

Environmental Graphic Design

EYP/

/ the power of place

Environmental graphic design (EGD) is visual communication – storytelling that meaningfully connects People with Place to enhance their experience of the built environment. EGD fosters a practical, beneficial relationship between users and their spaces through wayfinding, experiential graphics, and special features. Our custom design solutions draw people deeper into your mission, as well as your buildings.

Research demonstrates how powerfully built surroundings influence our feelings and behavior. To help people relate to their surroundings, EYP's holistic approach integrates multiple design strategies and elements. When integrated with Architecture and Interior Design early in the design process, EGD adds exceptional value to your overall project design.

We approach every project as a collaborative journey of discovery, partnering with you to:

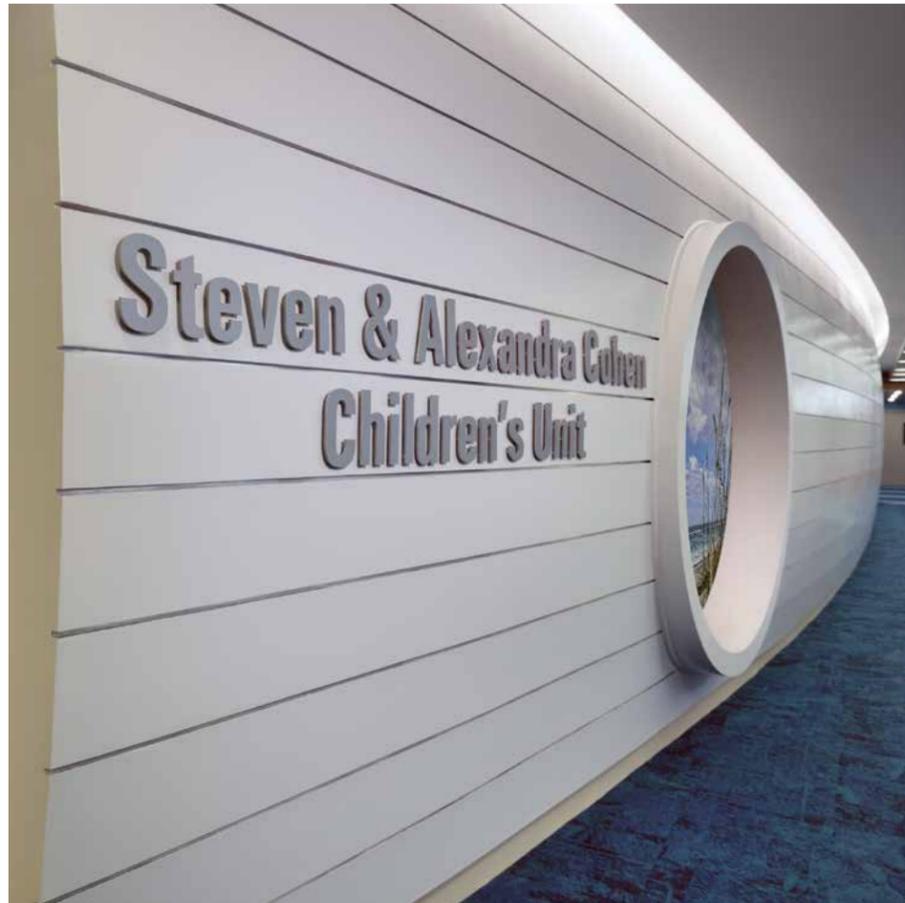
- understand your mission and purpose
- uncover the best strategy for your unique purpose, situation, and budget
- craft a suite of design features that embodies your story – and invites others to engage with it

Starting from the pragmatics of “where to find what,” we’ll help you express your identity in ways that enrich human experience, foster your culture, and enhance well-being.

Contact

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wayfinding

Wayfinding is more than signs. We integrate intuitive cues – color, pattern, and form – throughout your building to “show, not just tell” visitors how to orient themselves and easily reach various destinations.

experiential graphics

Experiential graphics use imagery, color, art, pattern and form – with or without text – to enhance how people experience your building and communicate your brand identity.

special features

From narrative art to high-tech displays, integrated and engaging features can surprise and delight visitors through positive distraction.

In Living Color

Vibrant colors enhance the patient experience and form a playful lightshow for passers-by. *Nemours Children's Hospital, Orlando, FL*



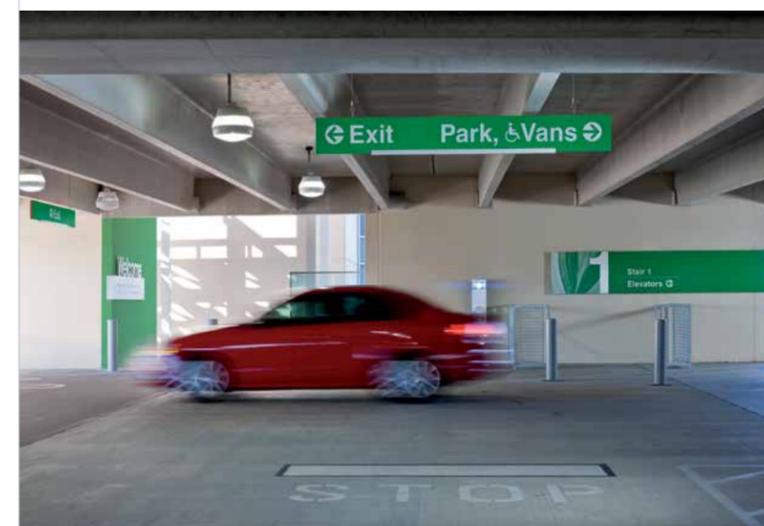
Award-winning design enriches both interior and exterior spaces while showcasing a uniquely family-focused inpatient and outpatient program. The early integration of environmental graphic design with architecture and interior design results in a seamless experience of the built environment and intuitive wayfinding. The graphic repetition of colors and forms contributes to a memorable sense of place, while architectural and landscape features inspired by graphic design elements add a playful touch.

- Wayfinding, Experiential Graphics, Special Features





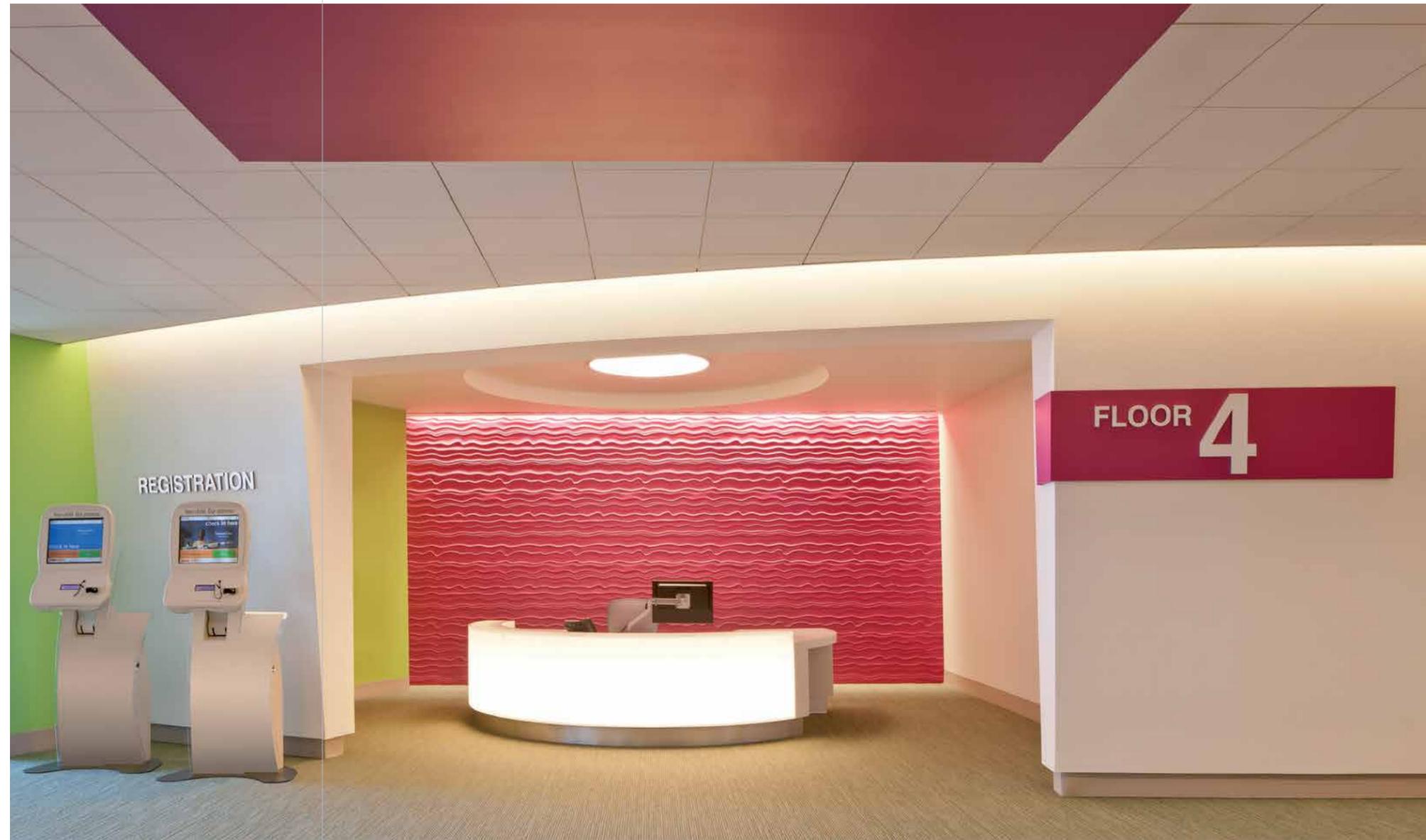
The strategic repetition of color and form helps people orient themselves and remember directions.





Light installations allow visitors to change how they and others experience the built environment.

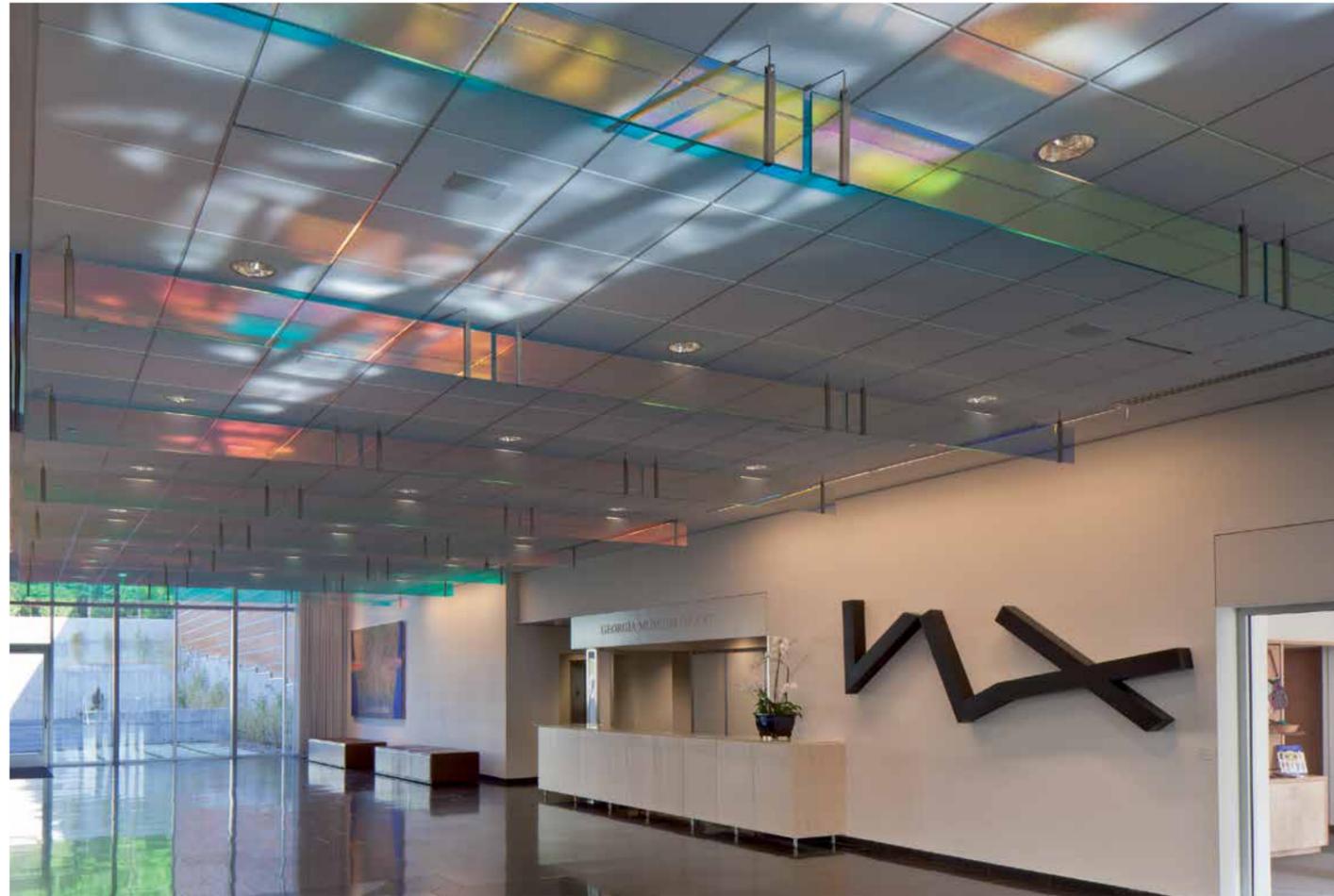




Writing on the Wall

Incised inscriptions subtly guide without competing with the art.

University of Georgia, Athens, GA



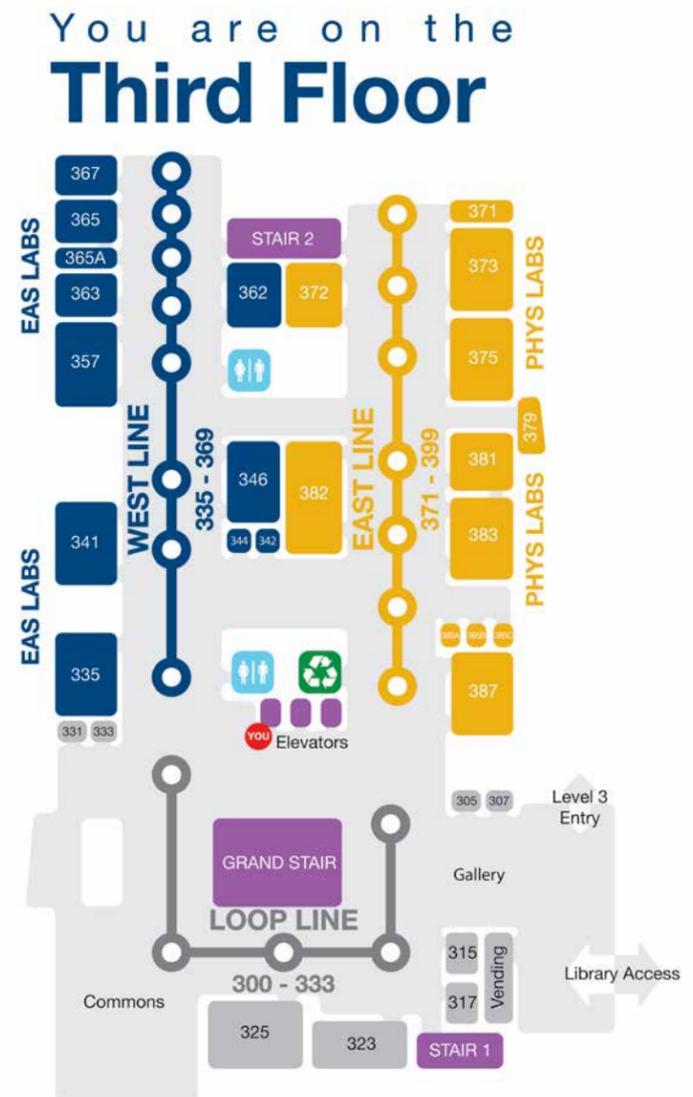
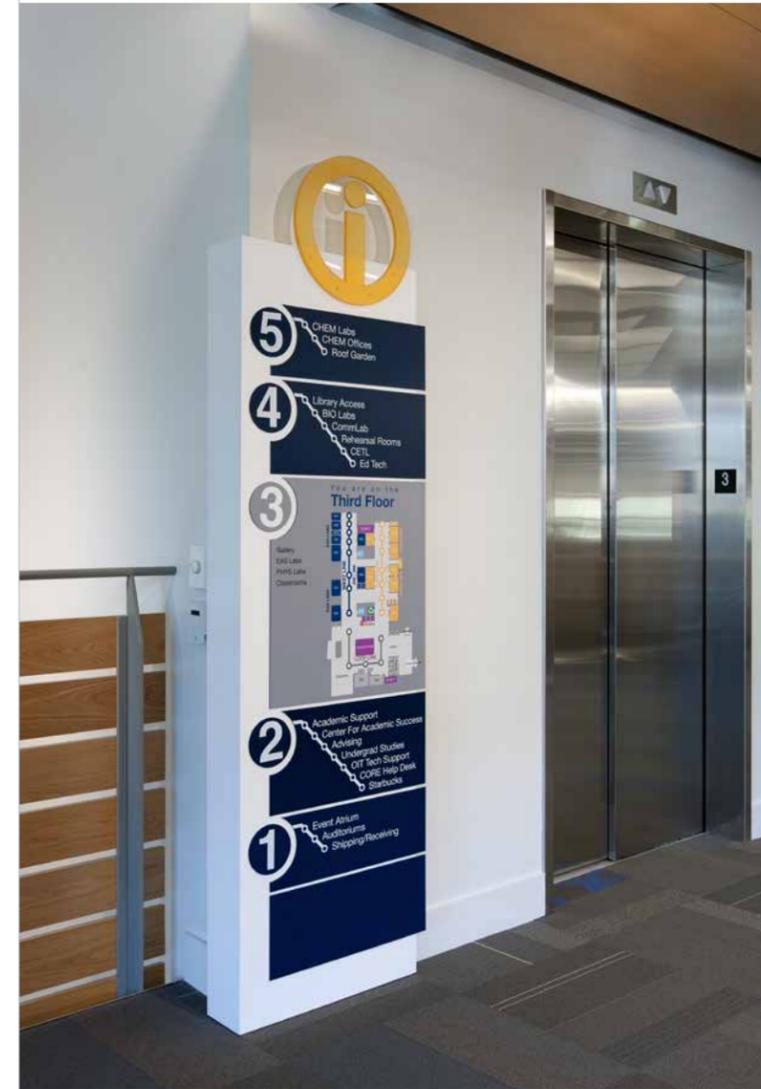
The graphic design program was implemented for both the existing and new addition to the museum with the objective of providing effective wayfinding that did not compete visually with the art on display. Using a minimalist approach, pertinent information such as gallery names and donor recognition were designed to be present when needed, fading from awareness when not. Altogether, this creates a feeling of permanence, transparency and depth reflecting the ambient qualities of the museum itself.

- Experiential Graphics, Wayfinding



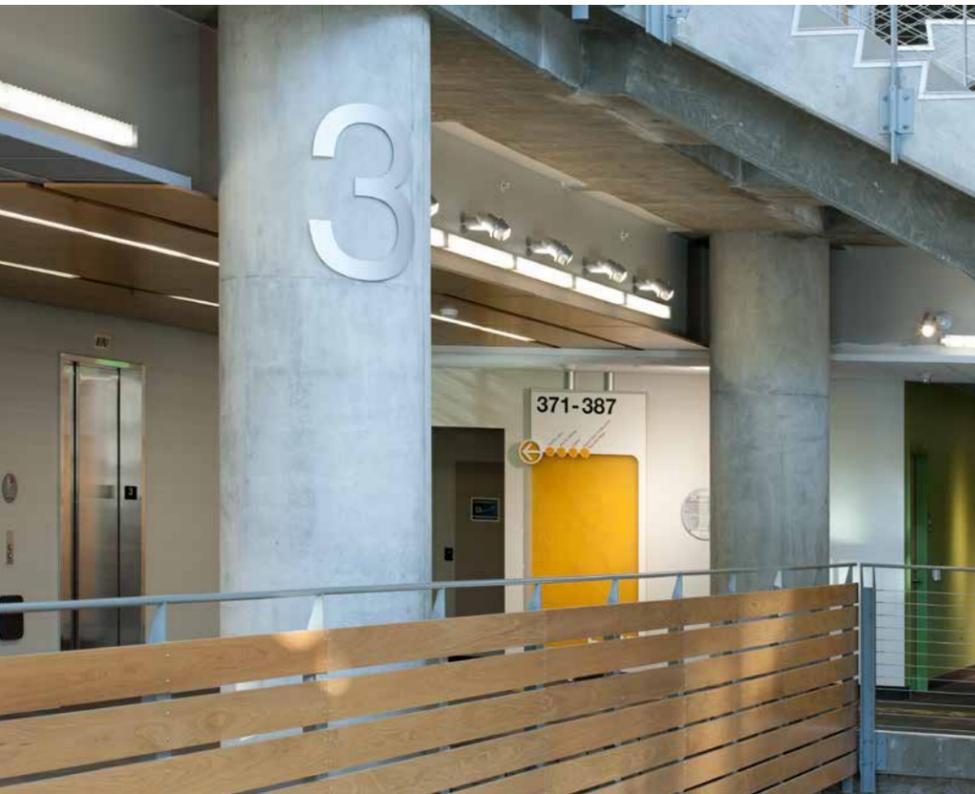
Traffic Management

School colors brand “subway lines” to speed wayfinding during the rush hour between classes. *Georgia Institute of Technology, Atlanta, GA*



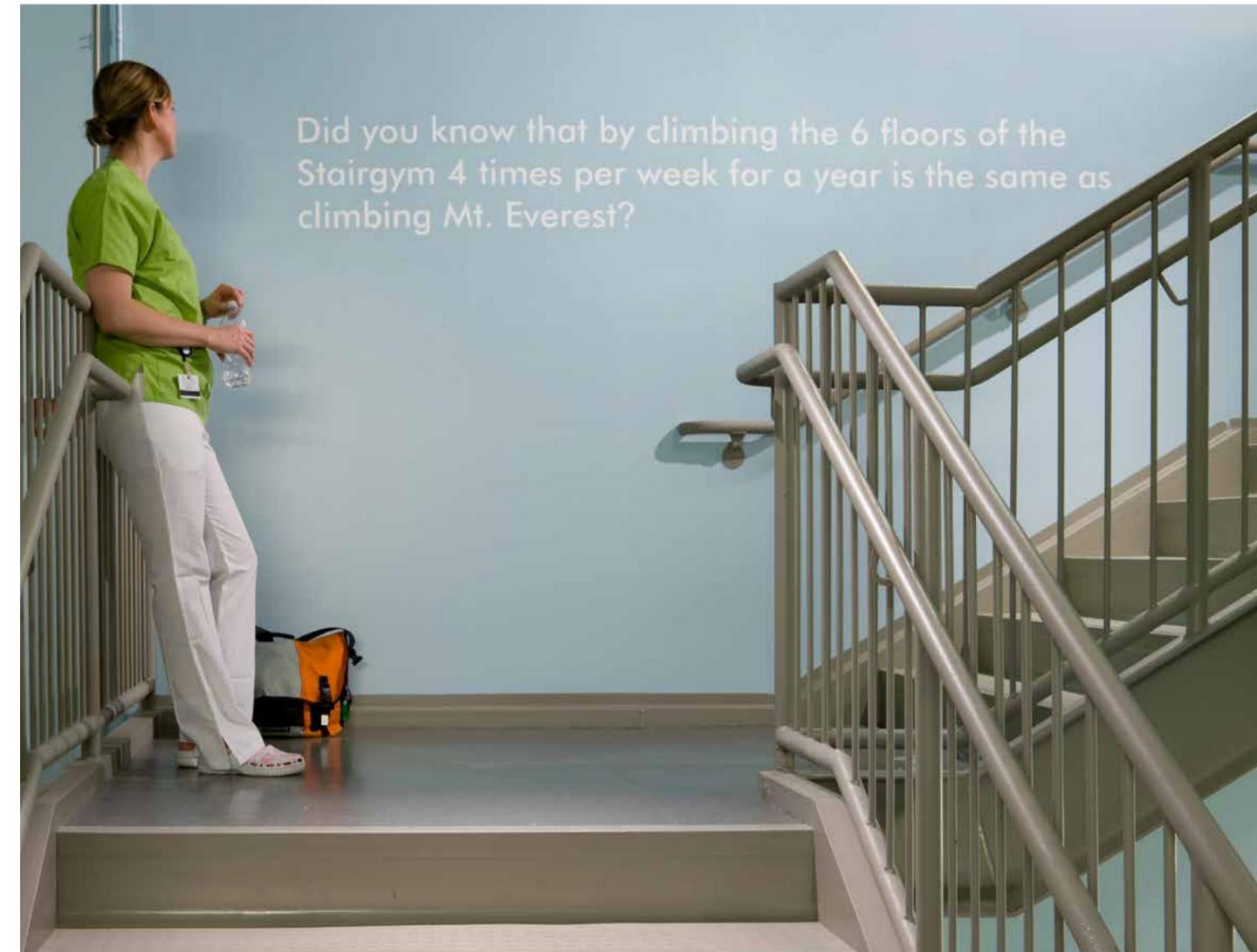
Georgia Institute of Technology's new Clough Undergraduate Learning Commons expresses the trend toward open, flexible classroom spaces that accommodate today's more interactive, less linear educational experience. How students access information is similarly changing, and our wayfinding approach reflects that. Borrowing from environments like airports and transit stations where destination information must be delivered for quick choice, directional signage is located high, and the plan of each floor is in the mode of a transit map.

- Wayfinding



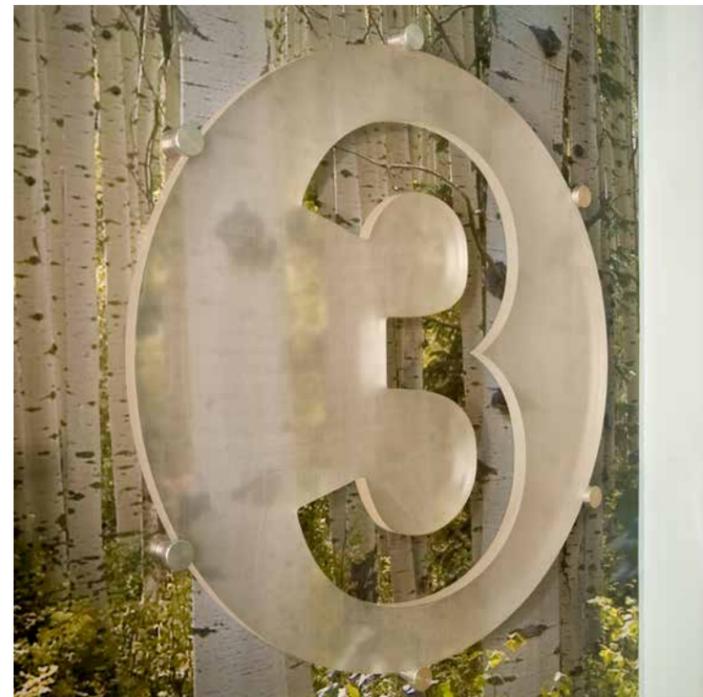
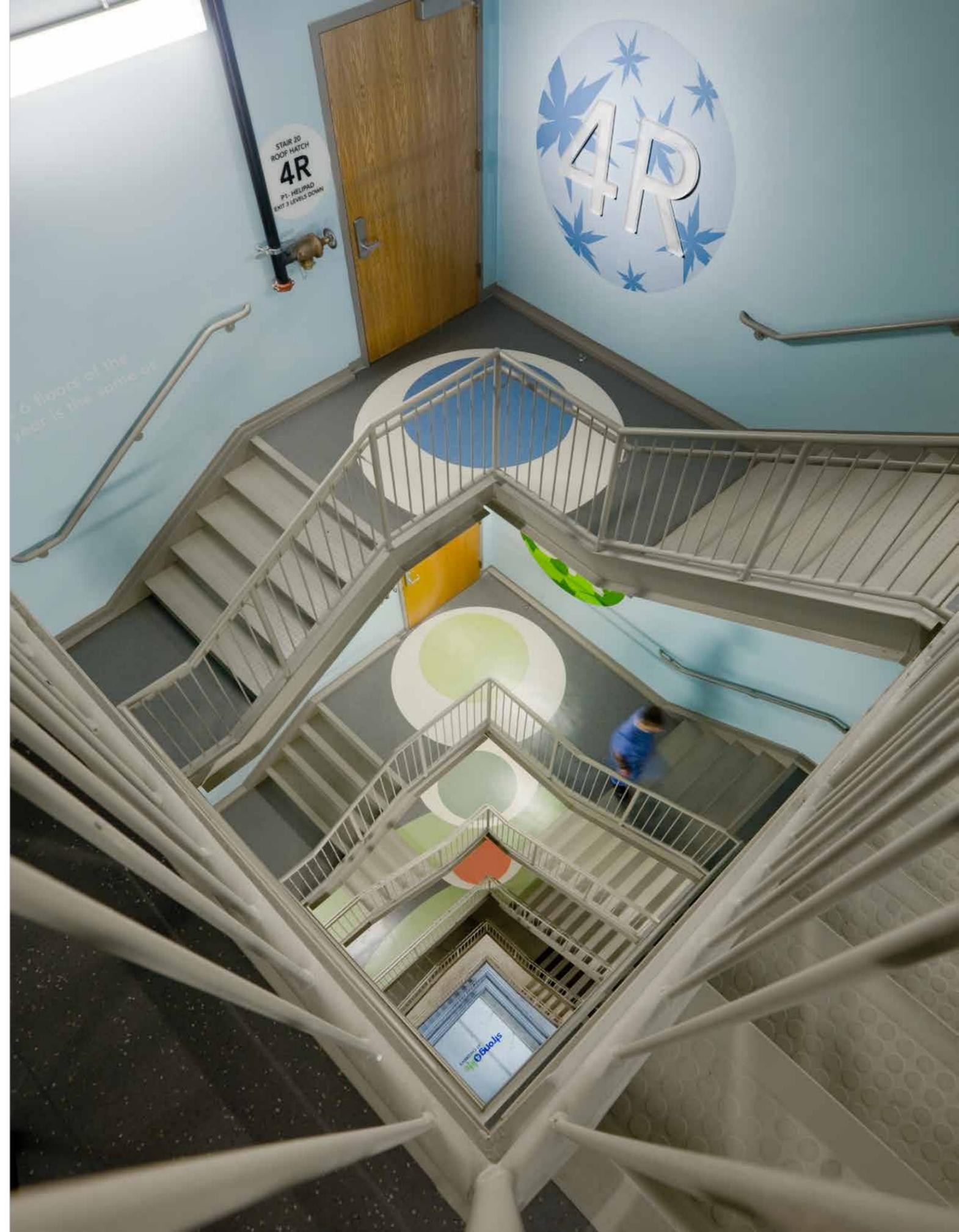
Peak Performance

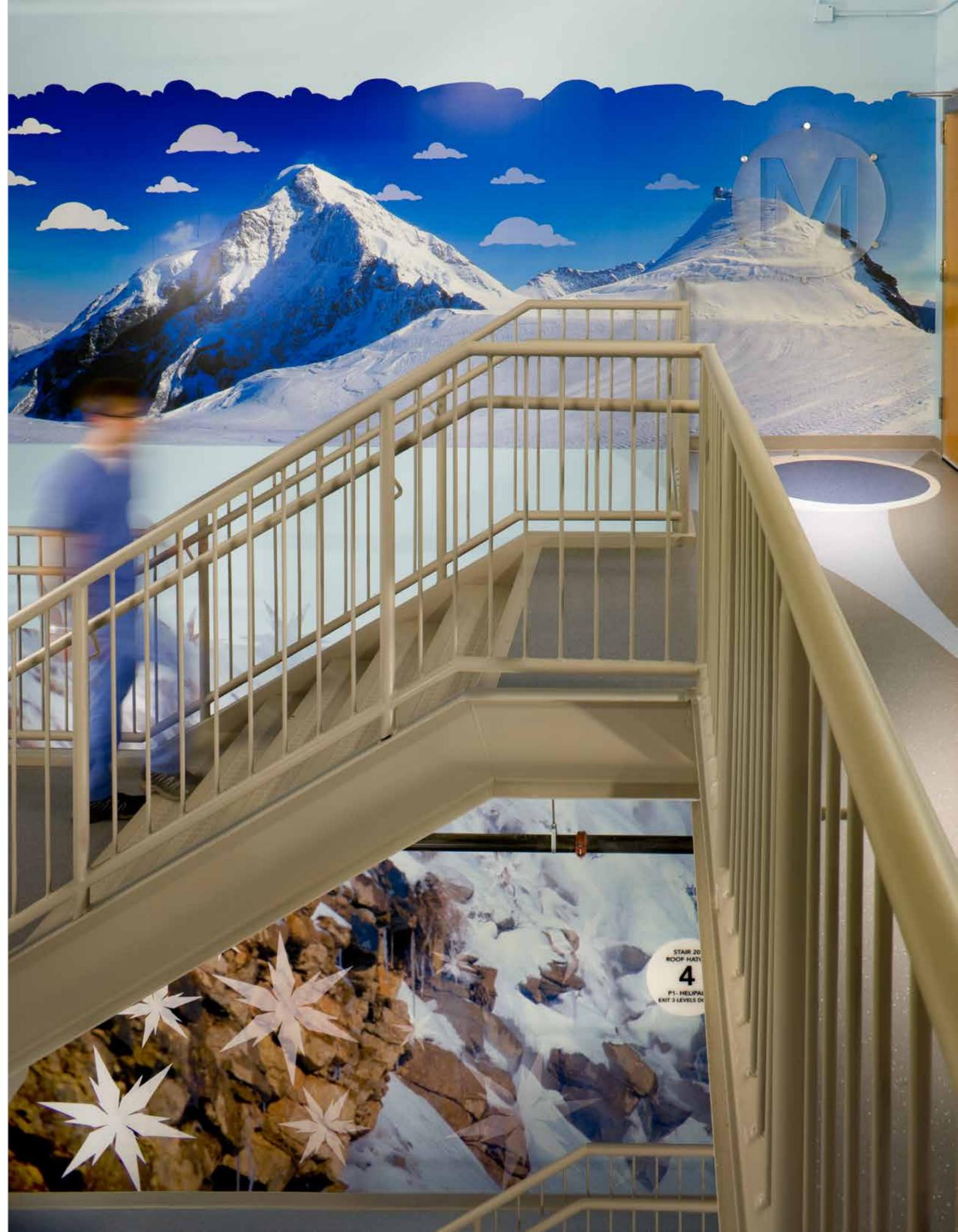
Changing the way employees think about fitness helps foster healthy habits. *Children's Healthcare of Atlanta, Atlanta, GA*



Fulfilling the client's desire to communicate a commitment to wellness for both patients and the staff who care for them, EYP provided design concepts that served as the road map for implementing the facility's first Stair Gym. Using an analogy to climbing Mt. Everest, strategically placed motivational quotes, graphics, and associated color schemes now ascend the 6-story stairwell.

- Wayfinding, Experiential Graphics





Nature Incites Vision

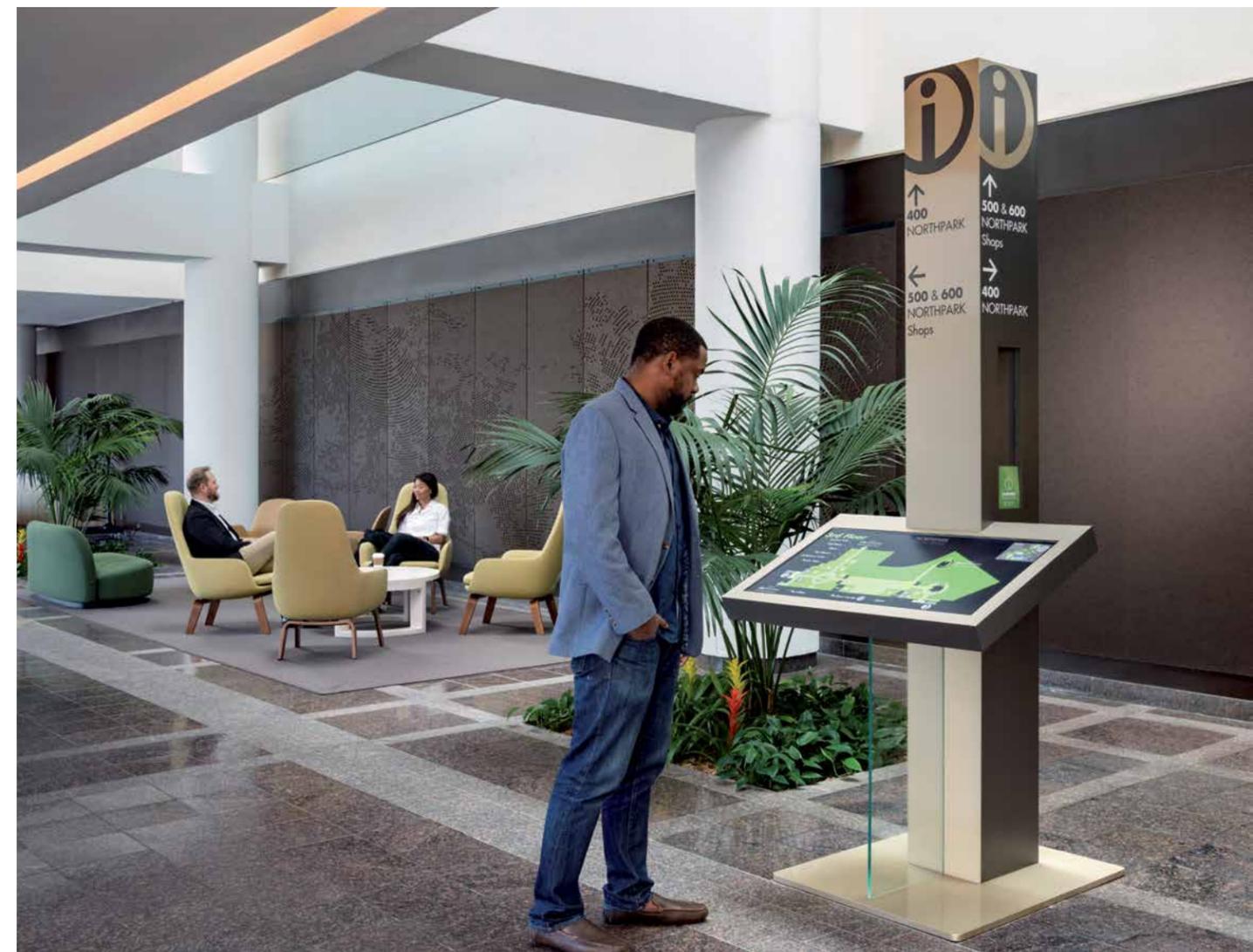
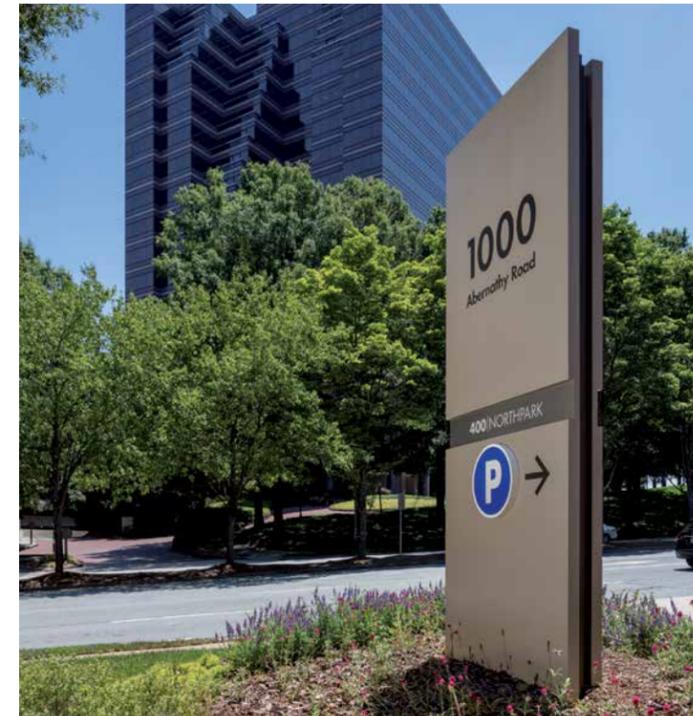
Natural elements make wayfinding a walk in the park.

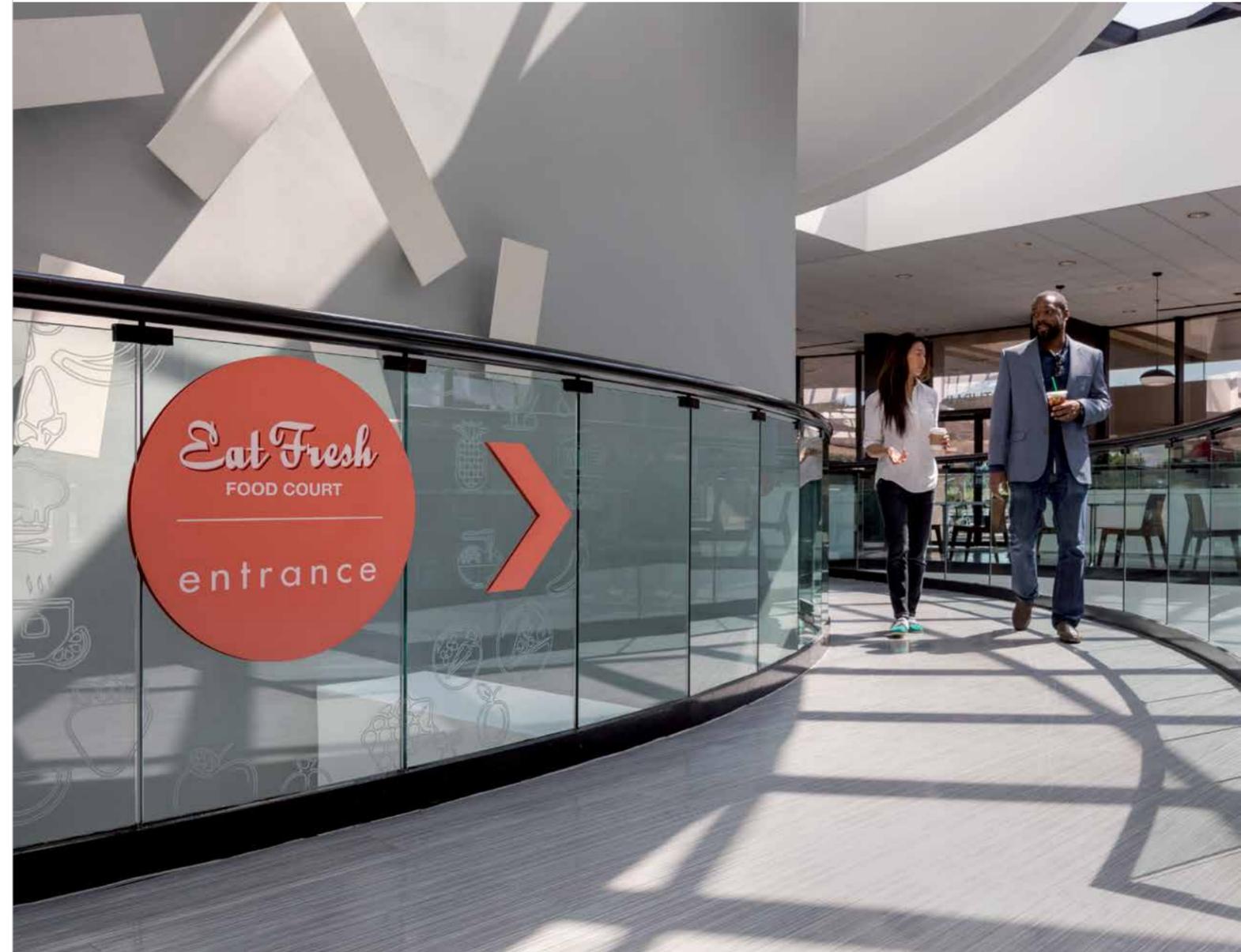
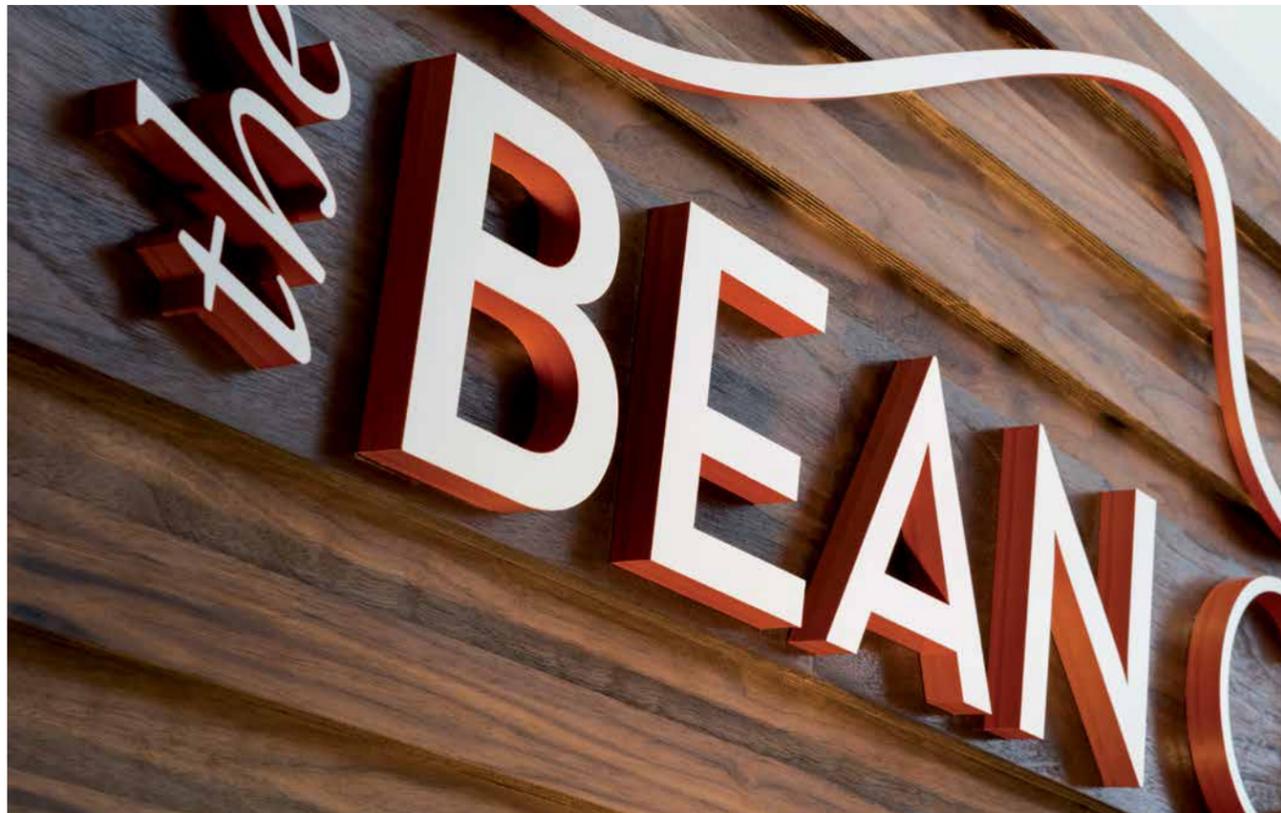
Northpark Town Center, Atlanta, GA



Cousins Properties invited EYP to develop a campus-wide wayfinding strategy and signage program to help ease navigation for visitors and enhance the experience for patrons and staff at the 25-acre Town Center office park. The complex includes multiple parking garages, some with as many as 11 levels, serving three office buildings with multiple entry points. The concept for design was based on the natural environment which surrounded the campus: beautiful trees, flowers, and wildlife.

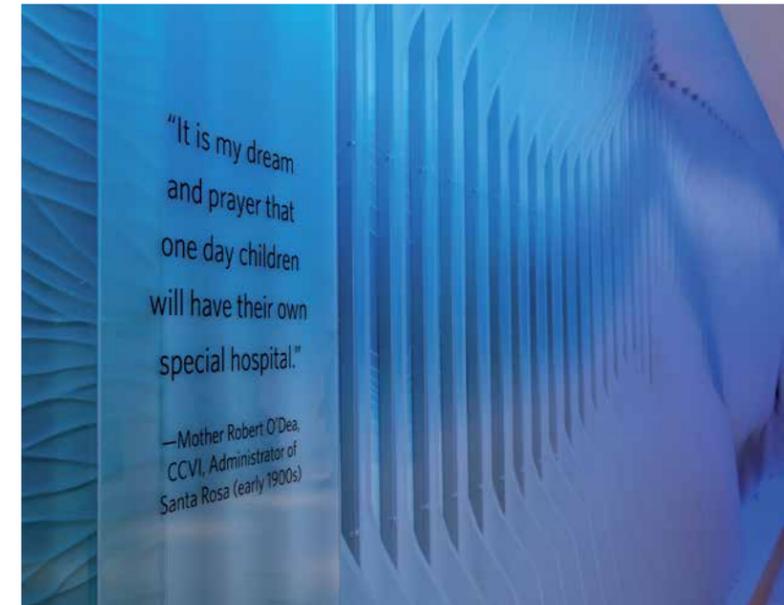
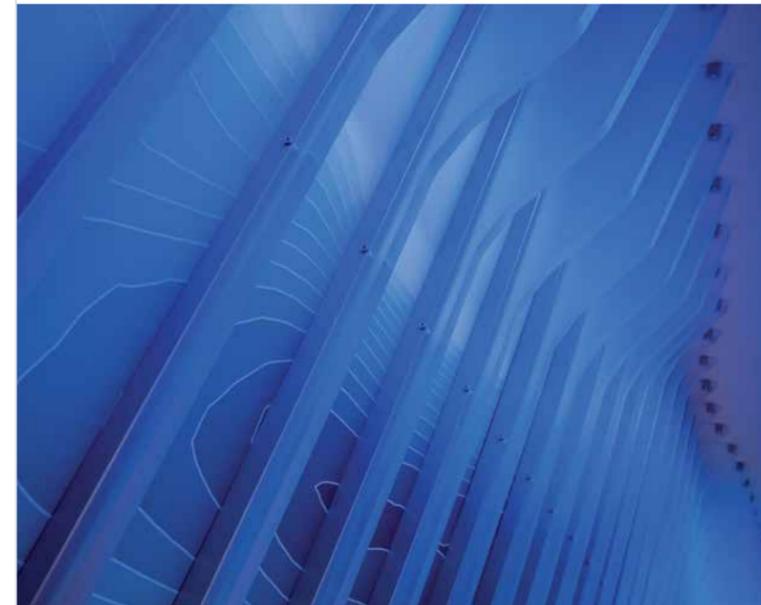
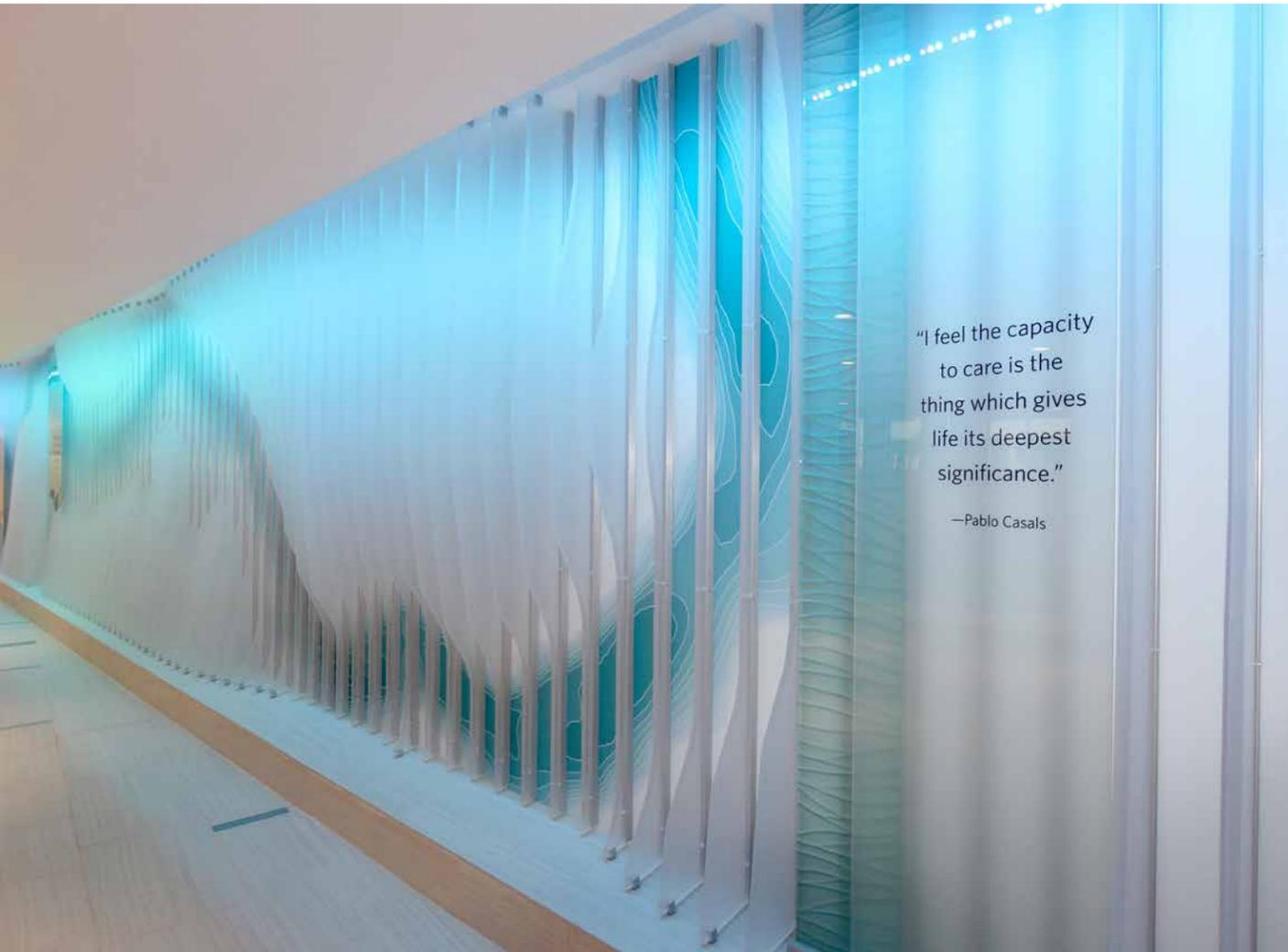
- Wayfinding, Experiential Graphics





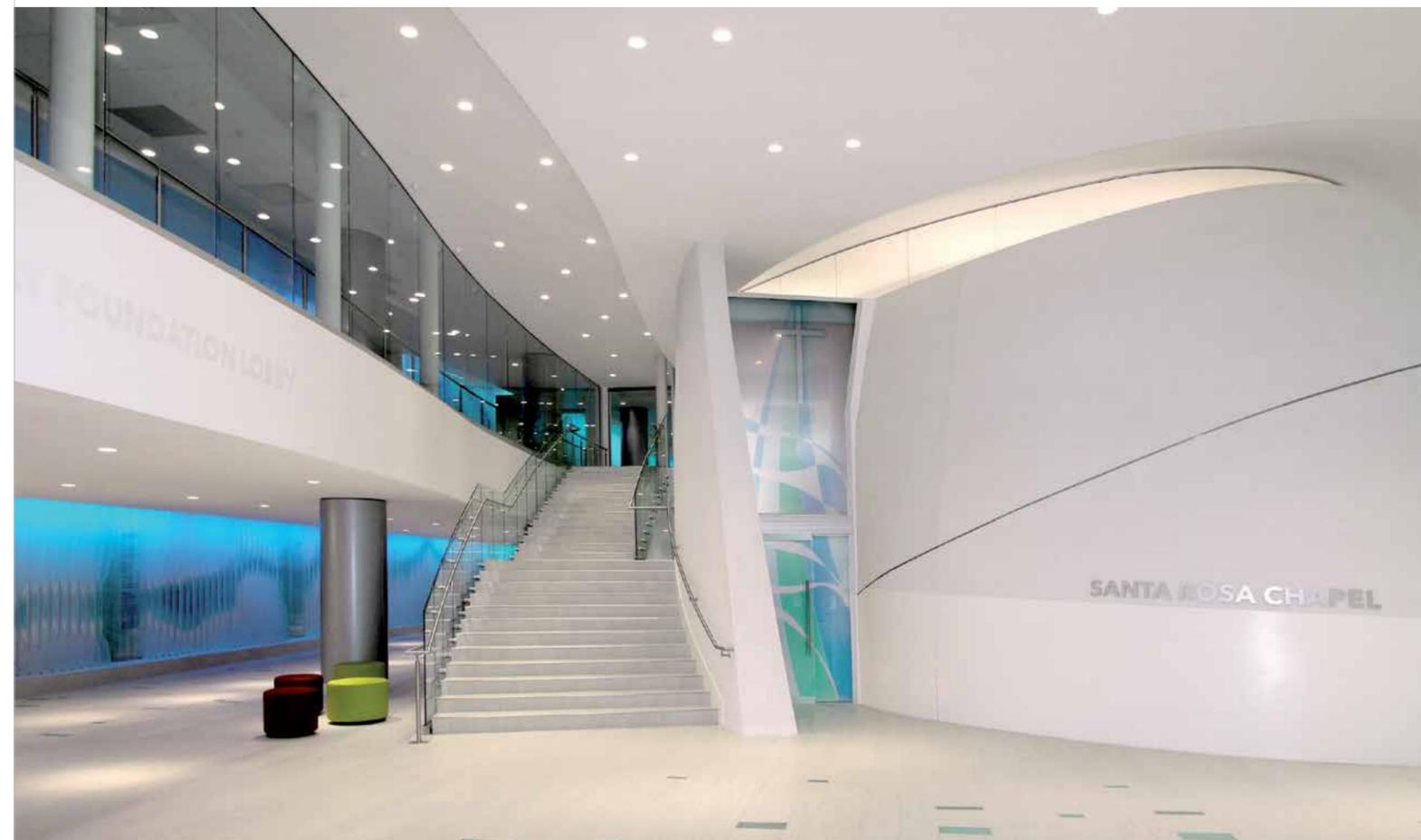
The Spirit of the River

Visitors intuitively follow the flow of the translucent river-wall inspired by San Antonio's River Walk. *Children's Hospital of San Antonio, San Antonio, TX*



EYP's concept, "The Spirit of the River", is derived from San Antonio's well known "river walk", and the missionary history of the Christus Health System. The design calls to mind the therapeutic qualities of water, suggesting hope in the healing process. Valleys and bends are Computer Numerical Control (CNC) routed in each resinous fin, together forming a composition of a river cutting through the landscape of the first and second floors.

- Wayfinding, Experiential Graphics, Special Features



Exploring the World

Blurring the boundaries of real and imagined space allows children to take control of their space. *St. Jude Children's Research Hospital, Memphis, TN*



Each level holistically presents a distinctive experience for children to immerse themselves in – exploring Nature, the Seas, and Outer Space – through interactive “Journey Walls” with LED curtains and immersive audiovisual systems.

The centrally located Imagine Room, whose interactive screen curves into the ceiling, allows young patients to virtually soar through space, fly above trees, or swim with fish.

- Wayfinding, Experiential Graphics, Special Features





Seaside Play

Nautical motifs playfully celebrate the Stamford's pride of place on the Long Island Sound. *Stamford Hospital, Stamford, CT*



Located near the coast in an area often associated with boating and lighthouses, the design team implemented a modern nautical theme that simulates the joy and adventure of being inside a ship. A complete renovation resulted in 10 spacious, private rooms, and all with their own nautical art themes. Integrating elements of the brand story allows room signs to serve as "hidden object" games.

- Wayfinding



Game Speed

Moving 70,000 excited fans quickly and easily.

Mercedes-Benz Stadium, Atlanta, GA



EYP was engaged as part of the design team to provide a wayfinding system for the interior and exterior of the stadium. The initial signage design concept was based on two aspects of the project: one physical and the other inspirational. The folded and angular planes of the exterior skin represent the concept of speed and movement while the notion of the project becoming an economic engine for change within the city gave birth to the idea of having a “birds eye” view of the stadium with energy emanating from a central point-- the stadium.

- Wayfinding

/ firm overview

EYP is a global provider of comprehensive high-performance building design, research, and consulting services. We are five sectors – Higher Education, Government, Healthcare, Science & Technology, and Energy – who work as one firm to help our clients address some of the most critical issues facing our nation and our world.

The only design firm to have been ranked in the Top 5 for sustainability for four consecutive years by *Architect Magazine*, EYP is committed to creating rich, productive, and inspiring environments that promote human well-being, preserve natural resources, and provide flexibility and resilience for the future. Our knowledge-based innovation strategy helps promote action-oriented public dialogue about the future of the built environment.

Disciplines

Architecture, Engineering, Energy, Environmental Graphic Design, Interior Design, Master Planning

Integrated Design Expertise

- Academic Innovation
- Diplomatic Facilities
- Energy & Sustainability
- Health Education
- Healthcare
- Historic Preservation
- Libraries
- Master Planning
- Mission Critical
- Modernization
- Science & Technology
- STEM
- Student Life
- Workplace

Research

The right building design can help organizations advance their mission and goals. Our research program makes us better designers and more valuable advisors to our clients – and helps our clients make more strategic decisions about their buildings. Our open innovation approach values collective intelligence. We partner with outside experts in many disciplines to transcend the limits of current thinking and expectations, collaboratively exploring and testing ideas in Building Science, Energy, Healthcare Design, Living-Learning, STEM, and Workplace.

Recognition

- 2017 Architect 50 – *Architect Magazine*
- 2017 Top 25 Architecture Firms – *Architectural Record*
- 2017 Top 25 Architecture & Engineering Firms – *Engineering News-Record*
- 2017 MEP Giants – *Consulting-Specifying Engineer*
- 2017 Giants 300 – *Building Design + Construction*
- 2017 Top 500 Design Firms – *Engineering News-Record*
- 2017 Top Architects – #1 for Healthcare Renovation – *Health Facilities Construction Quarterly*

/ capabilities

Architecture

- Design
- Planning
- Programming
- Interior Design
- Life Safety
- Environmental Graphic Design
- Workplace Strategy & Design
- Master Planning

Energy

- Energy Data Analysis
 - Energy modeling
 - Benchmarking
- DSM Programs for Utilities
- Building Performance Optimization
 - Energy Audits
 - Energy Master Plans
 - Retro-commissioning

Engineering

- Electrical
- Fire Protection
- Mechanical
- Plumbing
- Security
- Structural
- Telecommunications

Software

- B3 Benchmarking
- NEO Net Energy Optimizer®
- Custom tools with WeidtSim®

Consulting

- Graphic Design
- Marketing Communications
- Public Relations

/ select environmental graphic design client list

Augusta University, Children's Hospital of Georgia

Baptist Medical Center

Bradley Hospital

Cabrini College

Children's Healthcare of Atlanta

Children's Hospital of New Orleans

Children's Hospital of Philadelphia

Children's Hospital of San Antonio

Children's Medical Center of Dallas

Columbus Technical College

Cousins Properties

EDS/Lincoln Properties

Emory University

Fulton County Library System

Fulton County, Georgia

Georgia Aquarium

Georgia Highlands College

Georgia Institute of Technology

Georgia Pacific LLC

Georgia World Congress Center

Grady Hospital System

Hasbro Children's Hospital

Greenville Hospital System

Highpoint Regional Hospital

Kennedy Krieger Institute

Kennesaw State University

Longstreet Clinic

Medical University of South Carolina

Memorial Healthcare System

Mercedes-Benz Stadium

Mercer University

Mission Hospitals

Montgomery College

National Archives and Records Administration

Nemours Children's Health System

Newcomb & Boyd Engineers

Nicklaus Children's Hospital

Orlando Health System

OSF Healthcare System

Palmetto Health

Piedmont Hospital

Princeton Theological Seminary

Radiology Associates of Tallahassee

Rhode Island Hospital

Ritz Carlton, Atlanta

Ronald McDonald House Charities

Roosevelt Warm Springs Institute for Rehabilitation

Schneider Regional Medical Center

Shawnee Mission Health

St. Joseph's Hospital

St. Jude Children's Research Hospital

St. Mary's College

Stamford Hospital

SUNY Polytechnic Institute

The University of Iowa Hospitals & Clinics

University at Albany

UCHealth

University Hospitals of Cleveland

University of Chicago Hospitals

University of Georgia

University of Louisville

University of North Carolina Hospitals

University of Virginia

Valdosta State University

Wake Forest University

Wellsley College

Wellstar Health System

West Georgia Technical College

West Virginia University

Westminster School

Yellow Bird Project Management

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