

Project **CAMBRIDGE WAYFINDING**

Client **GROSVENOR ESTATES**

→ **information design**

→ **wayfinding**

This project involved a detailed audit of pedestrian and public transport usage. Arrival points, key routes and existing signage was analysed and a wayfinding strategy developed setting out a masterplan for pedestrian movement in and around this historic city.

The design work has also developed a bespoke range of street signage including the design of a new family of directional node points to be located around the city. Retail, leisure and public service information is combined in street sited map points to encourage users to explore the city.

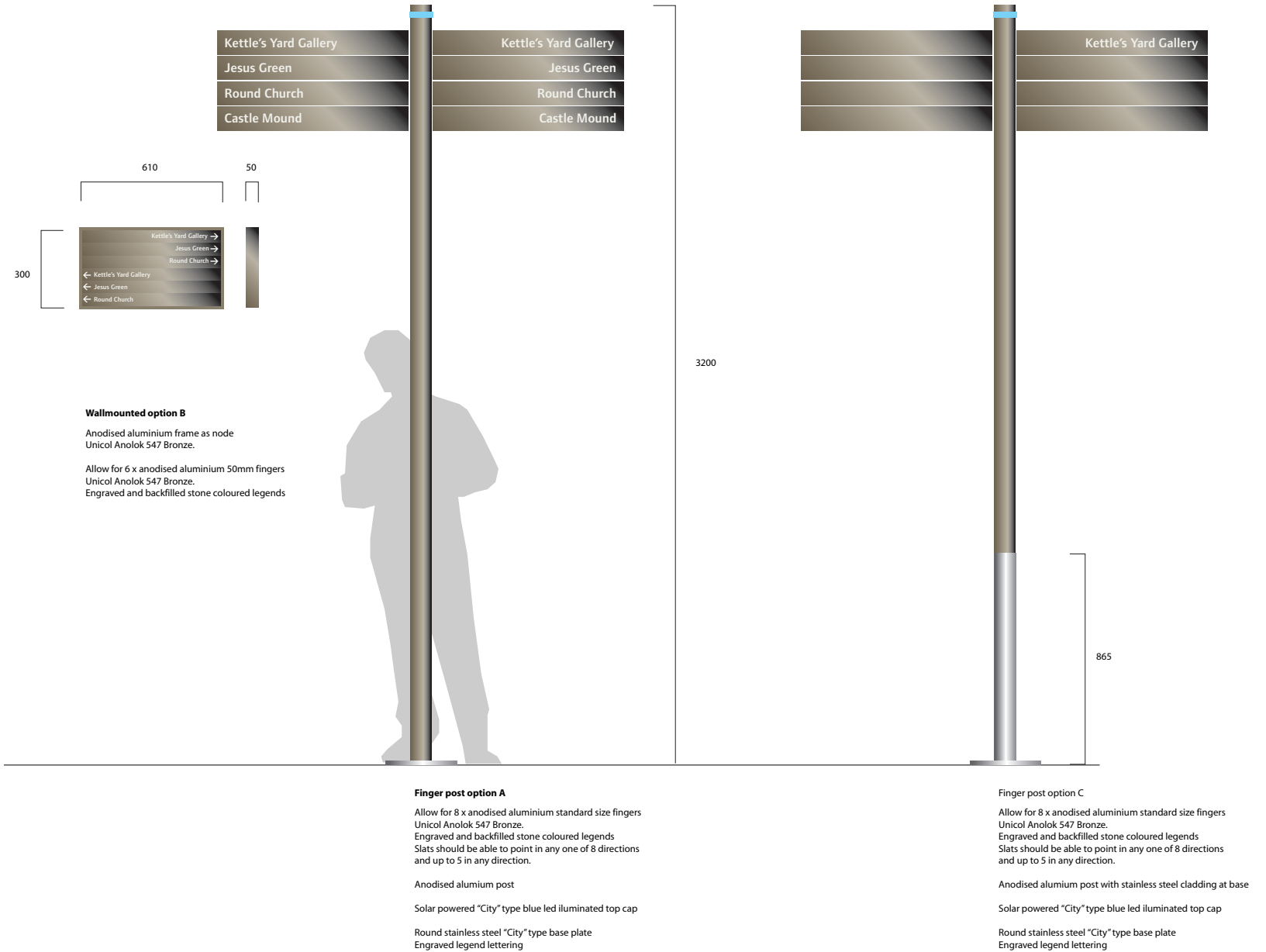


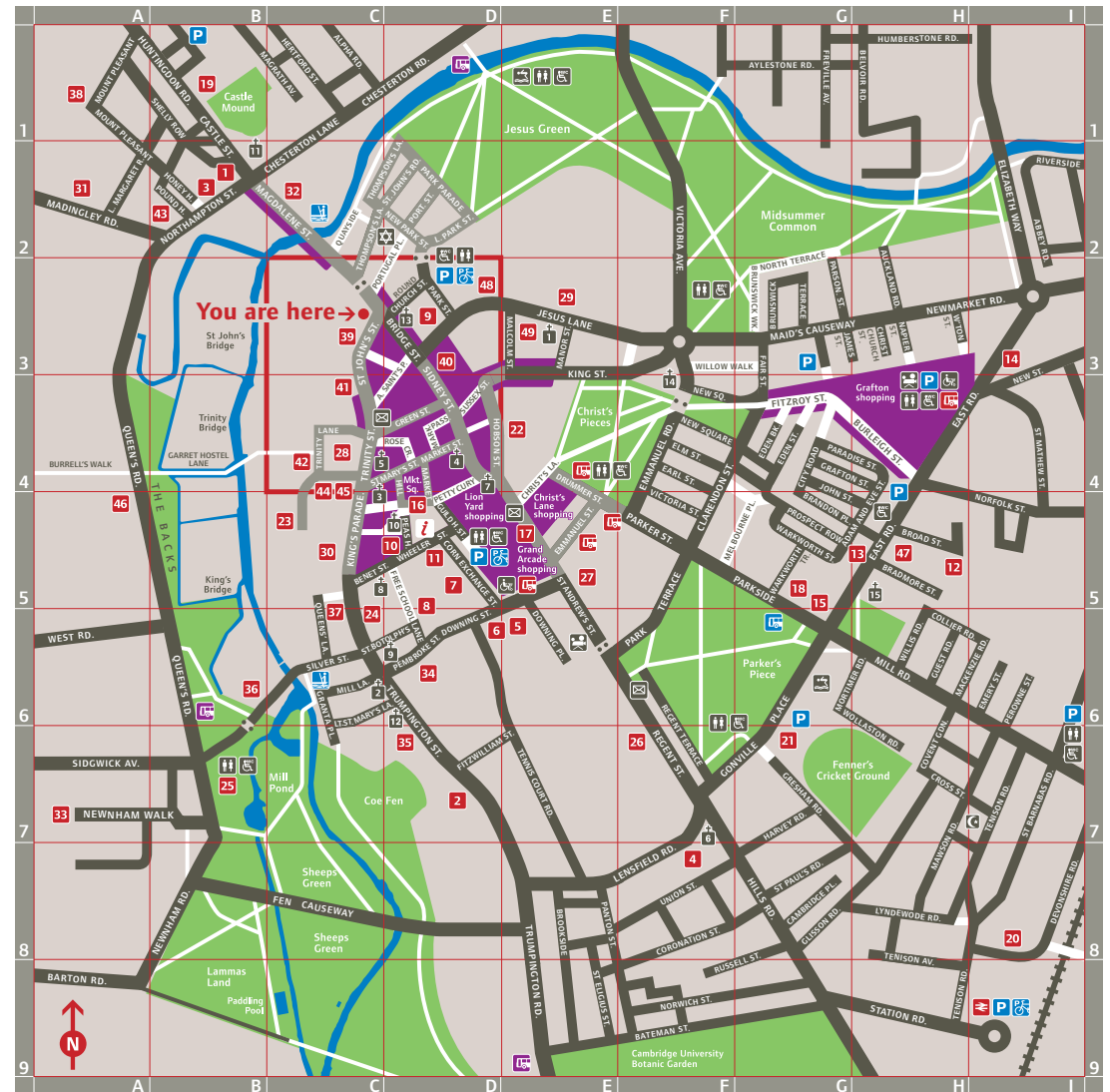
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