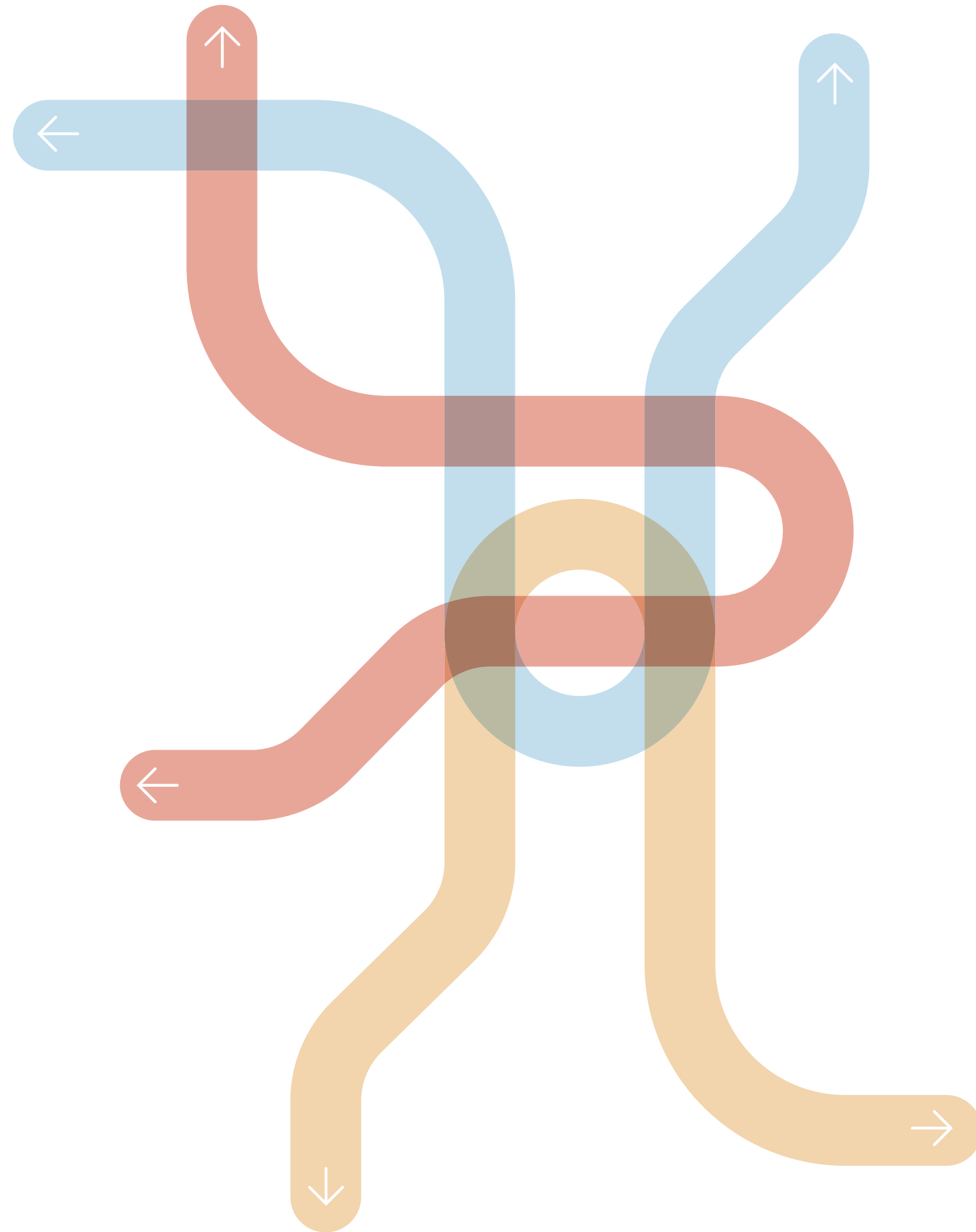




Wayfinding

In this presentation



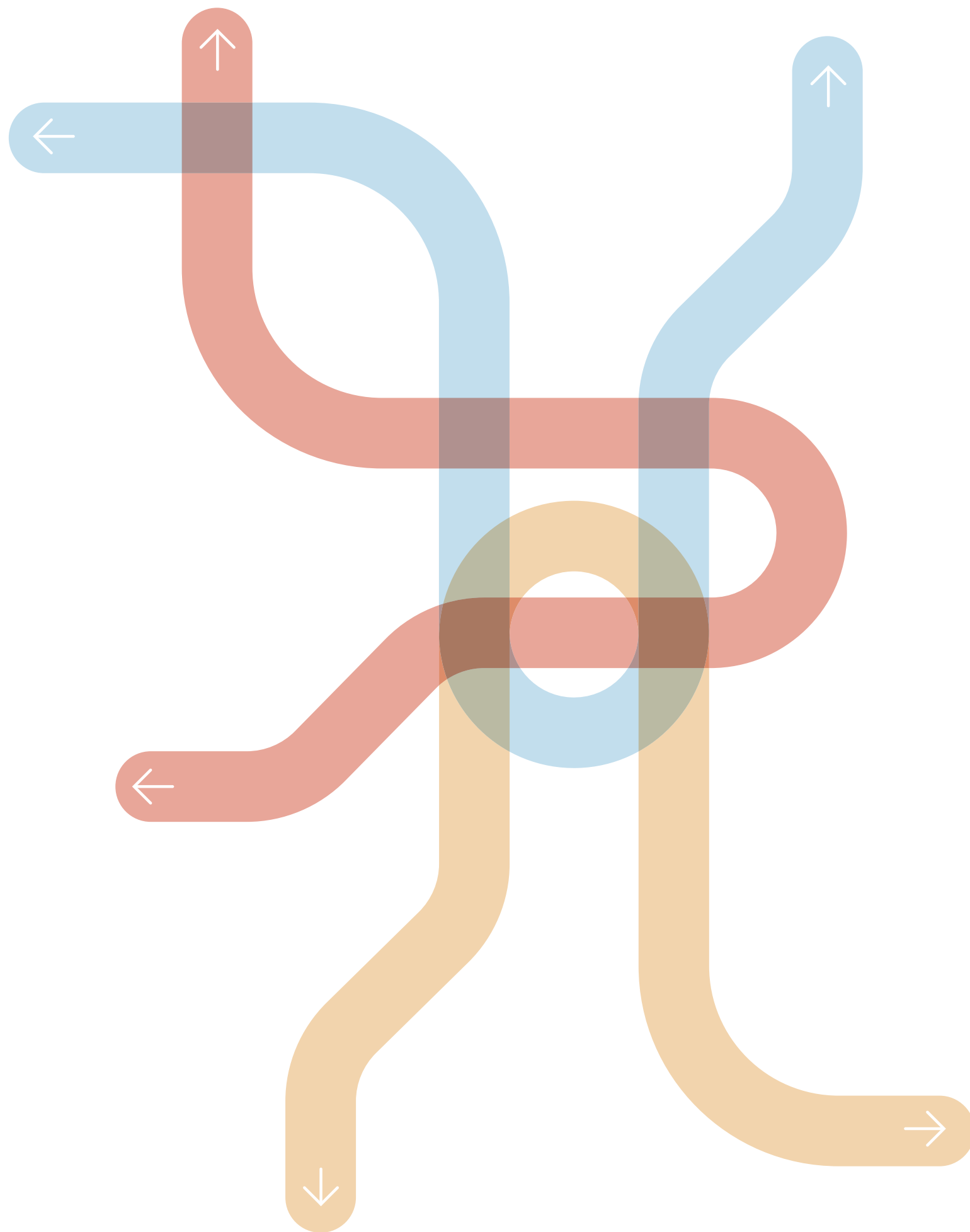
1. Our Goal / Mission
2. Our Team
3. Our Clients & Case Studies

1. **Our Goal / Mission**
2. Our Team
3. Our Clients & Case Studies

People want to feel comfortable
when they are on the move.



The built environment is becoming increasingly busy and complex.



Uncertainty about
the route during
a trip causes doubt
and stress.



By creating an environment in which you have a better overview and feel safe and comfortable, ...



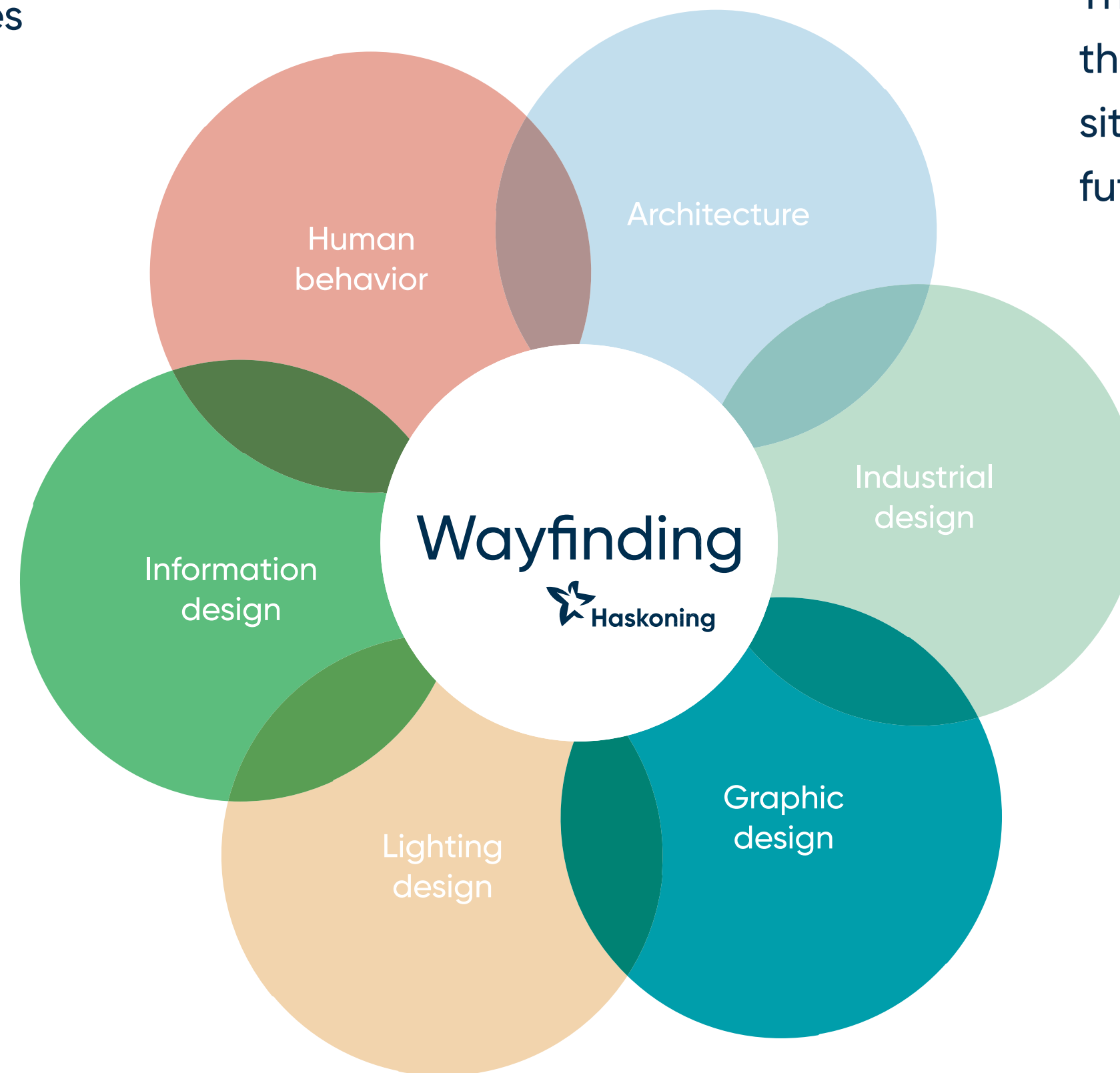
... we support
you in making
decisions so you
can find your way
smoothly.

We make your journey
smoother,
where it matters most.

team
Wayfinding
 Haskoning

1. Our Goal / Mission
2. **Our Team**
3. Our Clients & Case Studies

Our wayfinding team has a wide range of expertise



This broad expertise ensures that we can solve complex situations in a holistic and futureproof manner.

Why us?

the added value of

**team
Wayfinding**



- Diversity of disciplines enables better integration
- Taken into account multiple aspects at the same time
- Being able to scale up very quickly
- Being able to deploy specialists quickly
- Proven in large and often complex assignments

1. Our Goal / Mission
2. Our Team
3. **Our Clients & Case Studies**



Stations



Airports



Bicycle

team
Wayfinding



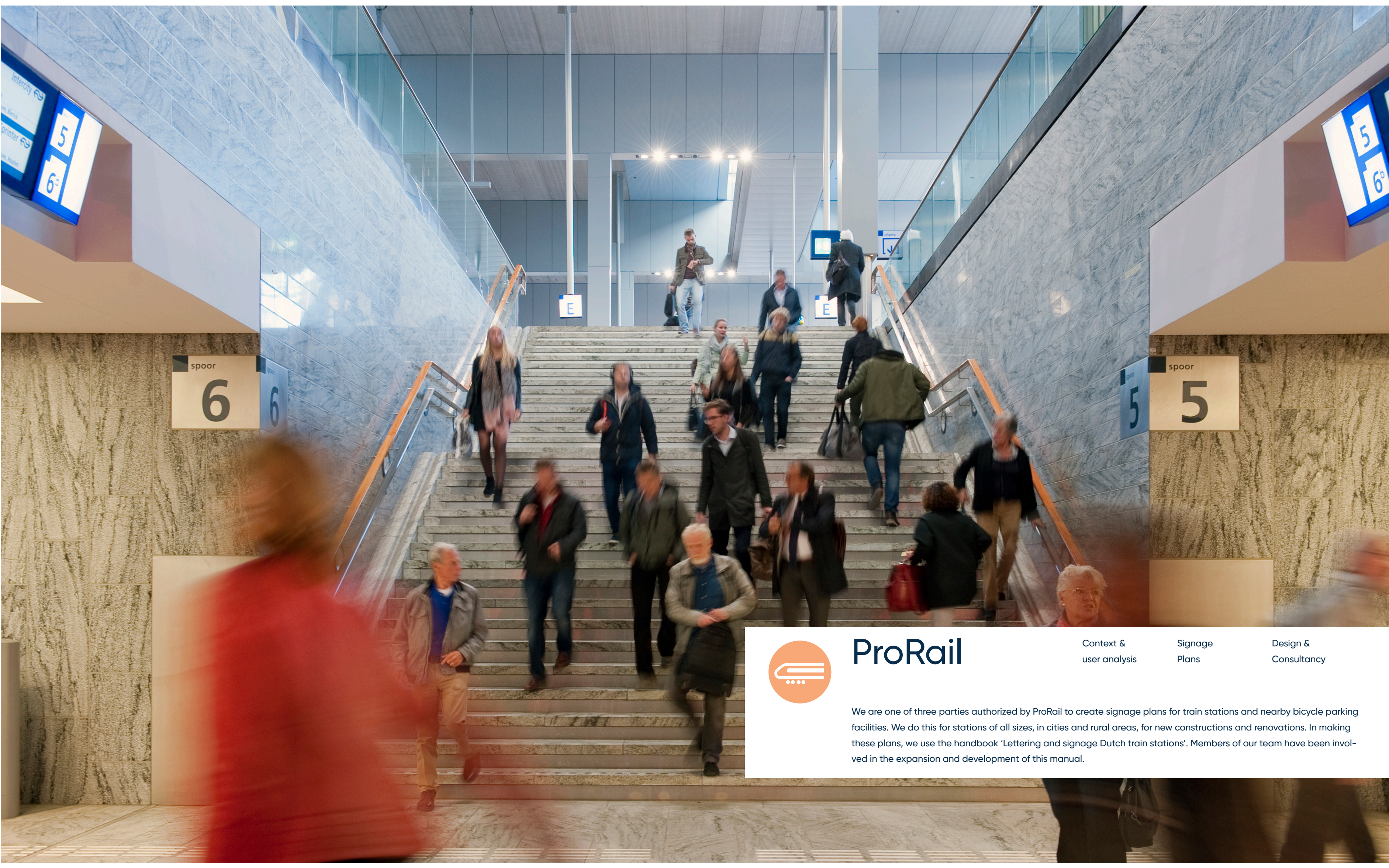
Buildings



Public Space



shared mobility



ProRail

Context &
user analysis

Signage
Plans

Design &
Consultancy

We are one of three parties authorized by ProRail to create signage plans for train stations and nearby bicycle parking facilities. We do this for stations of all sizes, in cities and rural areas, for new constructions and renovations. In making these plans, we use the handbook 'Lettering and signage Dutch train stations'. Members of our team have been involved in the expansion and development of this manual.



Metro
Amsterdam

Signage
Plans

Production &
Placing



Uitgang
Trein
Tram, Bus
Taxi

Zuid

Dit station is
voorzien van
videobewaking

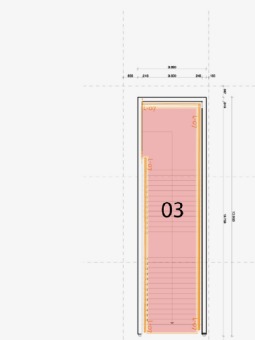
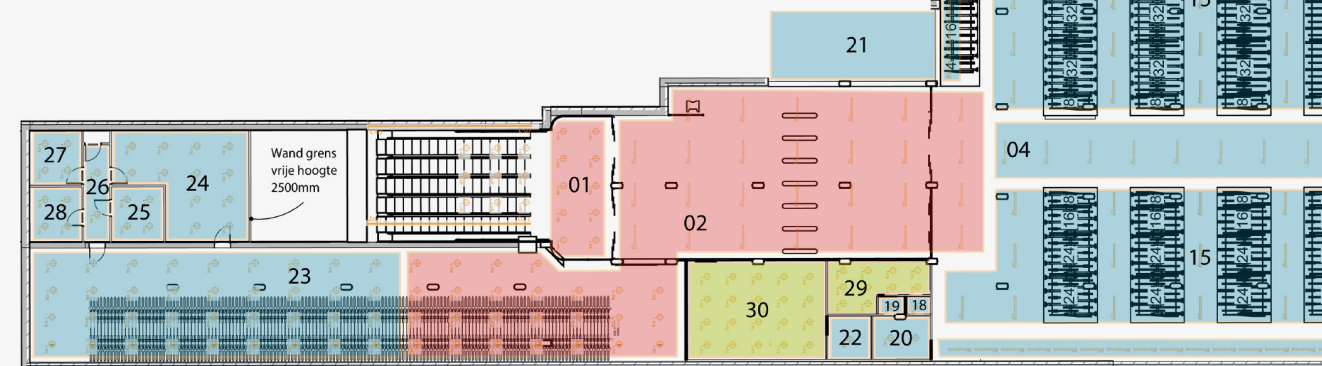
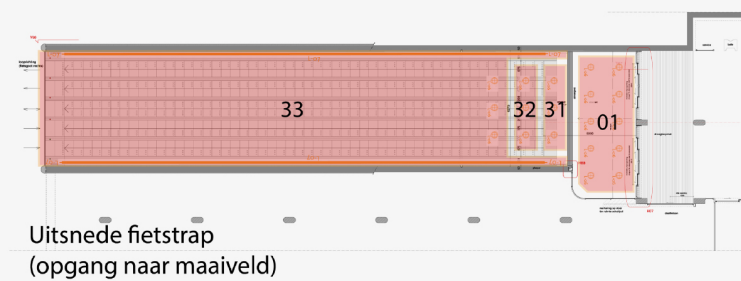




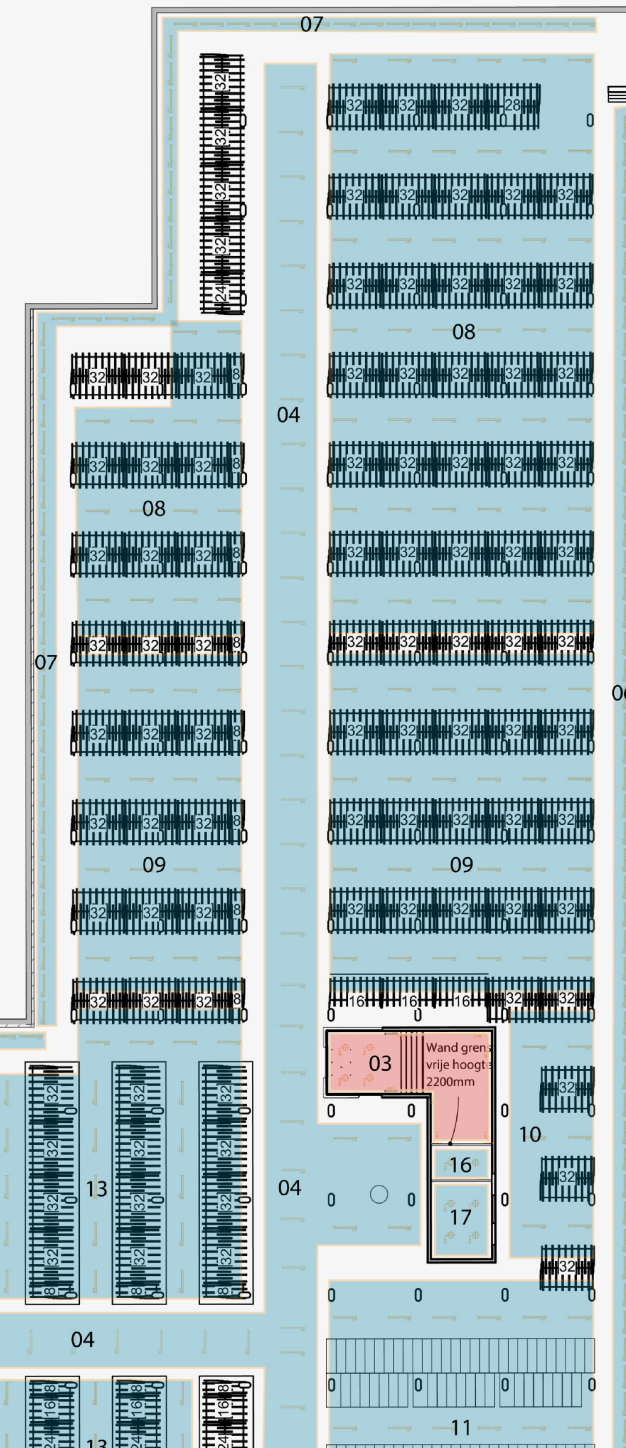
The municipality of Eindhoven would like to have clear identification of bicycle parking facilities and effectively communicate about parking regulations. We have designed a family of wayfinding elements that connect to the style of bicycle parking in other cities in the Netherlands. The designs will be tested this summer at a ground-level parking facility and an indoor parking facility.

User
testing

lighting management plan



Uitsnede voetgangerstrap
(opgang naar maaiveld)



Functional design

Lighting design

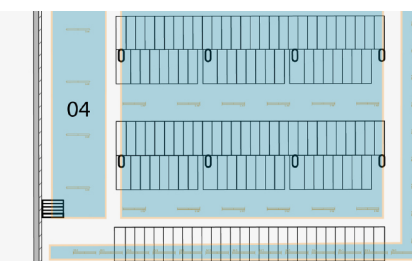
Signage plans

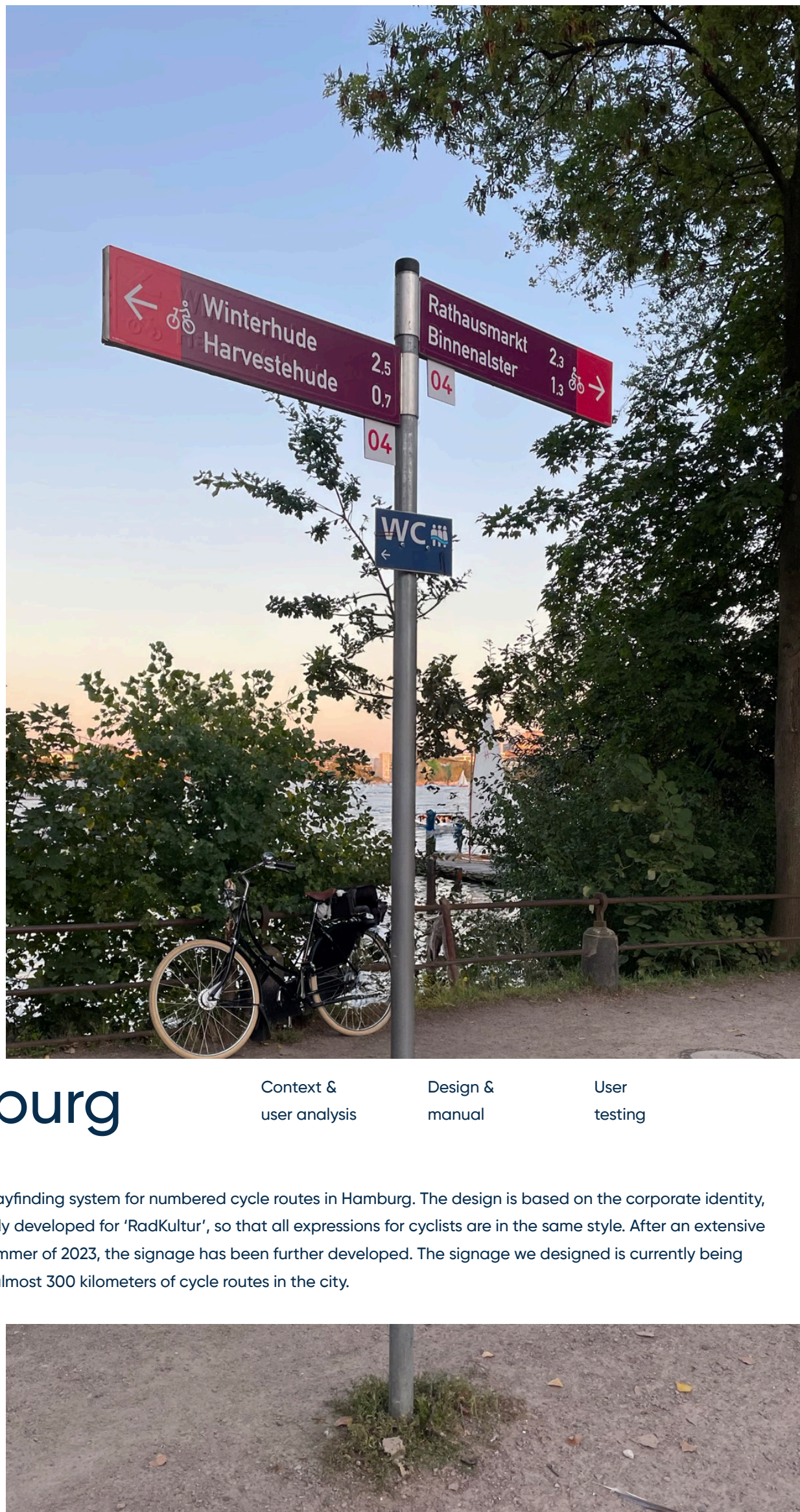


bicycle
parking
garage

* Tekening is schaalloos en dient niet aan gemeten te worden.

** Posities dienen in het werk gecontroleerd te worden.





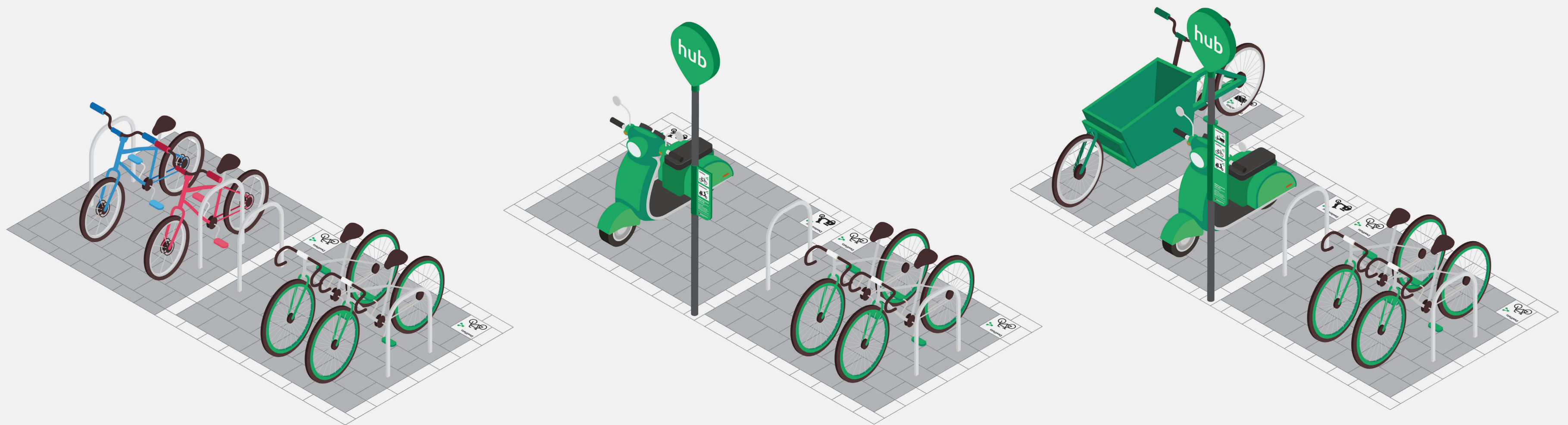
Hamburg

Context &
user analysis

Design &
manual

User
testing

We designed a wayfinding system for numbered cycle routes in Hamburg. The design is based on the corporate identity, that was previously developed for 'RadKultur', so that all expressions for cyclists are in the same style. After an extensive user test in the summer of 2023, the signage has been further developed. The signage we designed is currently being implemented on almost 300 kilometers of cycle routes in the city.



Hubs

Context &
user analysis

Hub network
development

User
testing

We have developed a network of two-wheeler hubs for the municipality of Eindhoven. This network of several hundred hubs has three types, determined by analyzing the goal, target groups, and locations. For each of these types, a design has been made in which it is indicated which signage is needed to make the hubs recognizable and findable.



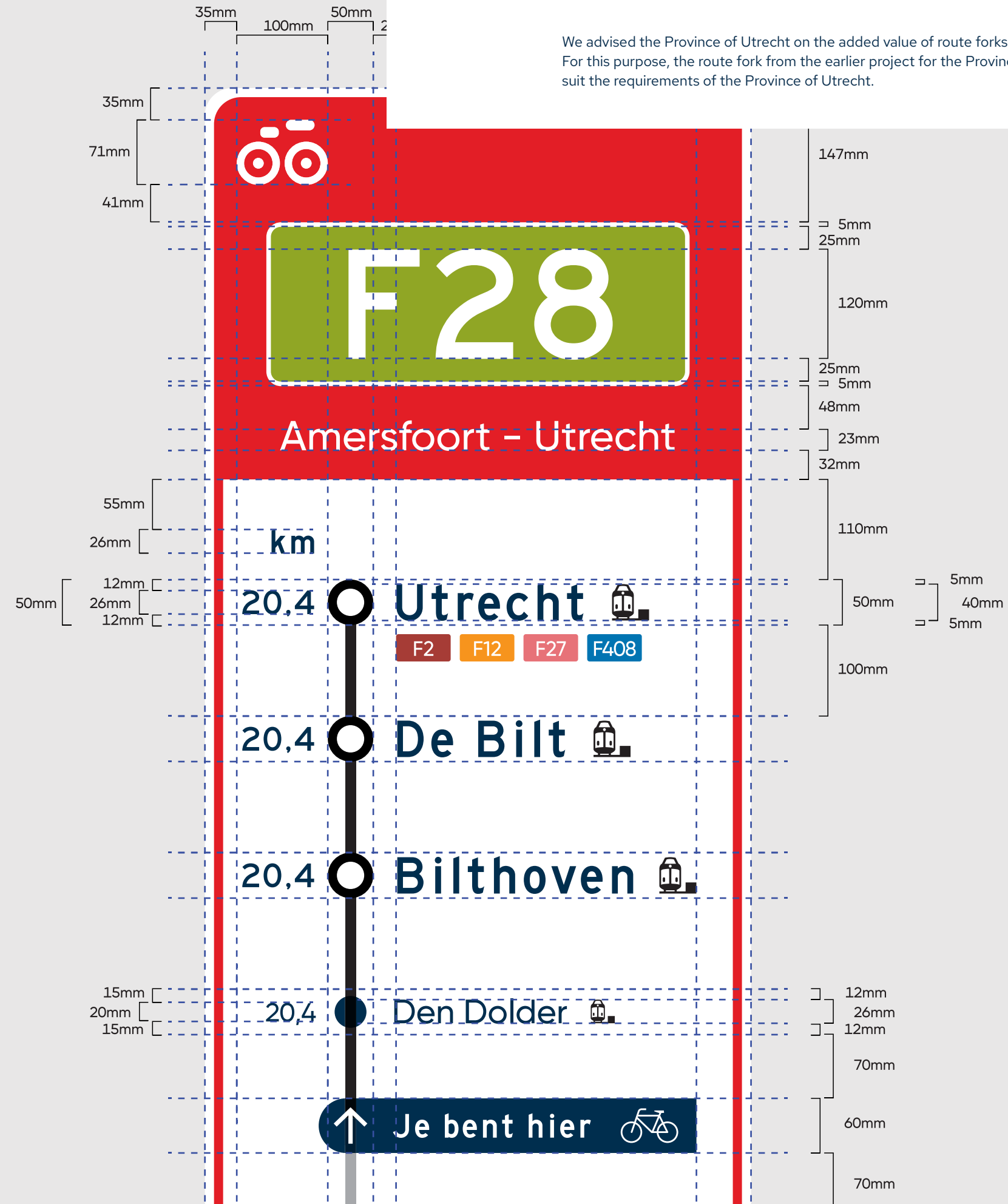
Bicycle route totems

Consultancy

Design

Manual

We advised the Province of Utrecht on the added value of route forks on cycle highways. We also created a design for this element. For this purpose, the route fork from the earlier project for the Province of Noord-Brabant was further developed and adapted to suit the requirements of the Province of Utrecht.



- Verwijderen bushalte/abri
- Oversteek voetganges handhaven
- Verwijderen keet
- Verwijderen mindervalide parkeerplaatsen
- Verwijderen fietsparkeren

Verwijzingen naar hub (RWS bewegwijzering)



Beleid m.b.t verwijzen hubs op RWS-bewegwijzering naar hubs dient nog te worden afgestemd.

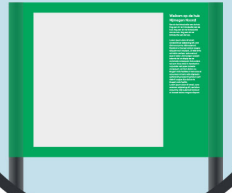
Bushalte (schets mogelijke uitvoering)



Grote identificatie hub (grote zuil)



Plattegrond omgeving & locaties modaliteiten en faciliteiten



Verwijzingen modaliteiten & faciliteiten



Identificatie & instructies bij entree en uitgang (kleine zuil)



Verwijzing naar (juiste) bushalte

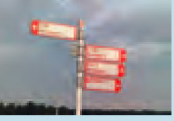


Verwijzing ingang hub & rijrichtingen vanaf hub (RWS bewegwijzering)



Beleid m.b.t verwijzen hubs op RWS-bewegwijzering naar hubs dient nog te worden afgestemd.

Verwijzingen ingang hub & fietsrichtingen vanuit hub (RWS fiets-bewegwijzering)



Identificatie fietsparkeren regulier



Identificatie & instructie deelfietsen en -scooters



- Overdekt service punt met o.a.:
- parkeerautomaat
 - Toilet voorziening
 - Zitvoorziening
- Bestaand gebouw beveiliging

Status: SO (locaties, vorm en inhoud zijn nog schetsmatig)
Royal HaskoningDHV, april 2022



Hubs

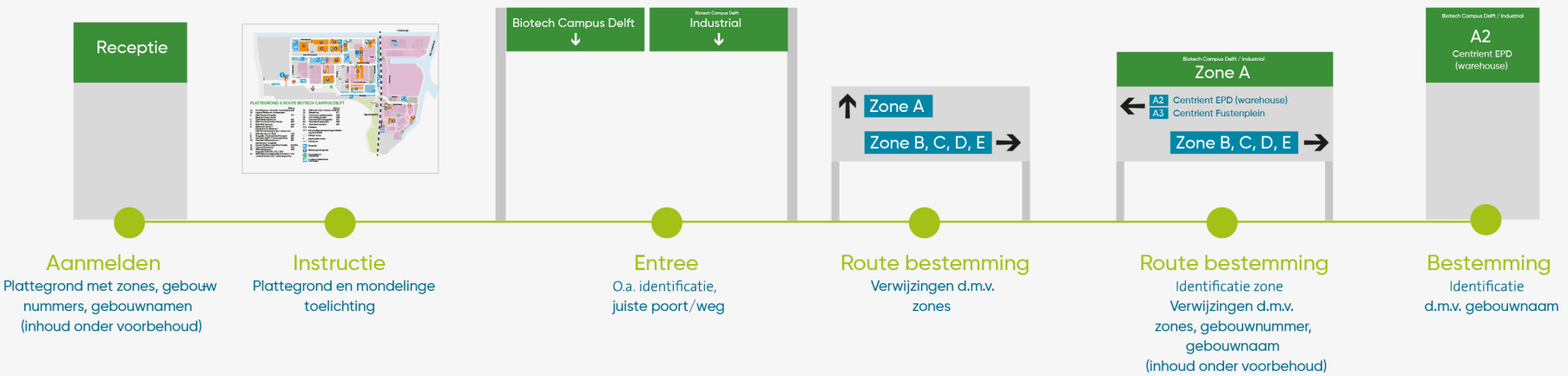
Lent, part of the municipality of Nijmegen, will get a shared mobility hub where travelers can transfer from bus or car to shared mobility and vice versa. We have created a signage plan for the hub, in which elements from the 'national identity for shared mobility hubs' are applied. This plan also includes necessary adjustments to the existing signage.

- Context & user analysis
- Spatial integration of hubs
- Wayfinding plans

Wayfinding DSM-Firmenich / Biotech Campus Delft

Customer journey - Industrial (zone A t/m F)

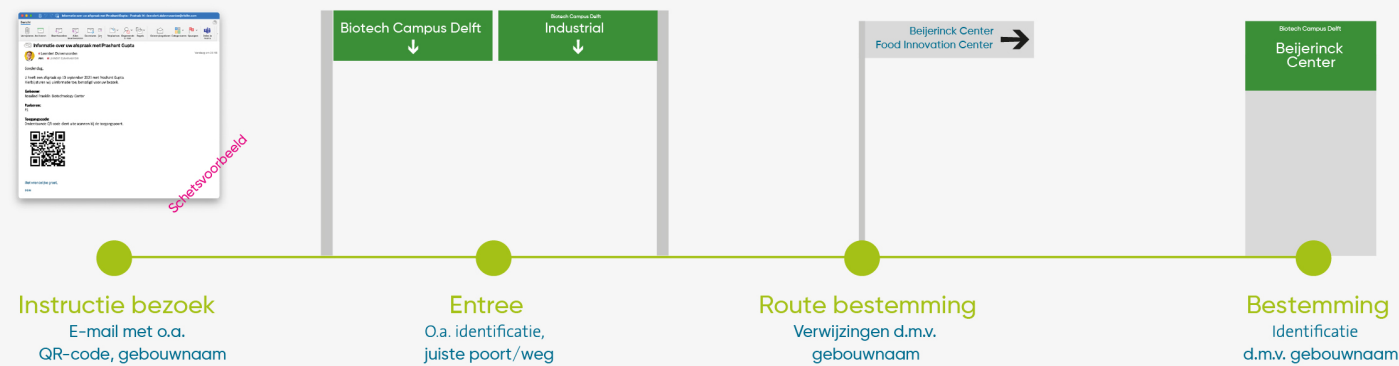
Leveranciers



Wayfinding DSM-Firmenich / Biotech Campus Delft

Customer journey - Campus-deel

Voetganger



Fiets



DSM-Firmenich

The DSM-Firmenich site in Delft will soon undergo a lot of changes. Part of the site will become publicly accessible and will function as a Biotech Campus. Part of it is a shielded 'Industrial Zone'. As a result, employees and visitors will have to take different routes on the site. The wayfinding strategy and sign plan that we developed ensure that people can easily find their way in the new situation.

Context & user analysis

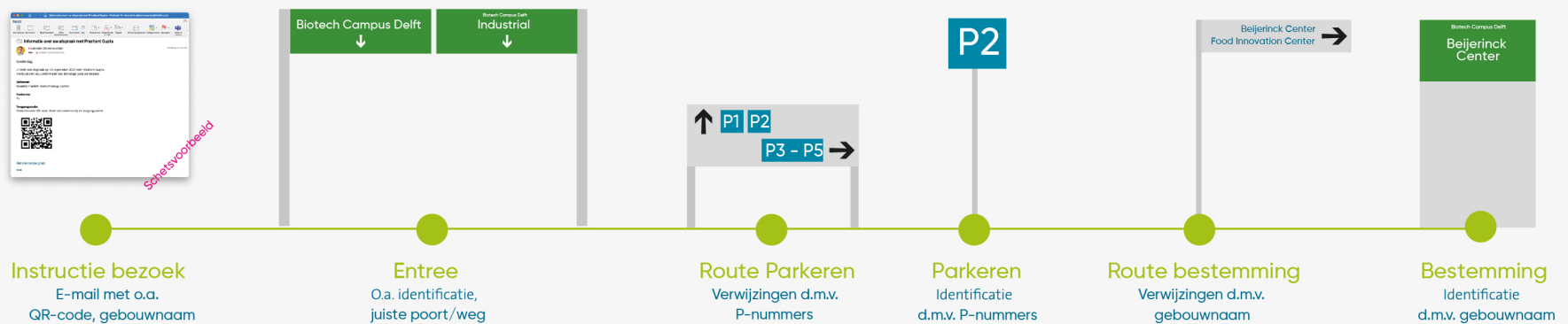
Wayfinding strategy

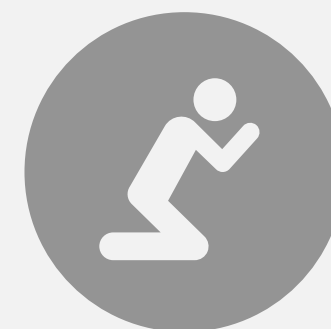
Sign plan

Wayfinding DSM-Firmenich / Biotech Campus Delft

Customer journey - Campus-deel

Auto





Haskoning Delft

Wayfinding
strategy

Signage plan

Design &
productionfiles

For the new Haskoning office in Delft, we developed the wayfinding strategy, worked out a signage plan, and created designs in collaboration with interior architect Fokkema & Partners. The wayfinding fits in well with the interior of the monumental building and works for employees who often work in the Delft office, as well as, employees and visitors who are there for the first time.

Gebieden

Faciliteiten

MiVa Toilet

Sanitair

RHDHV Medewerkers

Stijtpunt

Bestemming

Gang

RHDHV Bezoekers

Bestemming

Gang

Algemeen

Stijtpunt

Bestemming

Gang

Flexible ruimtes

Bestemming

Huurder X

Bestemming

Gang

Huurder Y

Bestemming

Leverancier

Bestemming

Gang

Loopstromen

Hoofdstroom

Secundaire stroom

RHDHV Medewerkers

RHDHV Bezoekers

Algemeen

Huurder X

Huurder Y

MiVa specifieke route

Leveranciers

Bordlocaties

1. Verwijsbord

2. Identificatiebord

3. Standardbord

4. Index

5. Buitenbebording

6. Kamernummer

Bordnummers

0.1.01

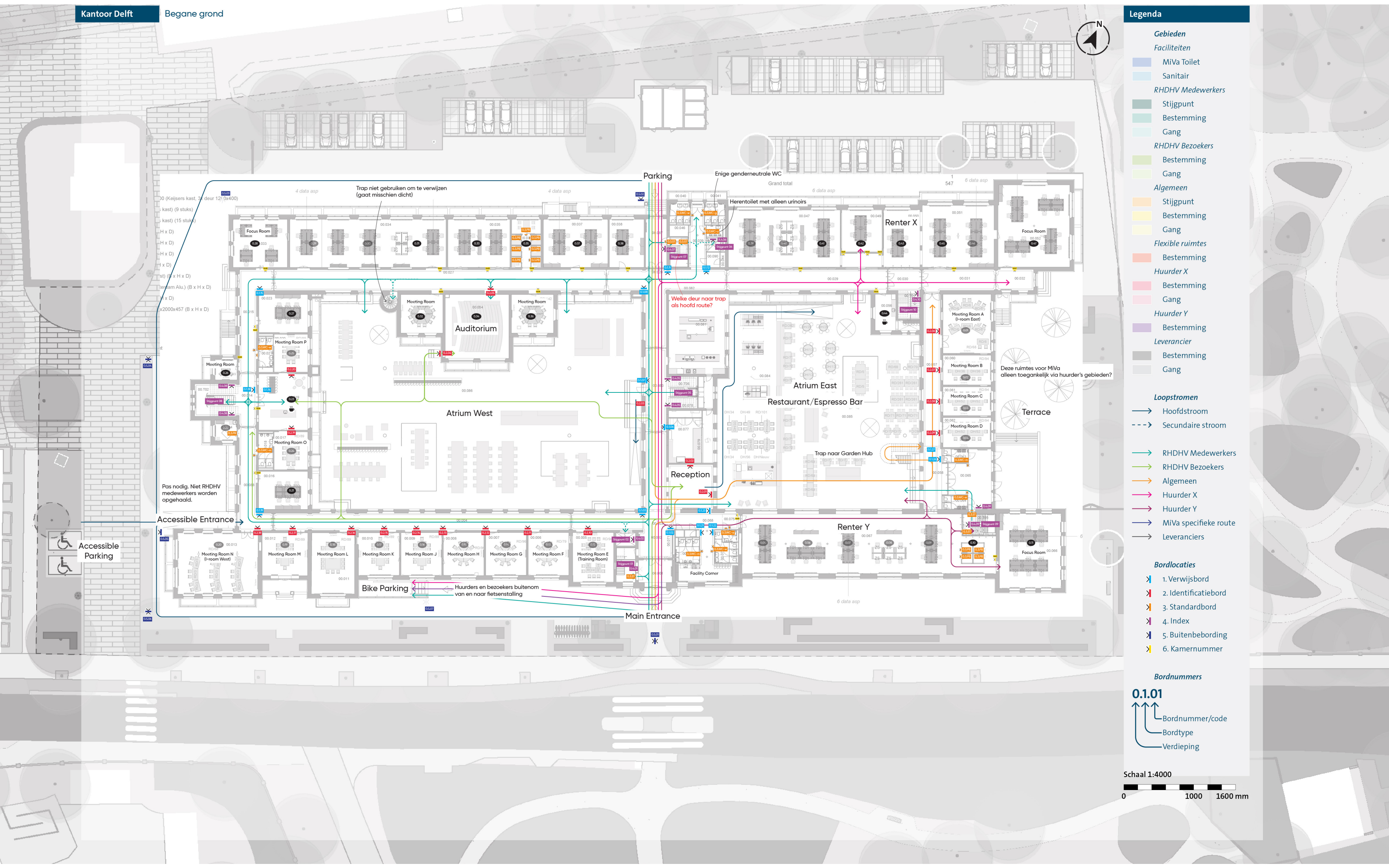
Bordnummer/code

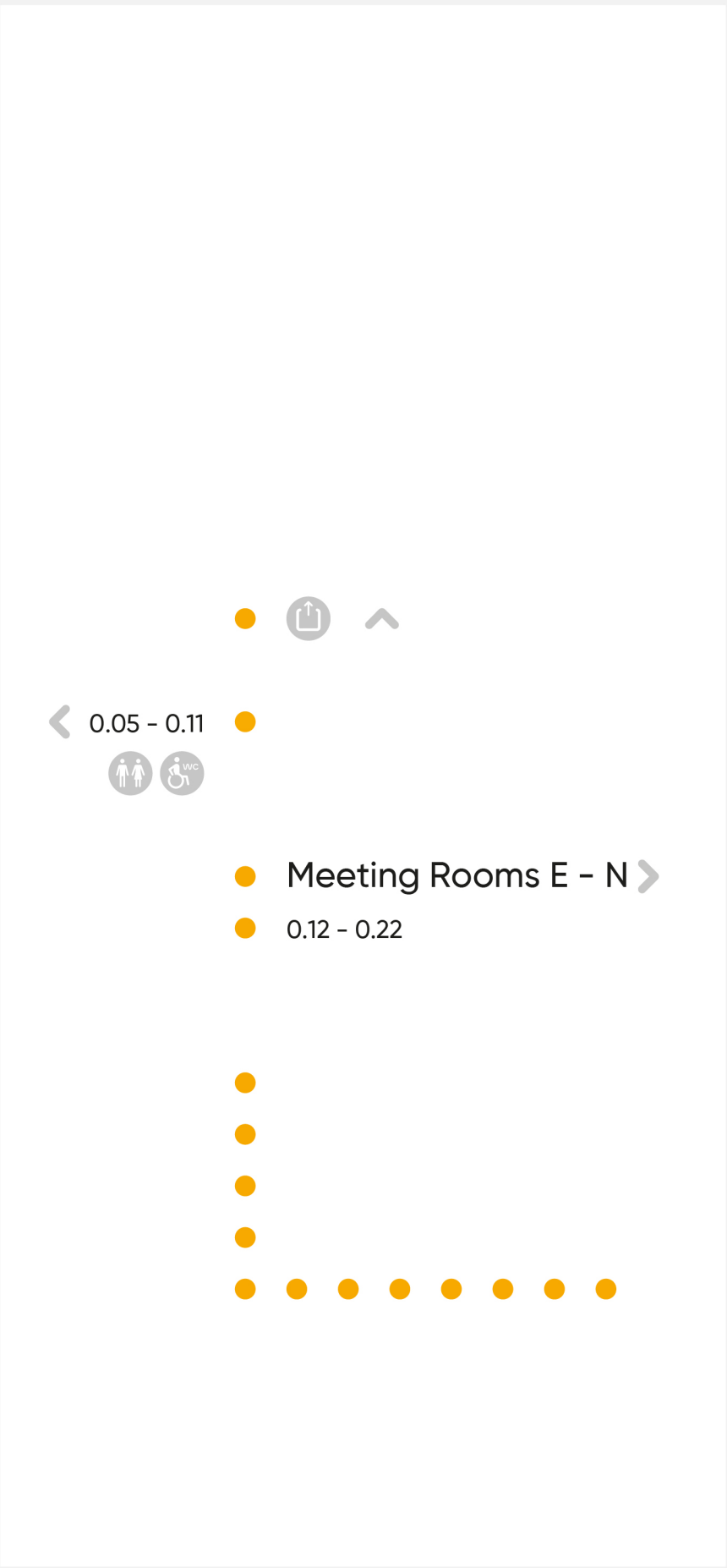
Bordtype

Verdieping

Schaal 1:4000

0 1000 1600 mm

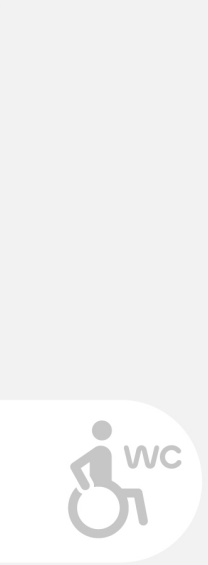




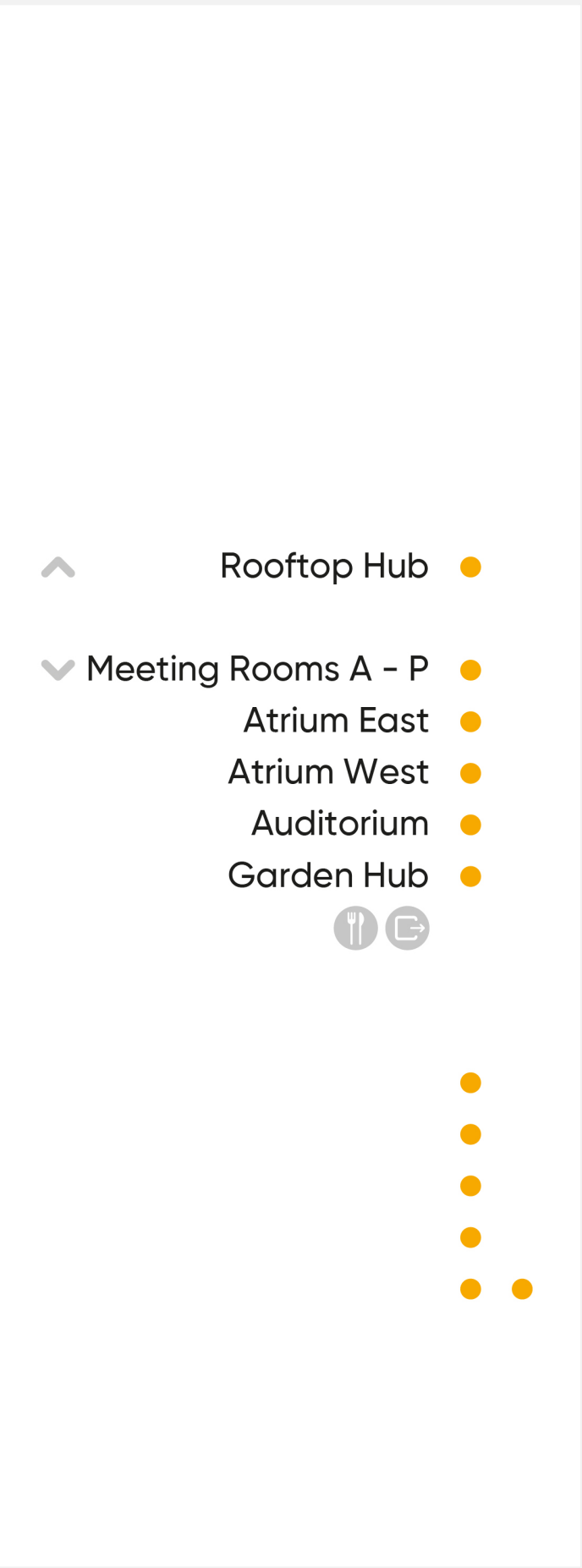
1. Directionals



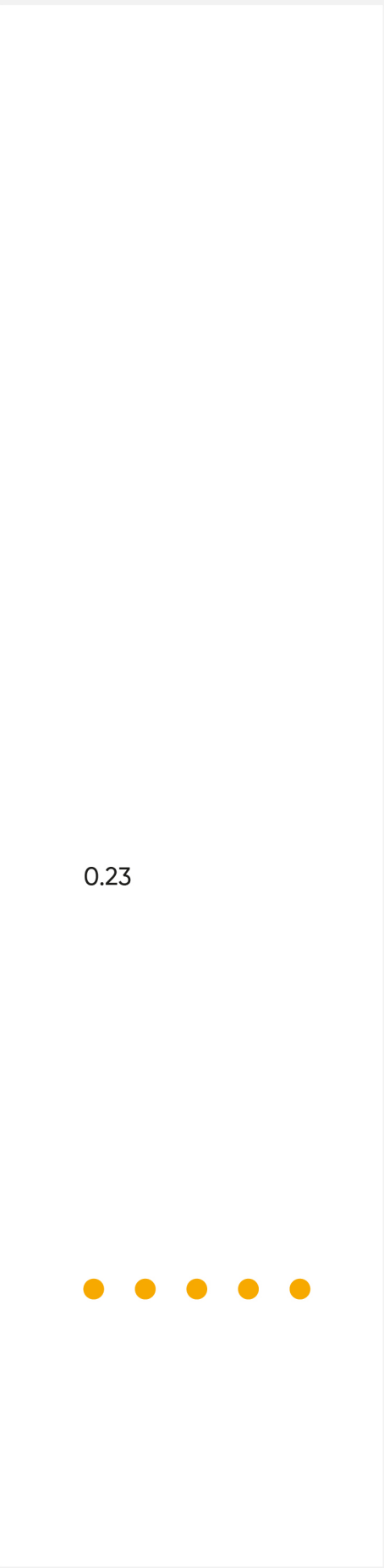
2. ID sign



3. Flag signs



4. Indexes



6. Kamernummers

- Atrium West ^
- Auditorium
- Meeting Rooms O - P
- 0.23 - 0.47
- 

- < Meeting Rooms E - N ●
- 0.12 - 0.22 ●

- Atrium East >
- Garden Hub
- Meeting Rooms A - D
- 0.01 - 0.11
-    

- ^ Reception ●
- Atrium East ●
- Garden Hub ●
- Meeting Rooms A - D ●
- 0.21 - 0.04 ●
- 

- Atrium West ^
- Auditorium
- Meeting Rooms O - P
- 0.24 - 0.25
- 

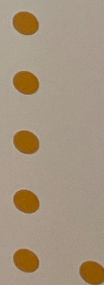
- < 0.26 - 0.47 ●
- 

- Atrium East >
- Meeting Rooms A - N
- 0.01 - 0.22
-   

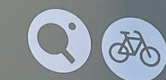


Library

Professors' Room



▼ Atrium East
Atrium West
Auditorium
Garden Hub
Meeting Rooms A - P





Pectolite
Meeting Room P



● Monumental Window ^
● 1.24 - 1.39
📍 📄

< Library ●
Professors' Room ●
1.09 - 1.23
📄

● 1.01 - 1.07 >
📄





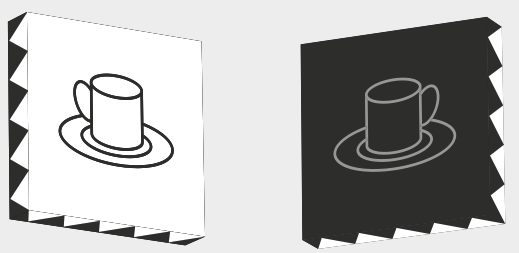
Welcome to the Brand Hu

Looking for subsidiary or
product brand guidelines?

[Contact us](#)



I am an employ





Figs

Wayfinding Strategy Signage Plan Design

Hotel Theater Figs is a complex ensemble of multiple interconnected buildings featuring several conference, theater, and cinema halls, three bars, a restaurant, four floors of hotel rooms, and a private parking garage. This, combined with a coherence with the distinctive signature, has been resolved using unique icons and recurring patterns.







FIGI



Parkeergarage



Welkom!
24 uur per dag open



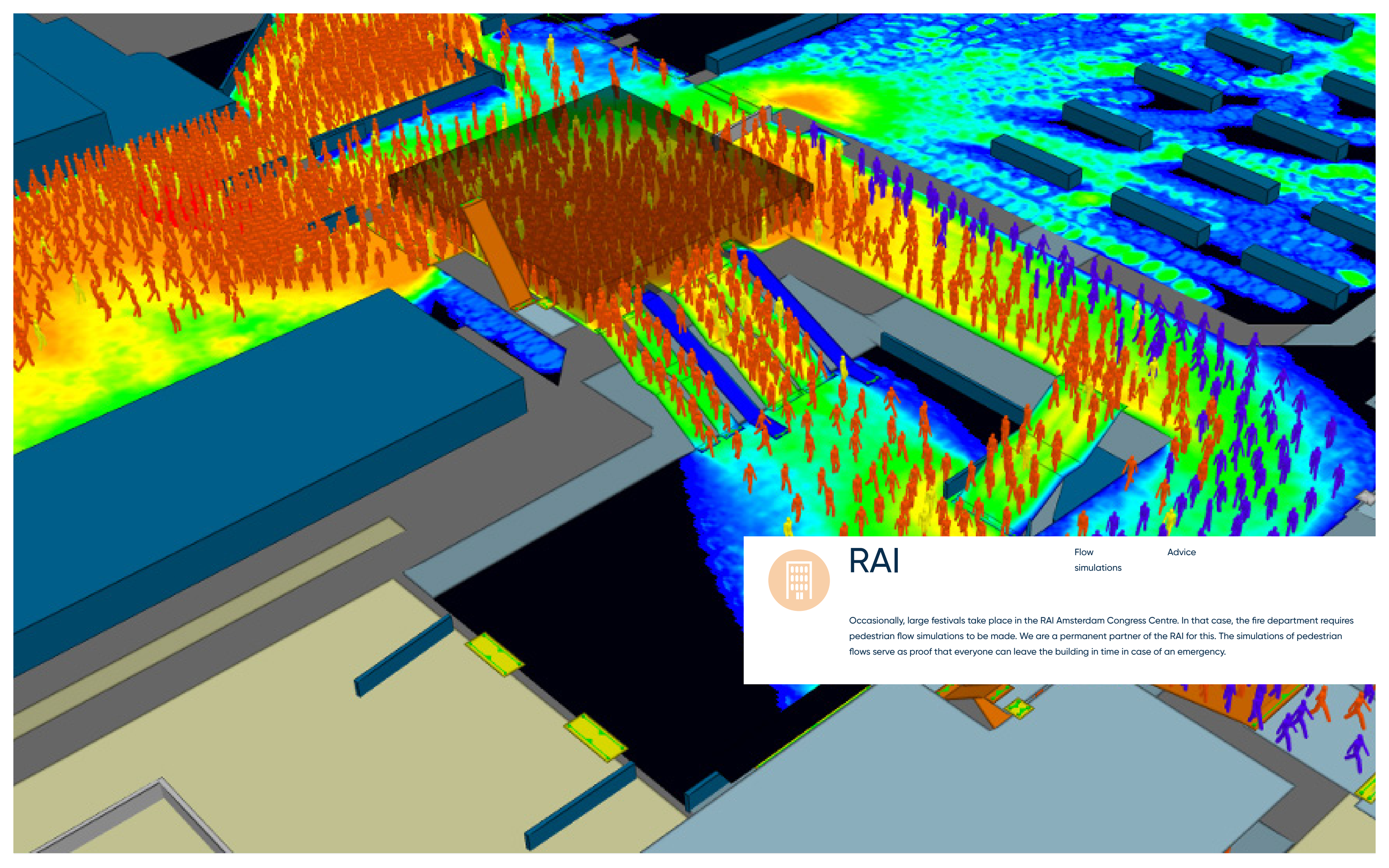
BEID BANKPAS AAN OM
IN- EN UIT TE RIJDEN!

TARIEVEN

10 minuten € 2,00

maximaal tarief per 24 uur € 10,00

© FIGI



RAI

Flow
simulations

Advice

Occasionally, large festivals take place in the RAI Amsterdam Congress Centre. In that case, the fire department requires pedestrian flow simulations to be made. We are a permanent partner of the RAI for this. The simulations of pedestrian flows serve as proof that everyone can leave the building in time in case of an emergency.



CPK

Context &
user analysis

Wayfinding
strategy

Design

Under the wings of Foster + Partners, we are working on the engineering of the new airport for Warsaw in Poland. In this project, our team is working on the wayfinding strategy and developing sign plans and designs. The wayfinding for this airport is applied in the terminal itself, but also in the adjacent train station, bus station, taxi rank, and outside area.





UK Terminal

Signage plan

Design &
manual

Production &
installation

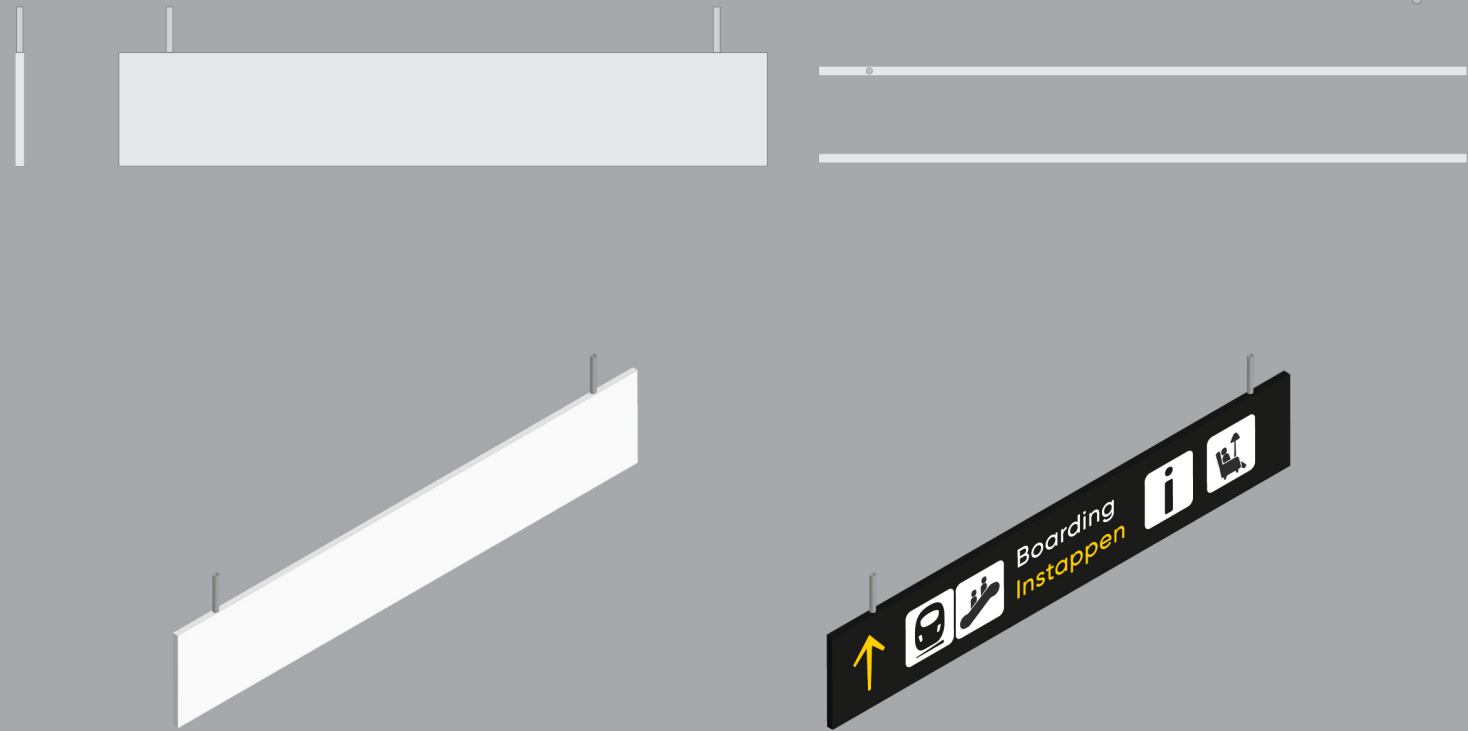
Commissioned by Eurostar, we were asked to design the signage for the new UK Terminal at Amsterdam Central. The challenge here was to bring different worlds together in a well-functioning and attractive system: the Eurostar house style, the interior design, the airport process in the terminal, and the signage of ProRail just outside of the terminal.



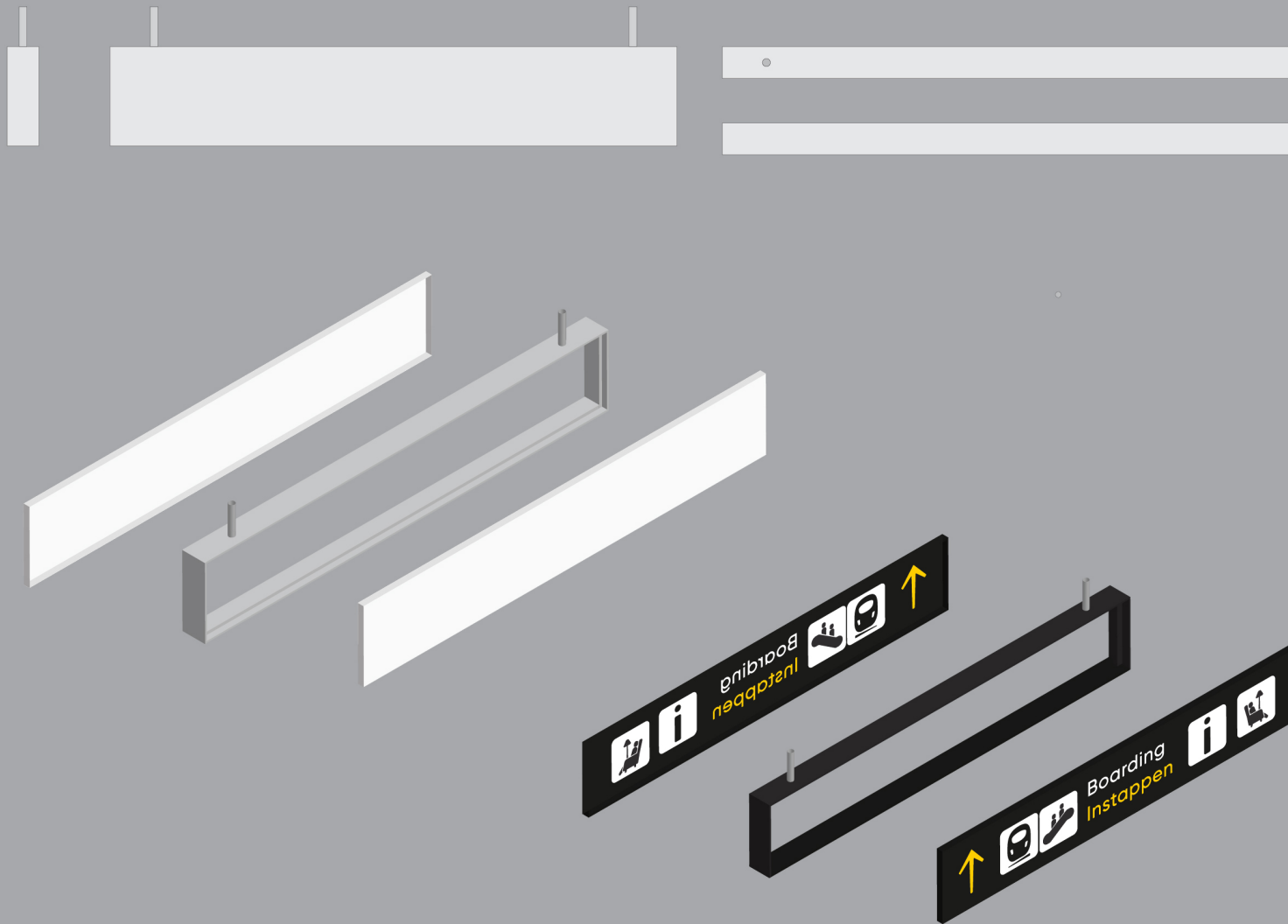
Pictogram order



3D sign construction - non-illuminated



3D sign construction - illuminated

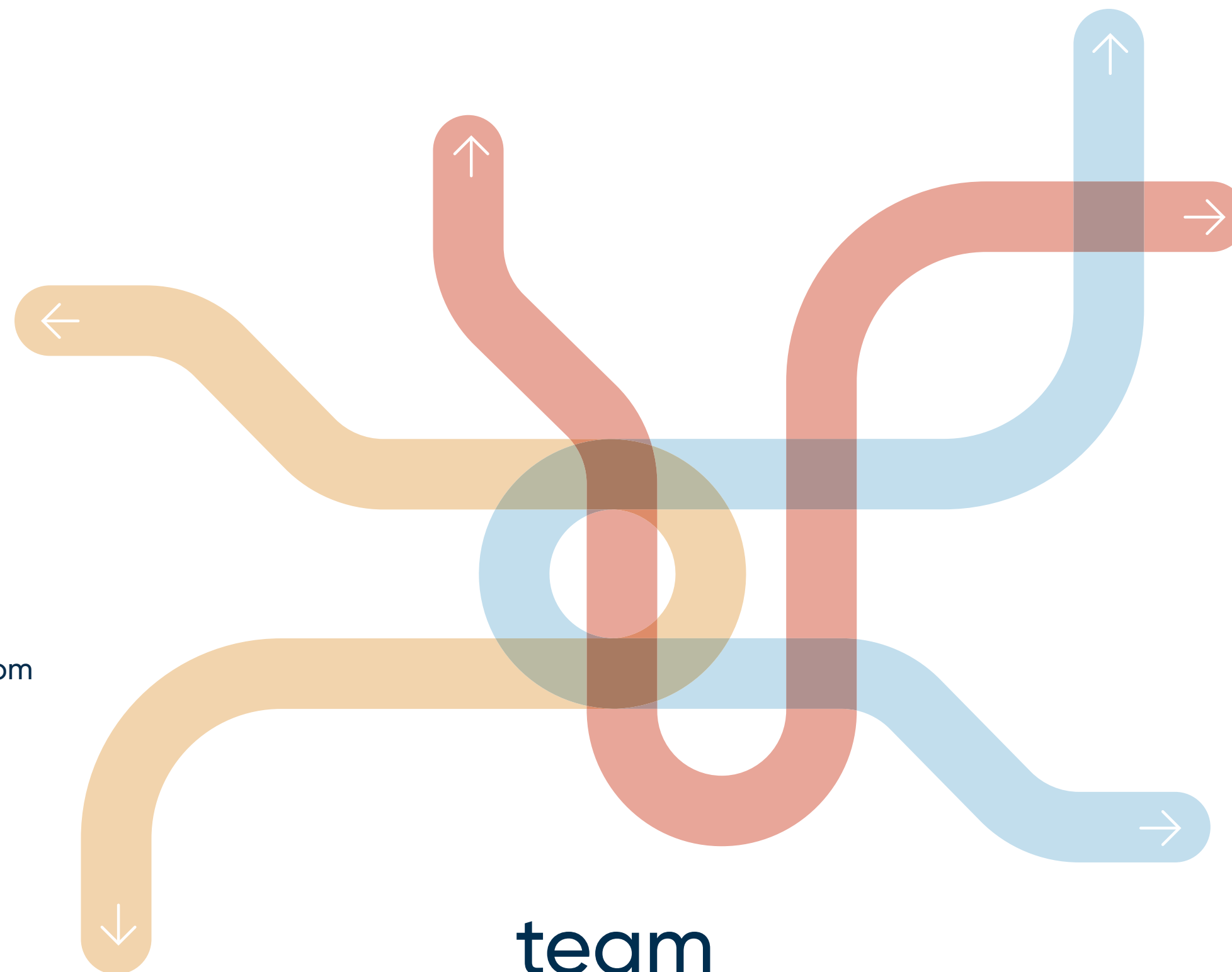




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jan.bunk@haskoning.com



team
Wayfinding

