

The Berlage Master of Science in Architecture and Urban Design
Faculty of Architecture and the Built Environment
Delft University of Technology

Thesis Project Plan

The Berlage.

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ABOUT THE THESIS PROJECT	
Thesis project title	You are Here
Thesis advisor 1	[name]
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Thesis project description	
<p>The contemporary built environment is a complex juxtaposition of architecture and graphics, constantly challenging the increasingly mobile society in reaching destinations. With signage, maps and billboards progressively taking over the role of guidance and orientation, architecture is both in need of a redefinition of its role and acknowledgement of the possible graphic support it will continue the need in the future.</p> <p>The labyrinth, as the universal archetype of disorientation, can be seen as analogous to spatial orientation and wayfinding problems arising in complex architecture and urban settings. The project therefore will investigate this type with the aim of cataloguing its elements, mapping out strategies, and ultimately being projective on both the scale of architecture and graphic design.</p>	
Thesis project site	
Virtual reality	
Thesis project outcome	
<p>Research on the labyrinth and current wayfinding strategies</p> <p>Catalogue of the elements of the labyrinth</p> <p>Architectural and graphic standards manual on wayfinding (book, posters)</p> <p>Design of a labyrinth (plan, perspectives, virtual reality model, physical scale model)</p>	
Relevance	

During a typical day, a great amount of destinations have to be reached. More than ever, people are in a heightened state of mobility and as it keeps on intensifying, the need for wayfinding devices is equally growing. Architecture, once the universal tool for orientation and wayfinding to and within cities, today is no longer concerned with communicating its purpose, content or structure. On the contrary, modern buildings bear a metaphorical, iconic or abstract expression, rather than communicating tradition, hierarchy or typology, architecture has lost its role as guidance and wayfinding device. This role has shifted to graphics such as signages, maps and billboards. With people's scope of exploration constantly enlarging and the built environment continuously gaining complexity, these graphic devices are here to stay. Yet, with architects often still not acknowledging the need for them, they remain juxtaposed with architecture.

Universally recognised and around since prehistorical times, the labyrinth is the true archetype of (dis)orientation and wayfinding. In both cities and buildings, labyrinthine aspects can be recognised. While historically it was a device of protection, excluding the unwanted and safekeeping the inhabitants, it has also been for long a device of pleasure, provoking curiosity and excitement when treading the unknown. The labyrinth perfectly resembles the way architecture and urban settings are engaged with and it is the key in understanding problems and subsequently projecting strategies of spatial orientation and wayfinding.

Bibliography of literature, precedents, and references

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Structure and method

The project is initiated with a historical and spatial study of the labyrinth and a cataloguing of its components together with the mapping and analysis of the status quo of wayfinding in the built environment, both on the scale of graphic design, architecture and urban design, through case studies.

A graphic and architectural standards manual is developed as a first projective result of these two studies. This will include guidelines in terms of spatial orientation and wayfinding for the design of spatial, architectural, graphic and typographic elements.

Finally, a labyrinth is designed utilising these guidelines. As its main product a virtual reality model with which people are then able to test the design. Additional products are drawings (plan, perspectives) and a physical scale model.

Preliminary schedule and time planning

WK 35
Compulsory kick-off workshop

WK 36
Compulsory presentation

WK 37
Research on labyrinths and current wayfinding strategies, delivery of first draft of study.

WK 38
Research on labyrinths and current wayfinding strategies.

WK 39
Cataloguing of elements of labyrinth and development of manual.

WK 40
Cataloguing and first draft delivery of elements of labyrinth and development of manual.
Second draft delivery of study on labyrinths and current wayfinding strategies.

WK 41
Cataloguing of elements of labyrinth and development of manual.
Final drafts of study, catalogue and manual.

WK 42
Compulsory midterm presentation

WK 43
Initiate design and delivery of first draft drawings.

WK 44
Development of design and delivery of second draft of drawings.

WK 45
Development of design and delivery of final draft of drawings.

WK 46
Finalising design and delivery of final drawings and physical scale model.

WK 47
Development and delivery of vertical reality model.

WK 48
Dress rehearsal

WK 49
E2

WK 50
Presentation postproduction workshop

WK 51
Presentation postproduction workshop

WK 2
Presentation postproduction workshop

WK 3
Presentation postproduction workshop

WK 4
Presentation postproduction workshop

WK 5
E3