

# EXPERIENTIAL GRAPHIC DESIGN



Information



**Center for  
Advanced Pediatrics**

6	Judson L. Hawk, Jr. MD Clinic Sibley Heart Center Cardiology
5	Allergy & Immunology Clinical Research Cystic Fibrosis Pulmonology Sleep
4	Neurodiagnostics Neurology Neuropsychology
3	Diabetes & Endocrinology Feeding
2	Developmental Progress Clinic Gastroenterology Infectious Diseases Interventional Radiology Nephrology Physiatry Rheumatology
1	General Surgery Gynecology Otolaryngology (ENT) Teaching Classroom Teaching Kitchen X-ray & Lab Services Café

**EYP**





# ABOUT EYP

We're an integrated design firm specializing in higher education, government, healthcare, and science & technology. We begin every project by asking:

## What's Possible?

Let's shake the box, stretch your dreams, unpack ideas, and envision design in the context of something bigger. Because:

## We're Curious Too.

About you, where you're going, and what you imagine. Striving to create an environment of partnership and trust, we want to meet your needs and then go beyond what's expected. Bringing intuition and intellect to a creative process to uncover the possible in your project, let's push past the impossible and ask:

## What Can Design Do To...

- Serve our Fellow Citizens?
- Enhance Campus Culture?
- Provide Better Patient Care?
- Support Research and Development?

# EXPERIENTIAL GRAPHIC DESIGN

Visual communication meaningfully connects People with Place to enhance their experience of the built environment.

## 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.

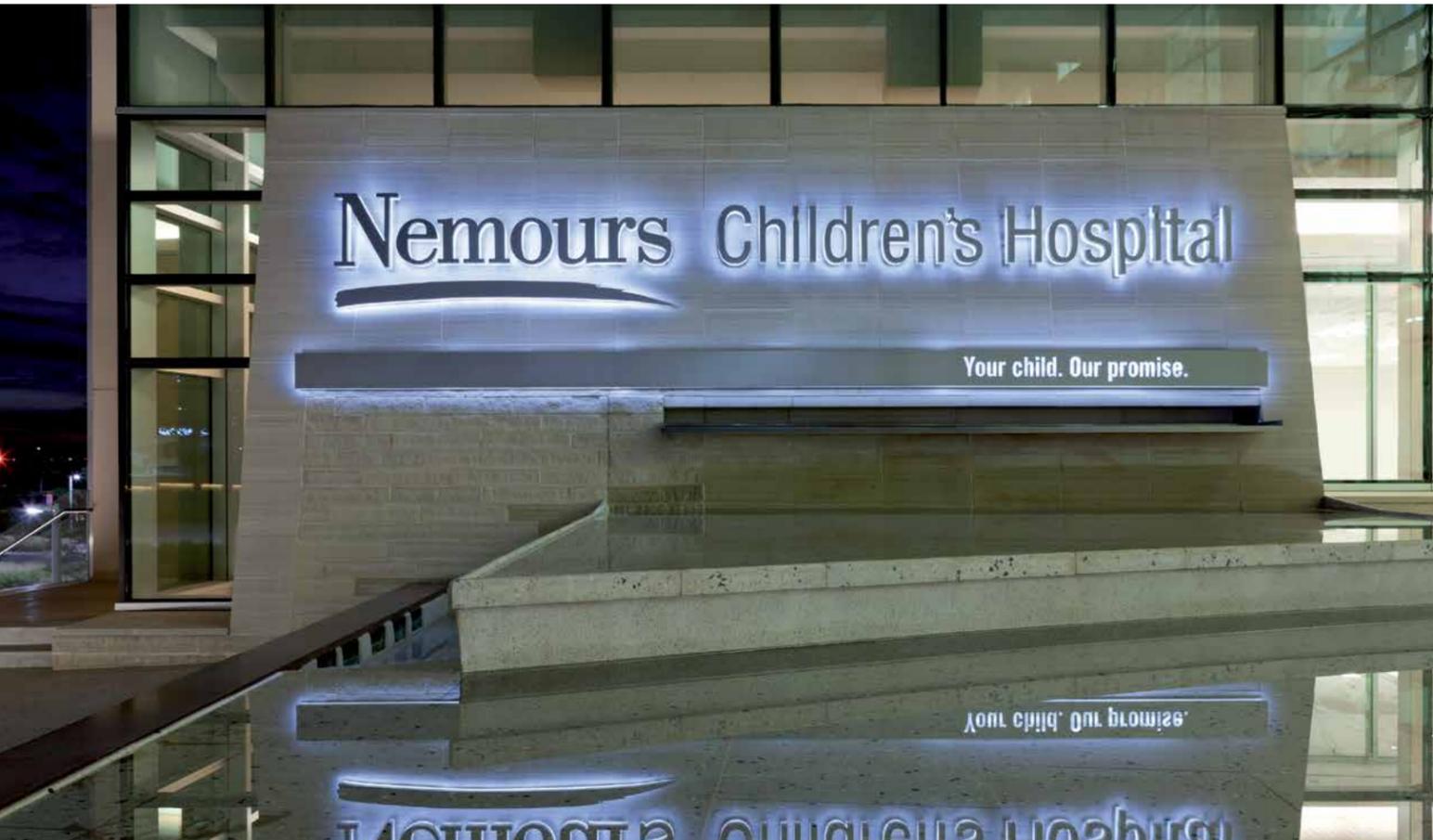
## Special Features

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



# NEMOURS CHILDREN'S HEALTH SYSTEM

Wayfinding System, Orlando, FL



IN LIVING  
COLOR

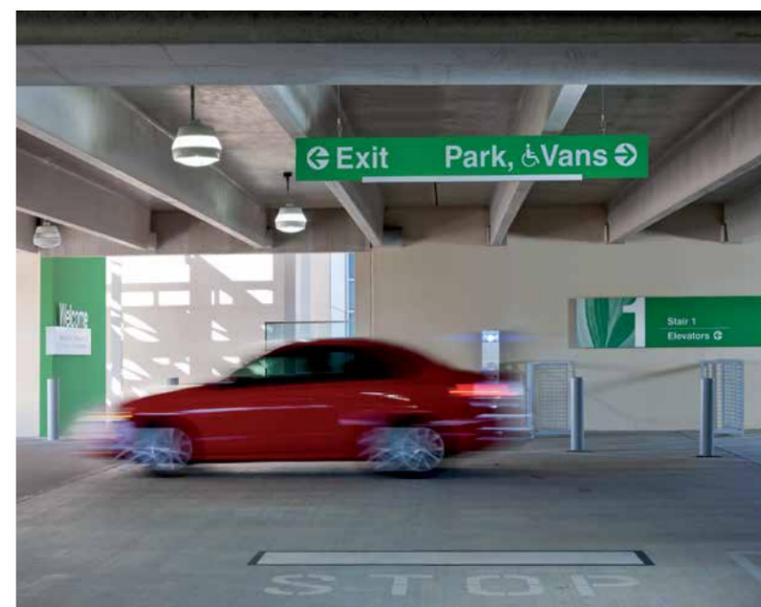


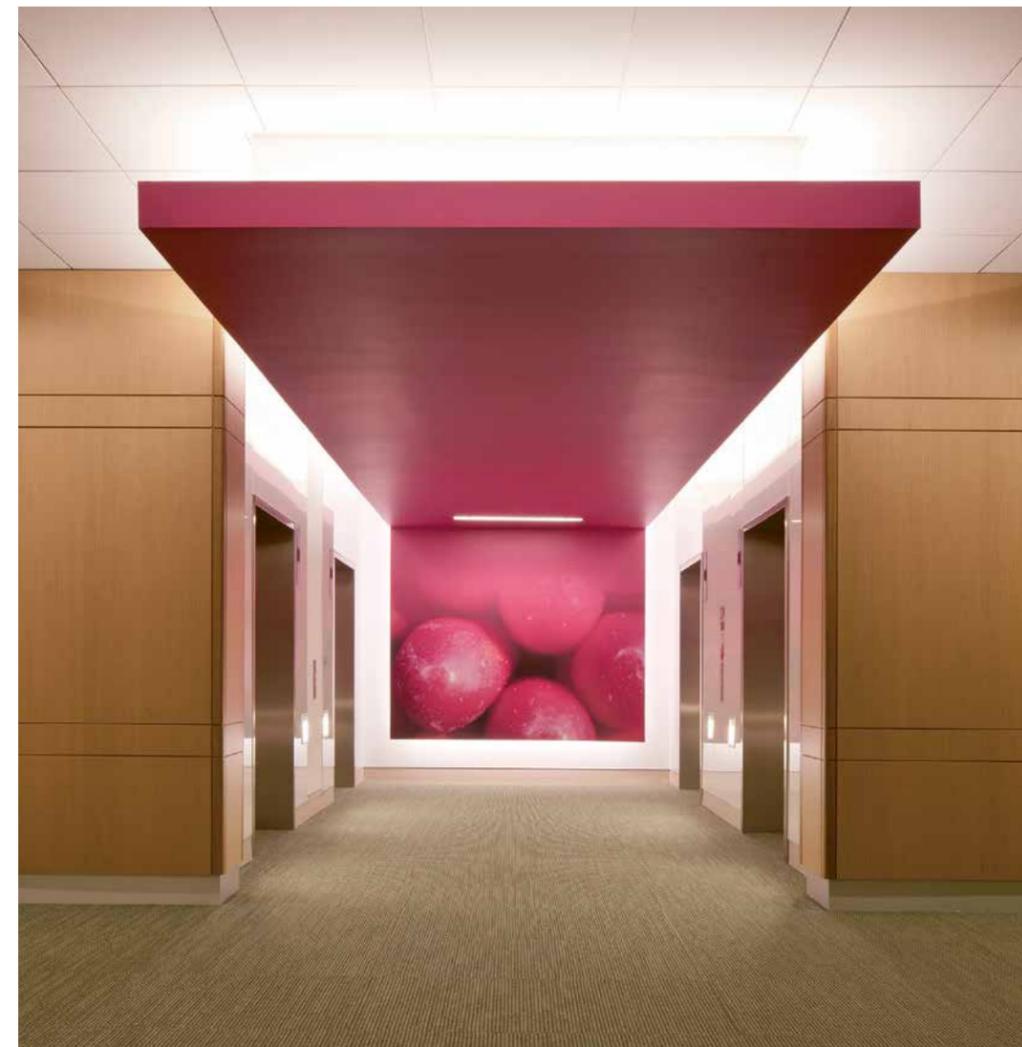
Award-winning design enriches both interior and exterior spaces while showcasing a uniquely family-focused inpatient and outpatient program. The early integration of environmental graphic design with architecture and interior design results in a seamless experience of the built environment and intuitive 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.

## At a Glance

- Wayfinding, Experiential Graphics, Special Features

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

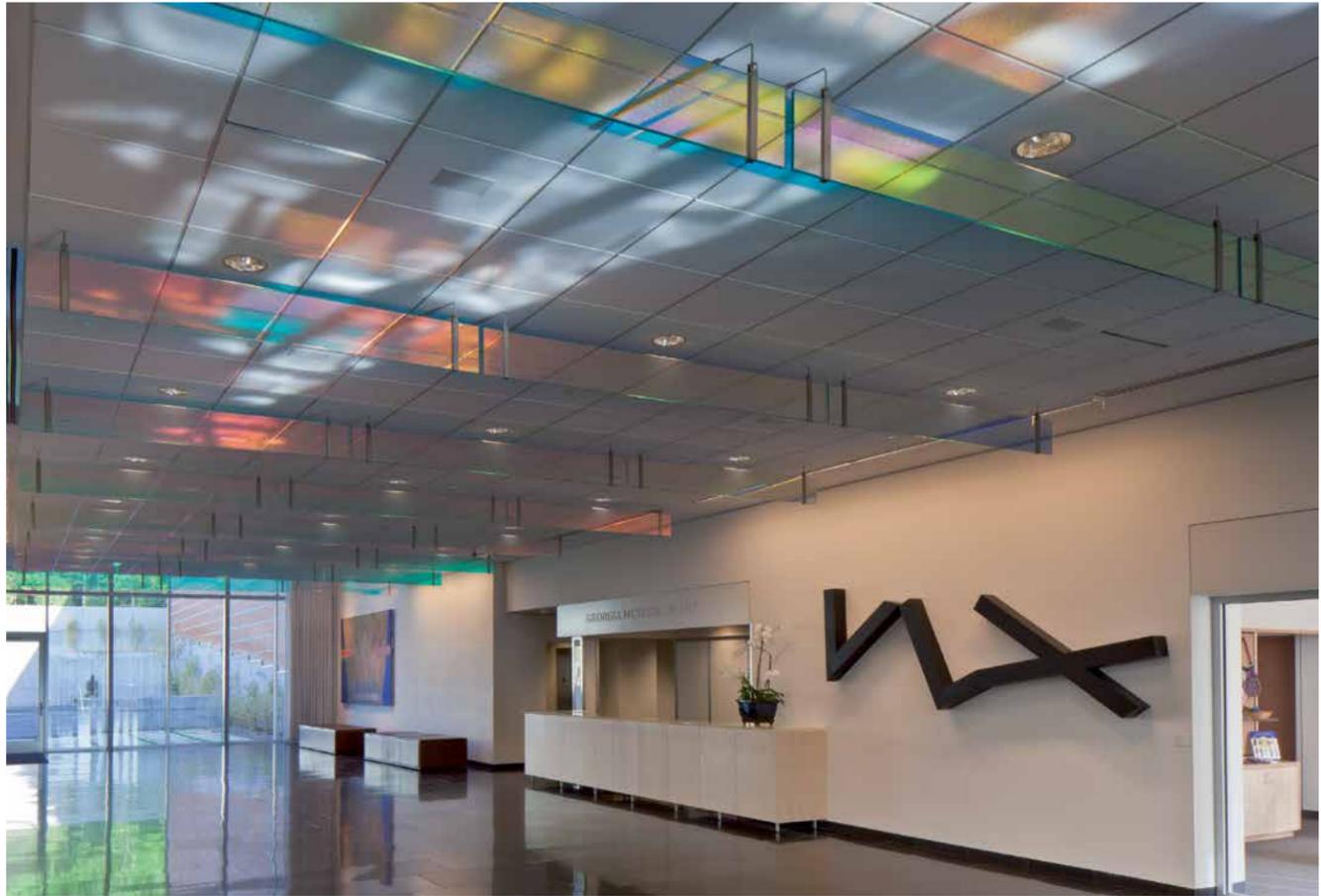




# UNIVERSITY OF GEORGIA

Georgia Museum of Art, Athens, GA

## WRITING ON THE WALL



### At a Glance

- Experiential Graphics, Wayfinding

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.



# GEORGIA INSTITUTE OF TECHNOLOGY

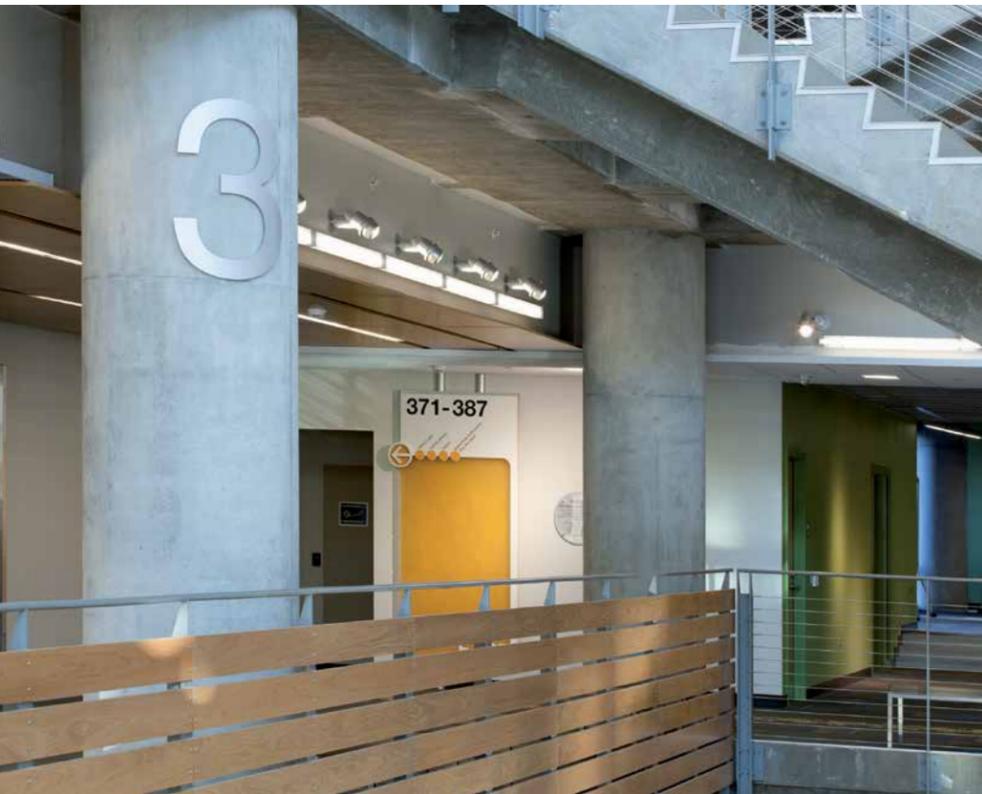
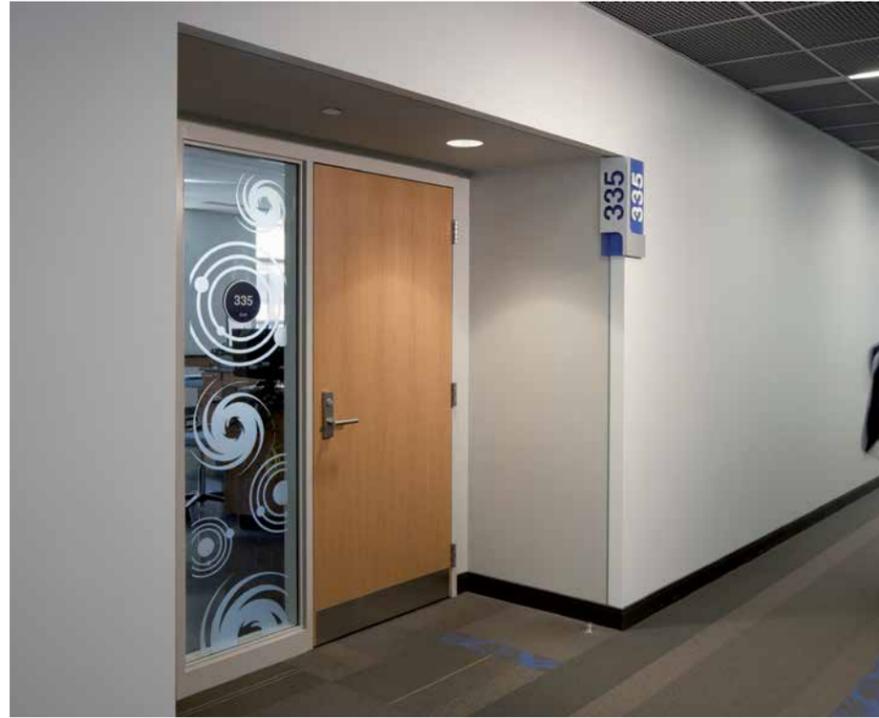
Clough Center Wayfinding System, Atlanta, GA



### At a Glance

- Wayfinding

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.



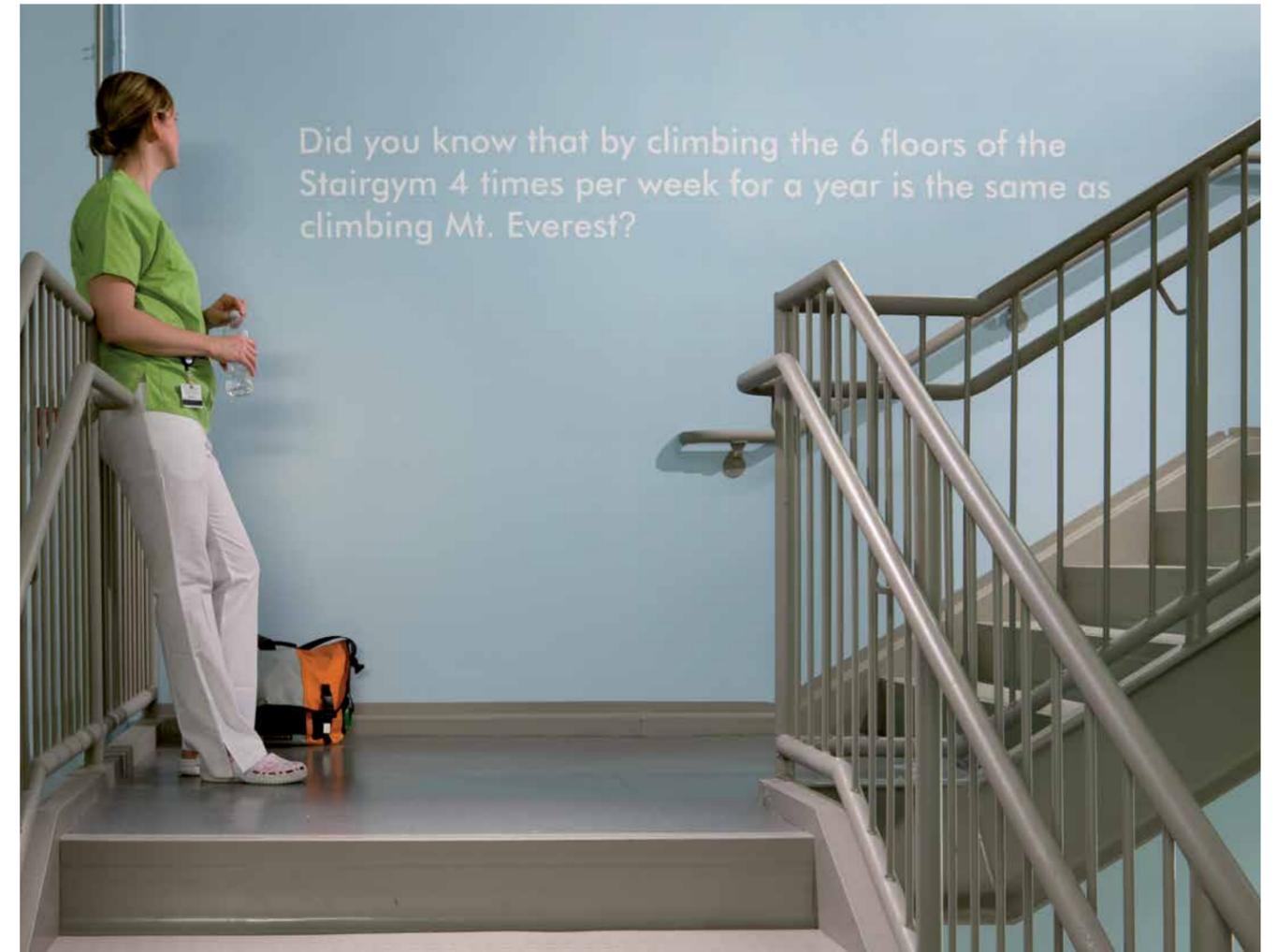
**strong4life**  
**AT CHILDREN'S**

**PEAK  
PERFORMANCE**

This StairGym was created for  
employees thanks to the  
Children's Board of Trustees  
January 1, 2009

# CHILDREN'S HEALTHCARE OF ATLANTA

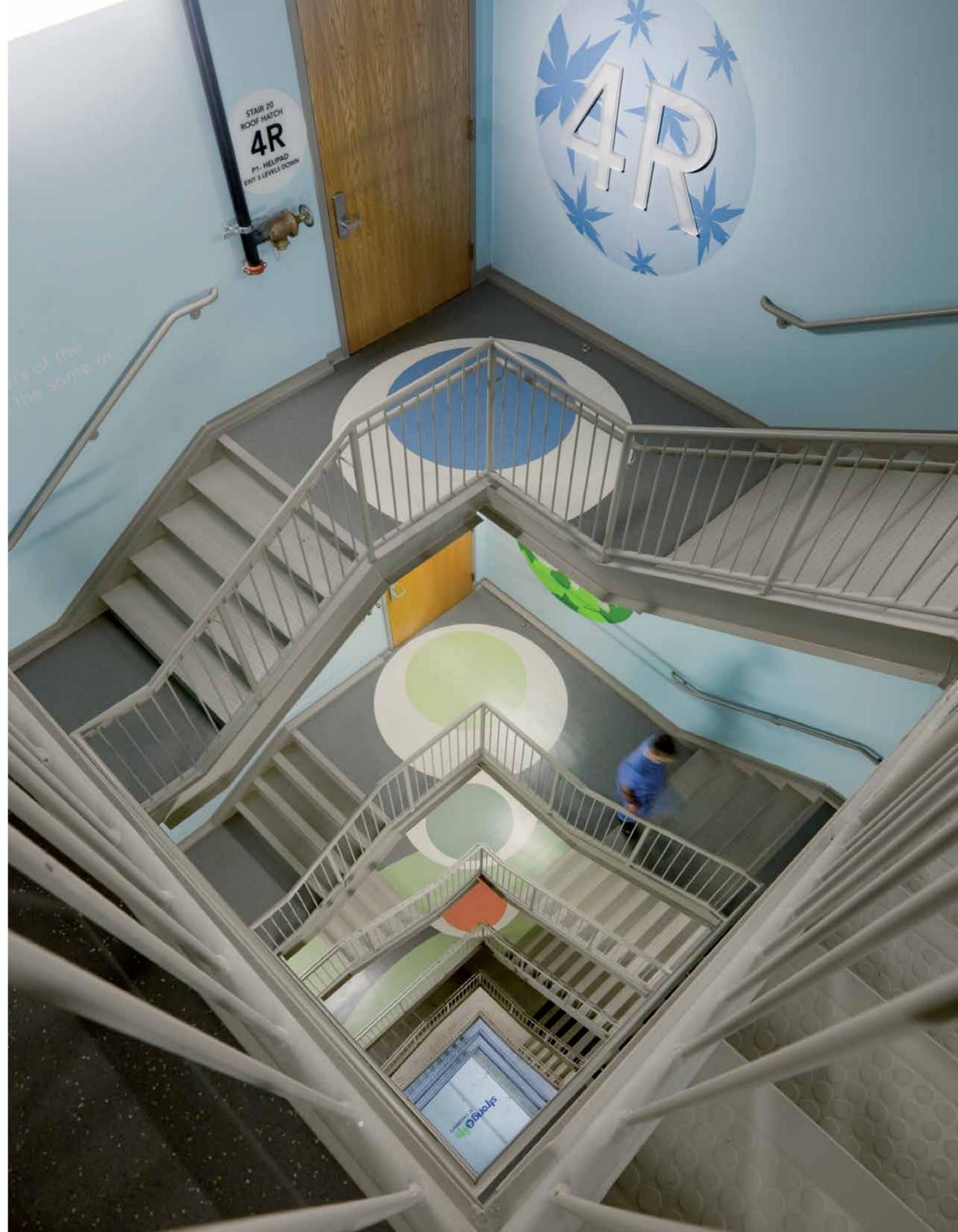
Stair Gym Wayfinding and Experiential Graphics, Atlanta, GA



## At a Glance

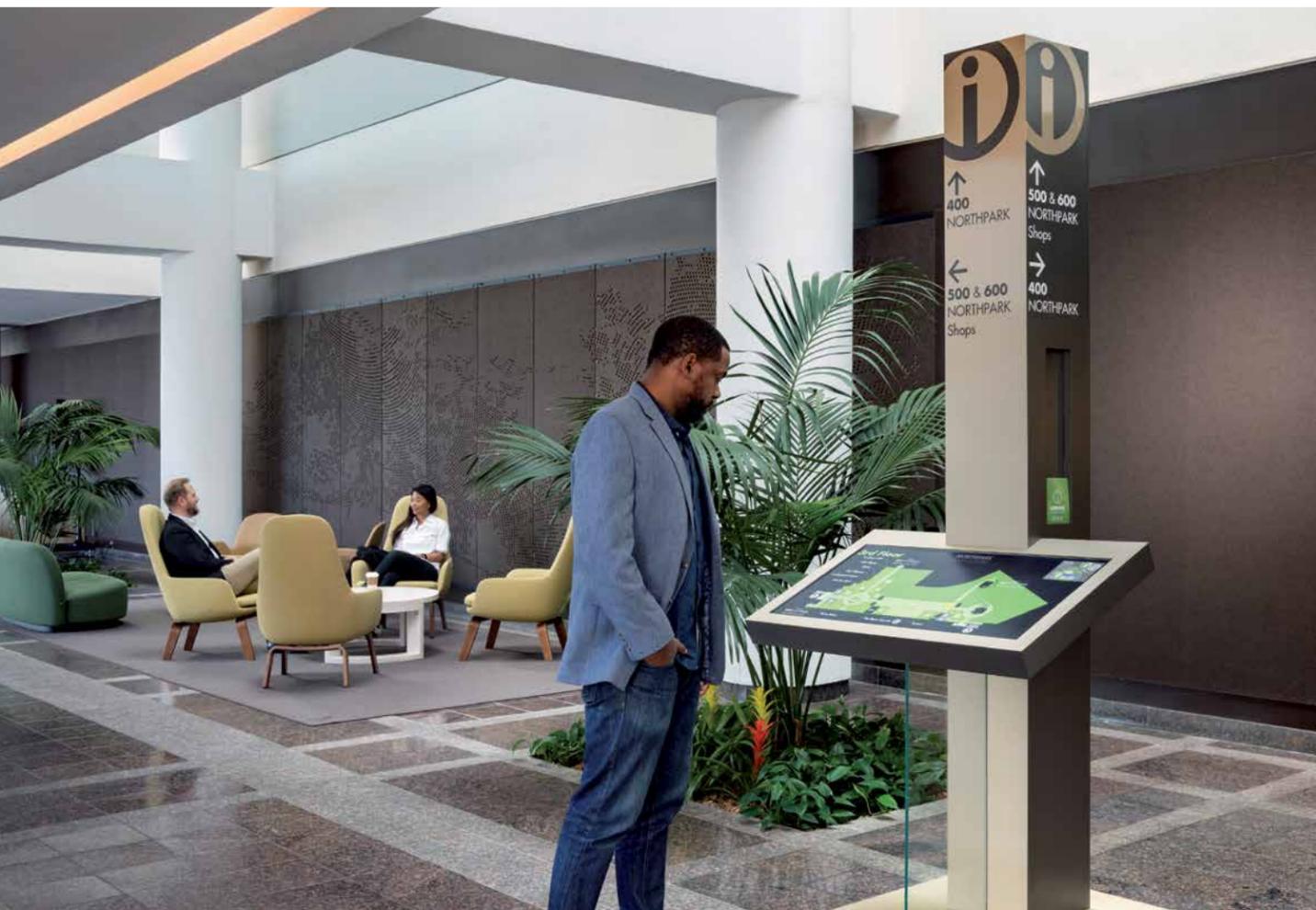
- Wayfinding, Experiential Graphics

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.



# NORTHPARK TOWN CENTER

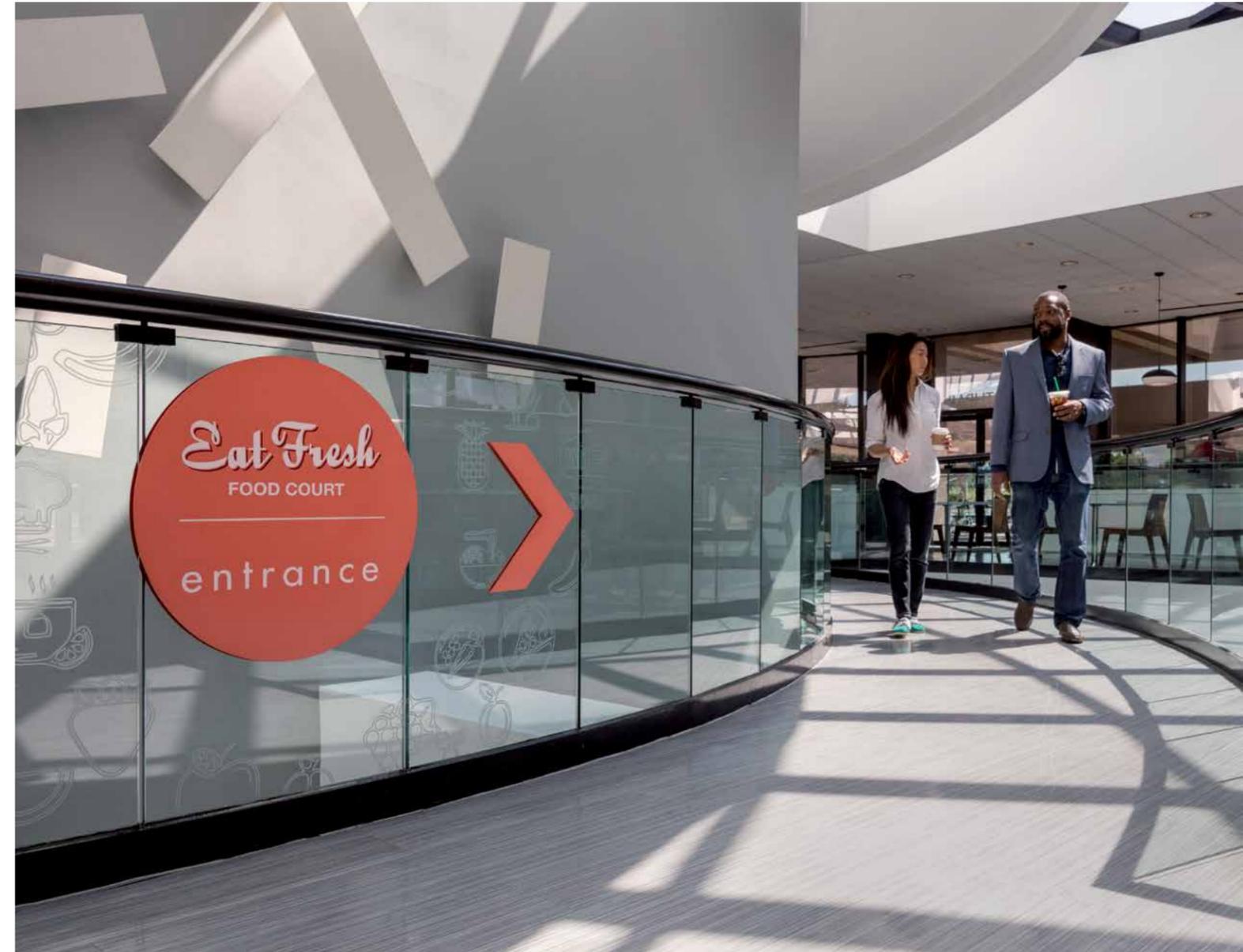
Wayfinding & Experiential Graphics, Atlanta, GA



## At a Glance

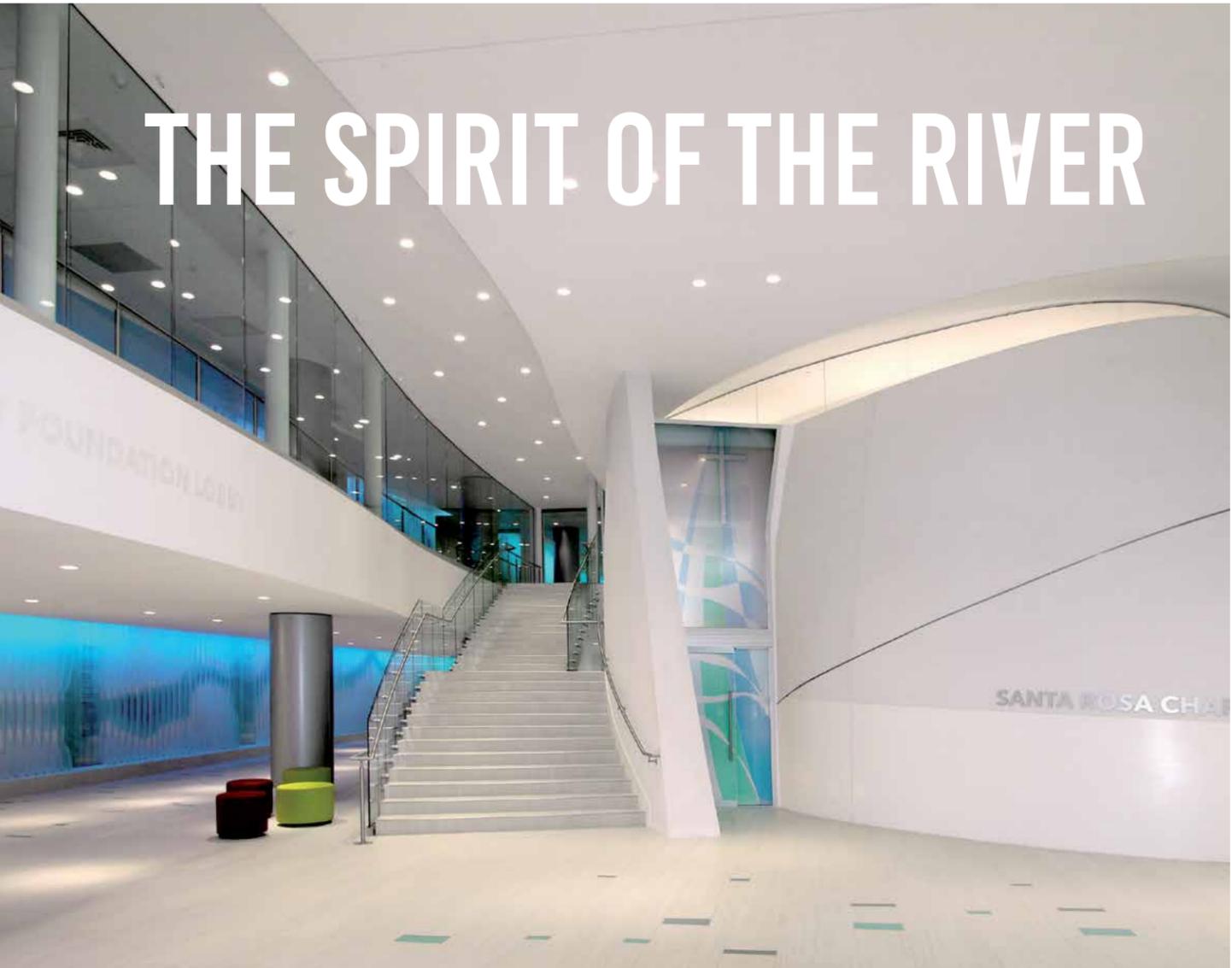
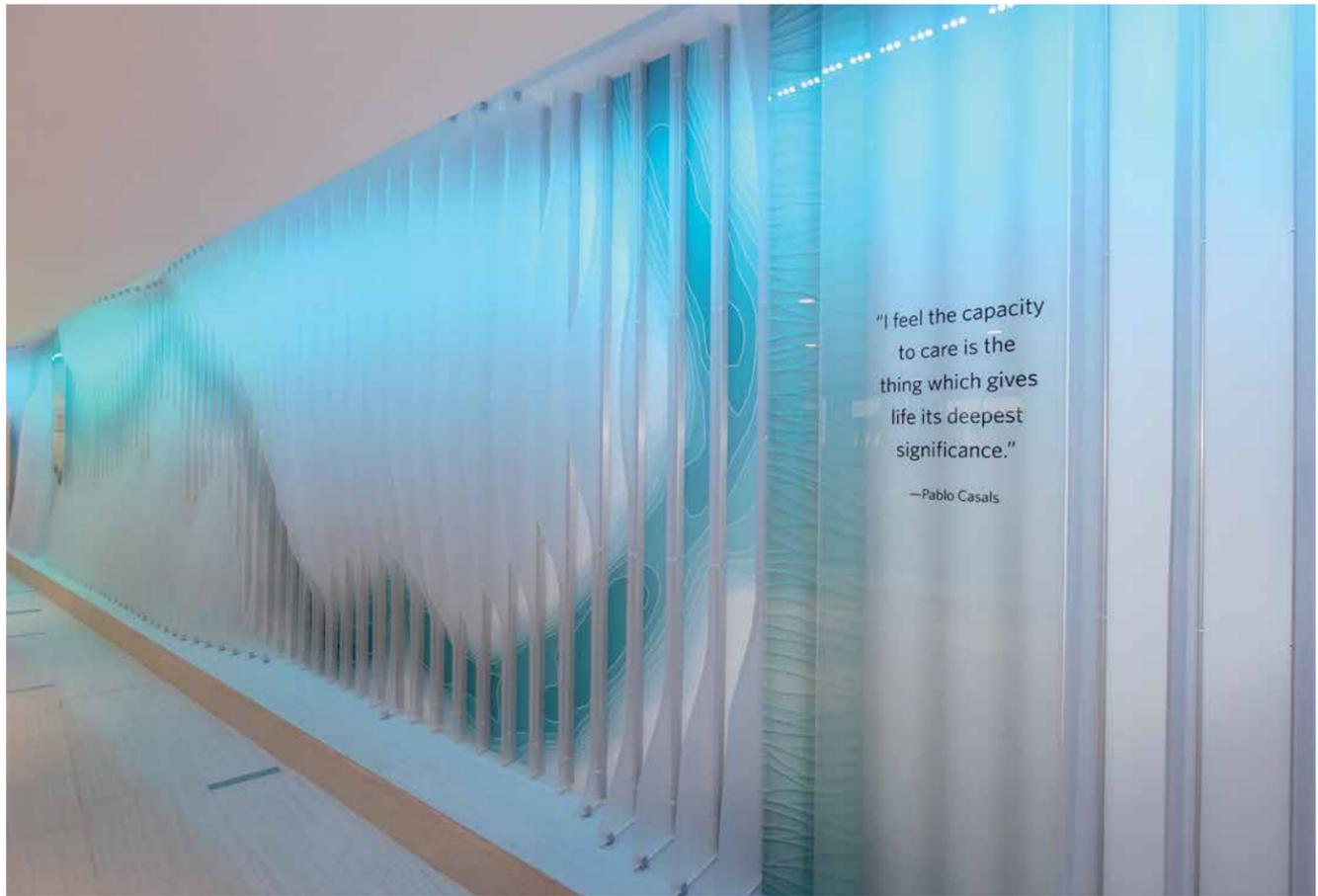
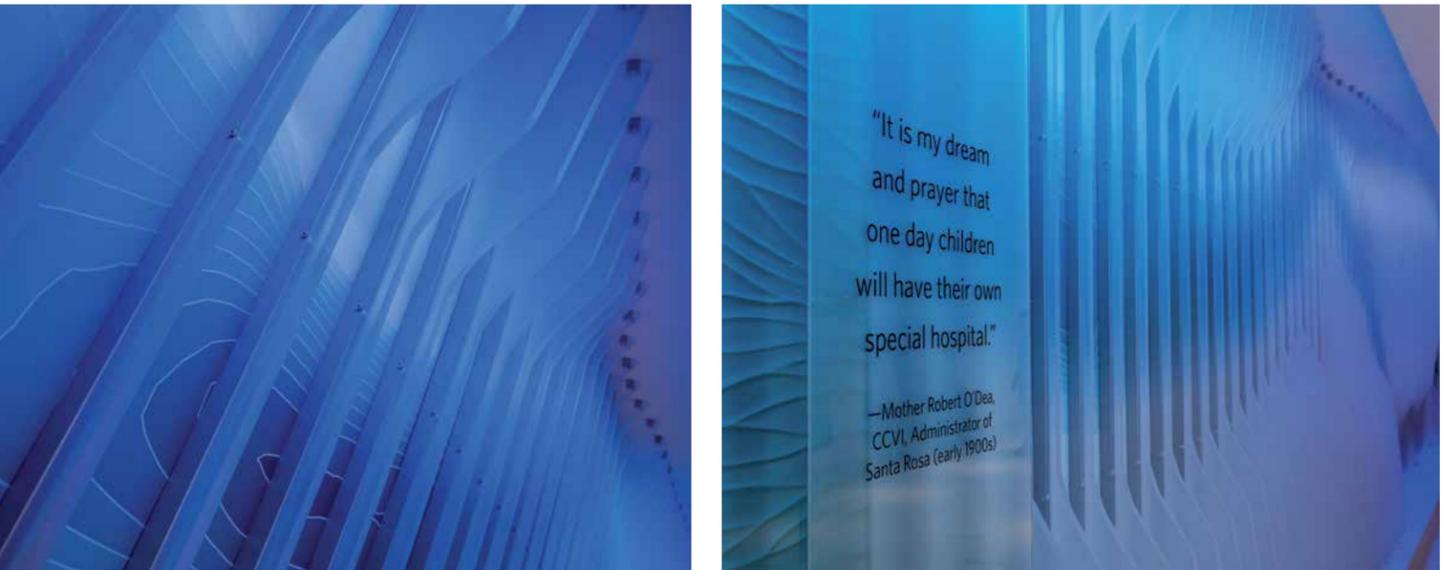
- Wayfinding, Experiential Graphics

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.



# CHRISTUS HEALTH

Children's Hospital Wayfinding and Special Features Graphics, San Antonio, TX



## At a Glance

- Wayfinding, Experiential Graphics, Special Features

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.



# ST JUDE CHILDREN'S RESEARCH HOSPITAL

Wayfinding and Experiential Graphics, Memphis, TN



## At a Glance

- Wayfinding, Experiential Graphics, Special Features

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.

# EXPLORING THE WORLD





# STAMFORD HOSPITAL

Children's Unit Wayfinding, Stamford, CT



## SEASIDE PLAY

### At a Glance

- Wayfinding

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.

# MERCEDES-BENZ STADIUM

Wayfinding and Graphics System, Atlanta, GA



## At a Glance

- Wayfinding

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.





# WHAT'S POSSIBLE?

[eyuae.com](http://eyuae.com)

