

# Trading places



James Brown, design strategist



**Brief from Bell Design |** Scuba diving is the new skiing. With more and more divers taking to the oceans, please design a system of underwater wayfinding that ensures that underwater tourists can quickly and easily find their way to the best underwater scenery and experiences. The solution should ideally be safe(ish), enhance the diving experience, and work in calm and choppy waters.

**Description of Sketch |** This brief raises many of the same issues as above-ground wayfinding - landmarks are used as key orientation devices, light and colour are key communication tools, and the end solution should have minimal impact on its environment.

- Generate new navigation landmarks of bespoke sculptures that serve as artificial reefs, promoting marine life, as well as aiding erosion management and encouraging the growth of coral and other organisms.
- Utilise naturally occurring illumination such as bioluminescence.
- Create additional illumination using natural energy sources such as solar and water currents to mark trails.

Underwater landmarks will be translated onto a dive plan, and trails will be modified depending on conditions.

## Bell Design

**Brief from fwdesign |** fwdesign are all about communicating spaces. We use our wayfinding, information graphics and product design skills to create maps, information systems and urban realm products. Create a visual navigation guide that illustrates the route you would like a client to take from a local transport hub to your offices. It should create a sense of place and encourage them to engage and fully experience the space.

**Description of Sketch |** A visual guide - I decided to take that quite literally as we are based in the heart of London with its history, culture and entertainment. There is so much to see and do around here, but mostly people are on their way to or from work and don't take the time to look around them, or even to look up. I took my camera and started my journey to work with a new eye, looking at the landmarks and details around me. I've created a pictorial swatch book to guide clients to our office; identifying each image in the book - looking for 'signs' that they're going the right way - will lead them to our door, at the same time encouraging them to fully engage and experience the area around them.



Mel Strauss, senior designer