

Centro Roberto Garza Sada, Universidad de Monterrey (UEM)

A school of design and architecture that is itself a bold architectural statement, the Centro Roberto Garza Sada (CRGS) is a new arts center at the Universidad de Monterrey (UEM) designed by the Pritzker Prize-winning architect Tadao Ando. Pentagram's Abbott Miller developed a comprehensive program of signage, wayfinding, and environmental graphics for the center that complement the raw physicality of Ando's concrete building with clean, crisp shapes and sleek, smooth surfaces. The signage's pristine white lettering, glossy white discs, and glass prisms form a counterpoint to the rough gray concrete walls. Typography is carefully composed against the empty white space of the pure geometric shapes.

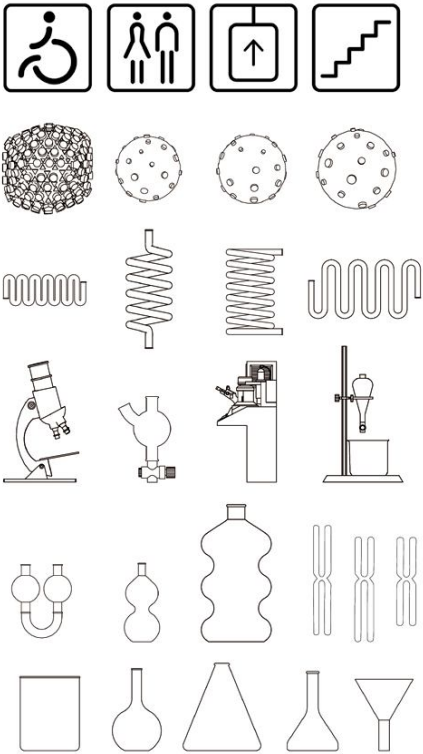
Client Universidad de Monterrey
Design Pentagram
Photo Oscar Estrada and Jorge Taboada
Location Monterrey, Mexico



HPV Institute

As HPV is a research lab with many different roles and kinds of equipment, the communication project needed to be clear and direct. The building, of simple architecture, made it easy to have the information organized in an equally simple manner. The delicate and linear quality of the graphic elements create an aesthetic of lightness, with no excesses, so that there is no visual pollution in the spaces, a particularly important feature inside a lab. Icons related to the scientific research of the institute are printed on the concrete modules of the entrance floor, forming a playful drawing. The large façade of the building, which looks out on a busy street, features a large art intervention. The large geometric drawing was inspired by the patterns of occupied and empty spaces typically formed by the chromosome sequence. The visual intervention reinforces the image of the institute as one of the leading lights in DNA research.

Client Instituto HPV – Santa Casa
Design Nitsche Projetos Visuais
Architect Andrade Morettin
Photo Nitsche Projetos Visuais
Location Sao Paulo, Brazil



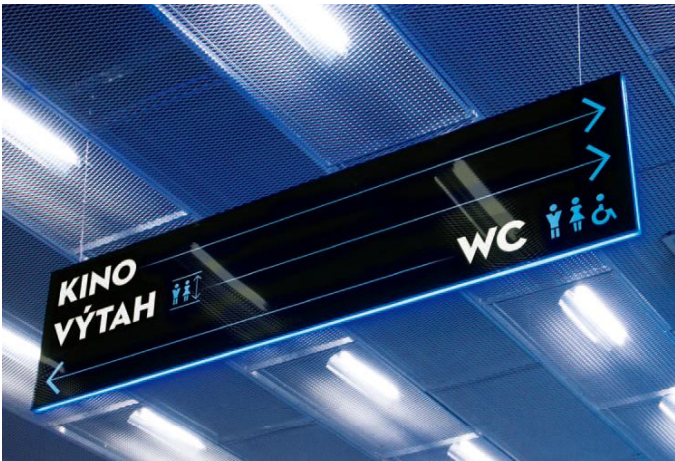
Forum Nová Karolina

The city of Ostrava has been famous for its coal and steel for long. On the site of the decommissioned Karolina colliery, the 32hm² surface area of which extends up to the city center, a new district of residential, office and commercial buildings is rising up, to be completed by 2015. The architectural highlight here is the shopping center designed by architects OMA Rem Koolhaas. A comprehensive concept was developed for the new site, incorporating both the exterior area and the shopping mall.

The system comprises information points in the form of portals and pylons with floor plans, floor overviews and service information, as well as informative signposts and destination confirmation signs. At the same time the signage system was augmented to include designs for exterior fixtures such as street lamps, bus stops, benches and litter bins.

Slim, black and rectangular surfaces surrounded by radiant blue edging with an intricate, “steely”cool lettering, define a distinctive appearance. The interaction between form, materials, light and graphics reflects the fascination between the material and the immaterial that the mining and transformation of coal into steel and electricity evokes.

Client Multi Development Czech Republic a.s.
Design Gourdin & Müller
Location Ostrava, Czech Republic







Dauro Oliveira Orthodontics Clinic

The concept of the signage project for the Dauro Oliveira Orthodontics Clinic stemmed from the pieces used in the orthodontic equipment, more specifically the brackets and the rubber bands. A family of pictograms was then created, along with numbers based on the drawing and on the materials used in these elements. The result stimulates the user to positively interact with the treatment environment, moving the idea of pain and inhibition towards a solution that is able to elicit wonderful smiles.

Client Dauro Oliveira Orthodontics Clinic

Design Greco Design

Location Belo Horizonte, Brazil

