how we are influenced by the environment
design proposal directed by research
develop a design approach focused on an user perspective

develop an architectural design based on a optimal wayfinding performance
process of movement
define position
identify goal
find your way

wayfinding goal
anchor points
acquiring the image
influential factors

- person
- mental representation | cognitive map
- environment
personal abilities

> capabilities

- information processing
- decision making
- decision execution

capabilities
personal abilities

> capabilities
> visual field

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visual field
personal abilities

- capabilities
- visual field
- scanning and glancing

scanning and glancing
personal abilities

> capabilities
> visual field
> scanning and glancing
> grouping principles

gestalt grouping
personal abilities

- capabilities
- visual field
- scanning and glancing
- grouping principles
- memory

things we remember
cognitive map

imageability
cognitive map

> imageability
> elements

path
node
district
edge
landmark

elements
cognitive map

> imageability
> elements
> identity, structure and meaning

identity
recognize shape of the door

structure
relative position to the door

meaning
use the door to enter a space

properties
environment

> architectural legibility

visual access

architectural differentiation

layout simplicity

architectural legibility
environment

> architectural legibility
> organisation, enclosure, correspondence

organization
environment

> architectural legibility
> organisation, enclosure, correspondence
> architectural wayfinding elements

wayfinding elements

- stairs
- escalators
- elevators
environment

> architectural legibility
> organisation, enclosure, correspondence
> architectural wayfinding elements
> atmosphere

defining atmospheres
articulating the organization
design problem: balance of complexity
demands for a test case
south bank
hungerford carpark
mental image
vacant / farmland
1560
vacant / farmland

industry

1560

1800
history

vacant / farmland

industry

1560

1800

1950
history

vacant / farmland 1560

industry 1800

festival of britain 1950
history

vacant / farmland
1560

industry
1800

festival of britain
1950
history

vacant / farmland
1560

industry
1800

festival of britain
1950

no clear identity
now
cultural festival area as public domain
layers
landmarks
train stations
functions
heights

dividing elements
railway viaduct is a dividing element
waterloo bridge is a dividing element

different entities
different functional hubs on shore
materilization
atmospheres

main route with separate elements
pedestrian routes

location analysis
design goals

connecting two regions break through layers continue and enhance public domain of the south bank centre
program for different users
function connects to public domain
different users, different activities
volumes as functions
becoming part of the south bank centre
south bank centre
routes
views to the site
higher mass is visible
higher mass connects with the main route
form reacts on surroundings
building form articulates the public route
articulating functions for identification
facade fragments articulating public - private

boxes articulating its function differentiation

facade fragments
edge of the building
site connects with existing routes
new route to waterloo station  big public events  festival area  urban artist area

creates urban spaces
implementation in the location
open to the surroundings
main entrance
districts connects different levels
0 degrees
> open landscape

15 degrees
> open landscape

30 degrees
> tribune

45 degrees
> continuous floor slab

60 degrees
> continuous floor slab

75 degrees
> dividing wall

90 degrees
> dividing wall

floors defines (connection of) spaces
columns as a separate entity
districts create different spaces
film school square as node
visual access connects different nodes
views as anchor points
views from site

views towards landmarks

views as anchor points
route is defined by differentiation in heights
ceiling heights articulates function and atmosphere
differentation in heights creates the route
climate streams uses the route concept
boxes are separated from the public route
using rain water streams as grey water
different functions
repeating of architectural wayfinding elements
directing elements
directing elements within the railing
acoustic columns
entrances articulates the privacy of the function
structure defines atmospheres
structure defines atmospheres
border of different functions
Finns create a closed visual effect

Concept found in detailing
plates

rain water storage
> wayfinding recommendations used as mind set, not a dominating design method
> tower typology increases difficulties
> south bank is a too complex setting as a test case
> wayfinding recommendations more effective on smaller scales
thank you for your attention