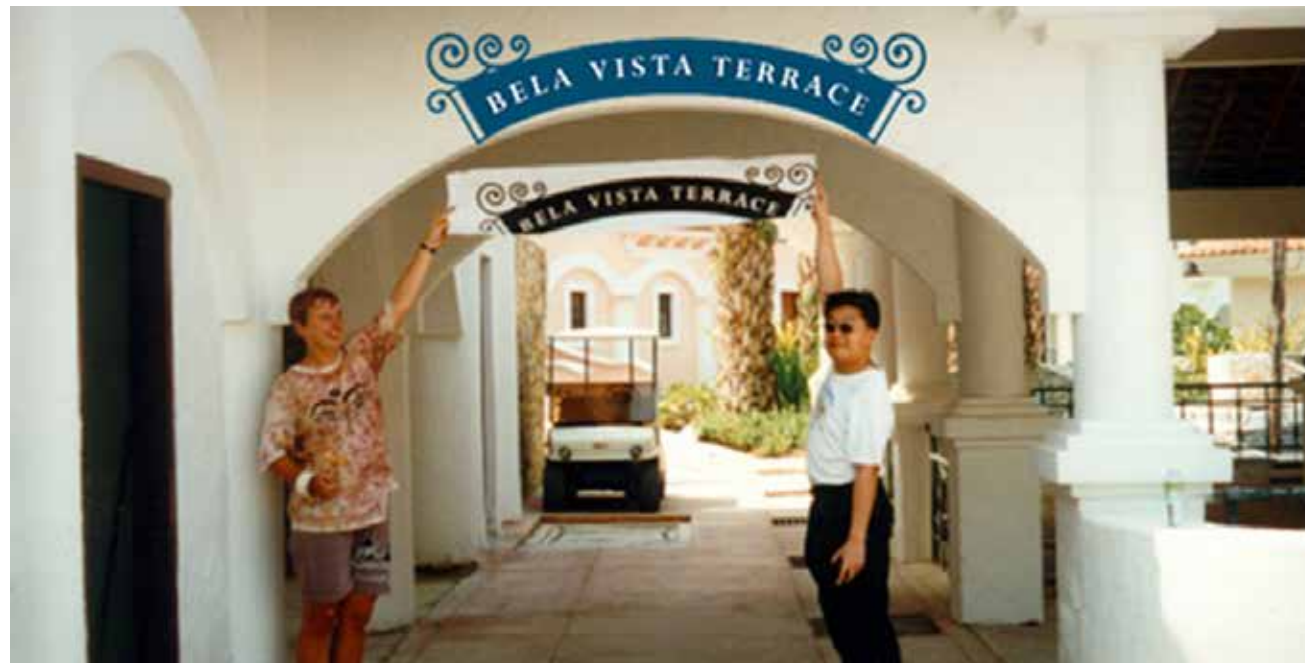


Project Portuguese Village, Pulau Besar
Client Rohas
Country Malaysia
Year Mid-90s

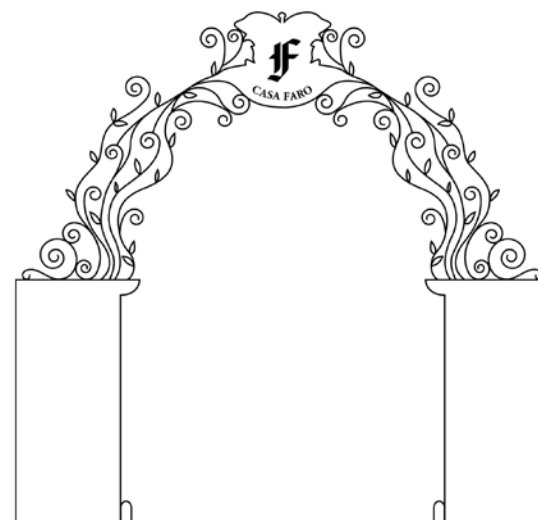
One of the company's earliest large-scale wayfinding and signage projects, the Portuguese Village is a sprawling hotel resort and villas in Pulau Besar, Malacca.

We approached the signage programme similar to the signs in some traditional Portuguese villages where each 'house' (or hotel suite in our project) has its own distinctive family crest, symbol or decoration.

The programme was later to include the Golf Club and island-wide wayfinding. We completed more than half of the final schematic drawings before the project halted due to the Asian financial crisis in 1997.



The logo, visual identity, signage and environmental graphics for the resort's main restaurant. Afonso de Albuquerque and the Flor De La Mar were names associated with the history of Malacca.

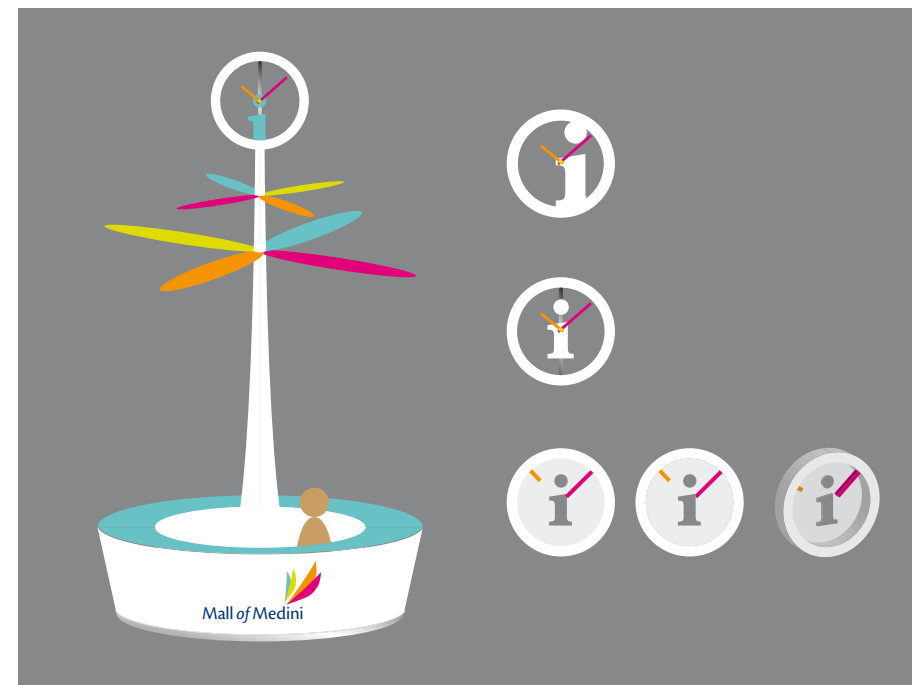


Every villa in the resort had a different sign design, either placed atop a drive-way entrance, wall, or beside the gate. This organic randomness is typical of some towns and villages in Portugal.

Project Mall of Medini
Client Nusajaya Lifestyle
Country Malaysia
Year 2012

Mall of Medini is a lifestyle mall that serves as the main entrance to LEGOLAND® Malaysia. The theme park inspired the logo, which encourages visitors to take 'flights of imagination'.

Our work comprised branding, logo, identity, communication, wayfinding, signage and environmental graphics.



Design for the mall's information counter with two slow revolving 'propellers', based on the brand concept, 'flight'.



The client chose a simpler version with sculpted 3D wings, edge-illuminated.



Project Mall of Medini
Client Nusajaya Lifestyle

The only access to LEGOLAND® Malaysia was through the Mall of Medini. The mall had to open its doors prematurely while construction work was ongoing.

The temporary interior shopfront hoardings presented an opportunity to promote the mall while crowds streamed into the theme park.



Project Lam Soon Distribution Centres
Client Lam Soon Group
Country Malaysia and Singapore
Year 2006–2014

Lam Soon is a significant FMCG manufacturer and distributor and a household name in Southeast Asia.

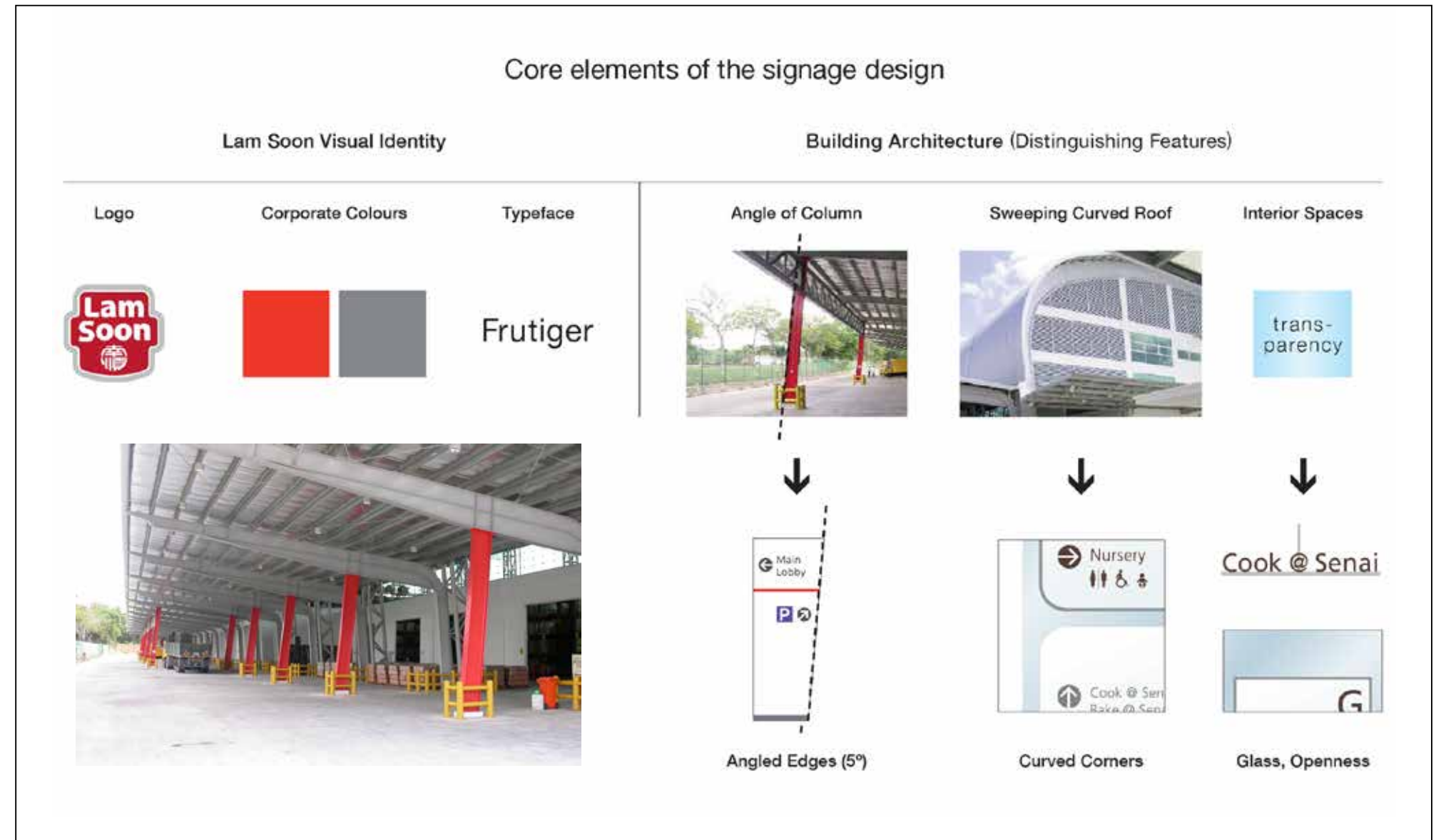
We designed new signage when the company built modern Distribution Centres (DCs) and upgraded existing ones in Johor (2006 & 2013), Penang (2012) and Singapore (2014).

Senai DC in Johor (2006) is a five-star hospitality centre that welcomes VIPs and partners and comprises a retail gallery, a fully equipped kitchen to conduct culinary courses and a warehouse complex.

A Lam Soon Sign Design Manual was produced in 2015 to help maintain and replace signs and a master guide for future DCs.



The Bukit Minyak DC (2012) was the first warehouse complex in Malaysia to be GBI-compliant and necessitated an investigation into green signage. It also required many safety and advisory signs in different languages to cater to foreign workers.



The design of the signs takes cues from the architecture and ID—the 5° angle slant of the red columns, the signature curve of the roof, and the open plan of the DC's hospitality and kitchen spaces.



Project Wisma Perkasa
Client Rohas
Country Malaysia
Year Late 90s

Rohas Perkasa was one of Malaysia's first 'smart' buildings. The signage system was based on the concept 'Technology + Nature', reflecting the building's intelligent systems and its lush tropical garden.



The car park levels were named after local trees when we realised that many Malaysians do not recognise their trees. We had proposed a campaign to raise awareness of our natural heritage as part of the company's CSR programme.

