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wayfinding system for city of bath by pearsonlloyd

wayfinding system for city of bath by pearsonlloyd

all images courtesy pearsonlloyd

to develop a contemporary design aesthetic that would sit harmoniously in the city and appease the opposition, london-based studio [pearsonlloyd](#) looked to the geometric forms of the city's predominantly 18th century architecture; particularly its grid of broad streets and renowned palladian buildings, squares and crescents. developed as part of a movement entitled 'creating the canvas for public life in bath', the project draws from bath's status as a model city of the age of enlightenment, and the scientific instruments associated with this period. the findings from the research was translated into a circular, vitreous enamel map, referencing the compass, lens and sundial. the circular shape proved a convenient form - the city sits in a bowl in the landscape, where the avon valley widens out, encircled by hills.



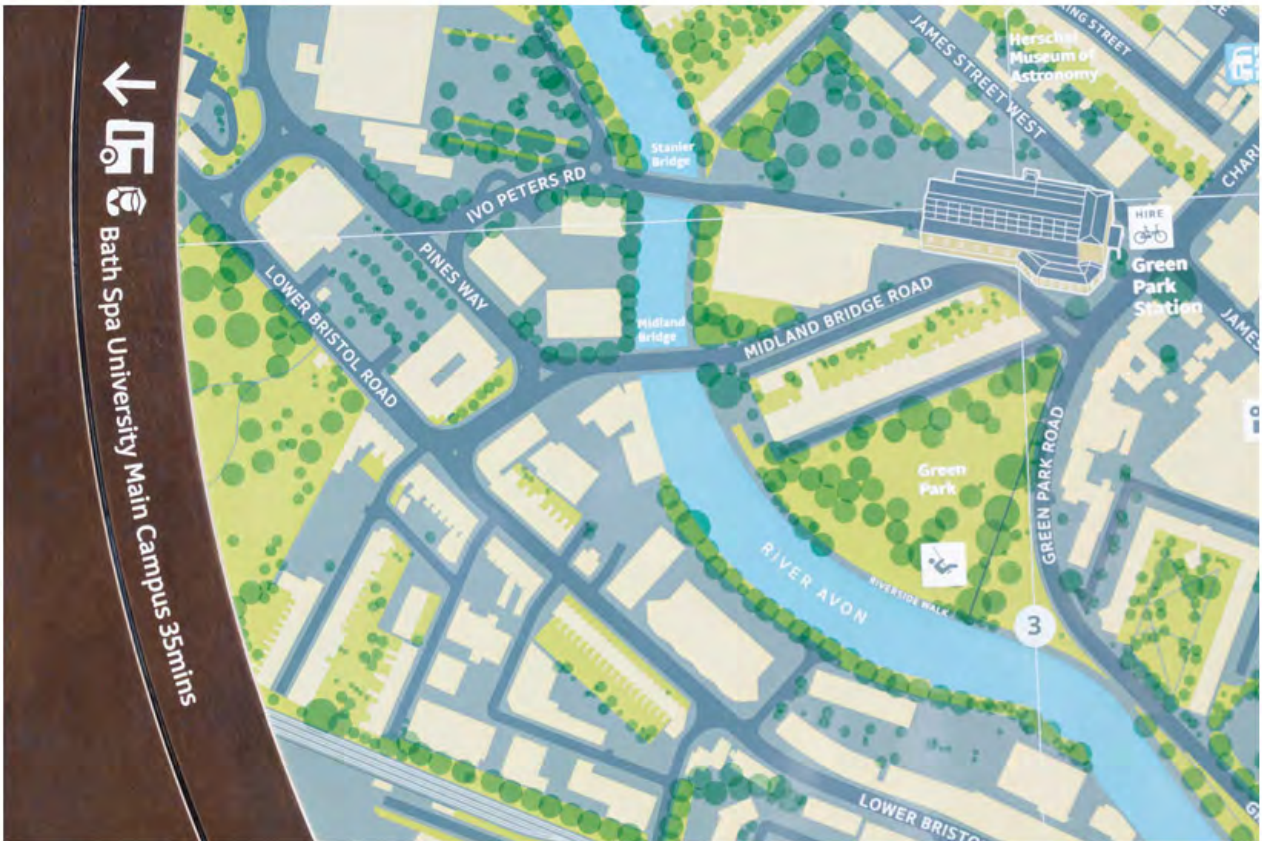
the circular map is set within a rectangular, bronze, monolith. this bold, geometric aesthetic is shared by the studio's bus shelters, composed of a series of bronze blocks. collectively the products have a powerful, modern presence in bath's streetscape, all the while referencing the typology of the surrounding 18th century architecture. collaborating with [cityID](#) and [FWdesign](#), pearsonlloyd developed way-finding graphics that successfully merge pedestrian and transport routes; congestion at key stations is eased by encouraging movement between transport hubs and delivering whole journey times.



the project draws from bath's status as a model city of the age of enlightenment

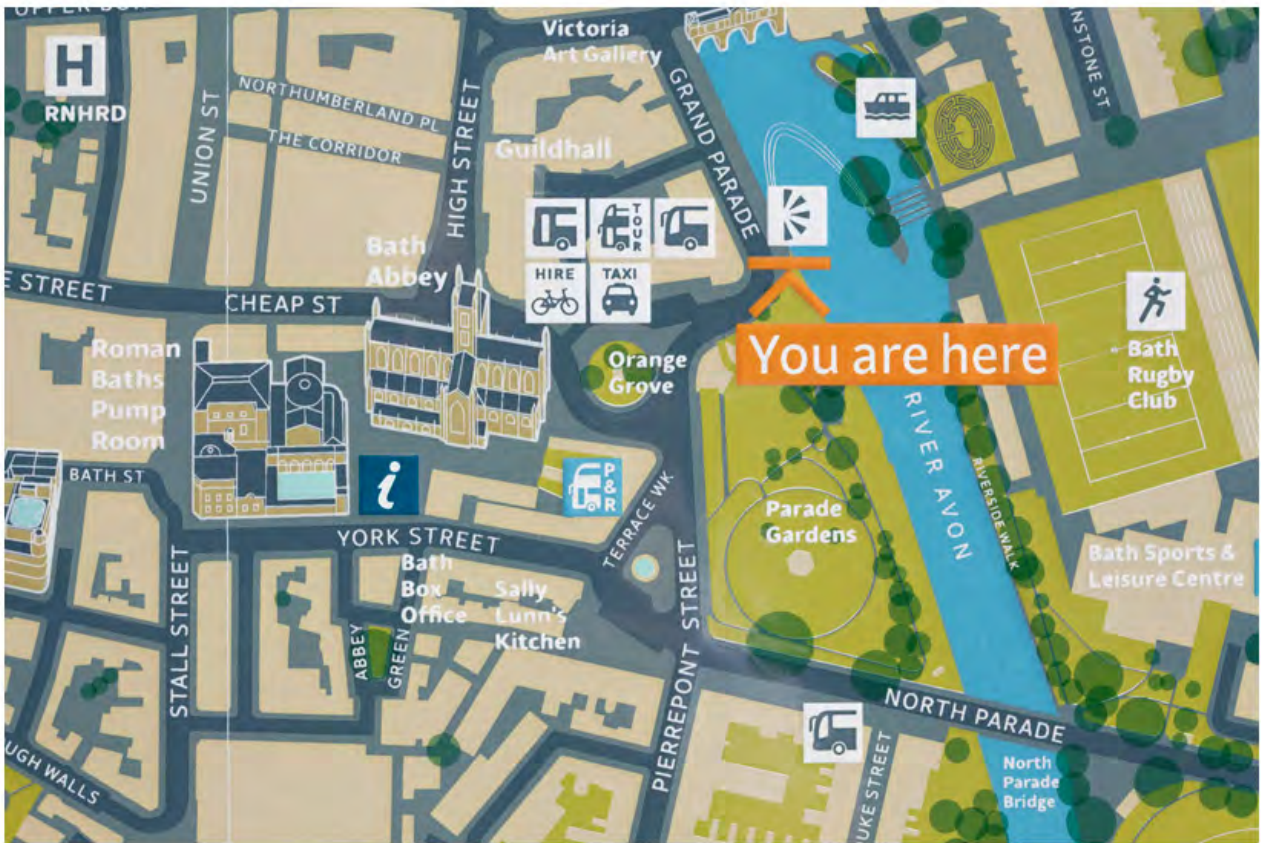


way-finding graphics merge pedestrian and transport routes



the city sits in a bowl in the landscape, where the avon valley widens out, encircled by hills





wayfinding detail

in addition, to the wayfinding system, a series of benches, bins, bollards, water fountains, street trading units and bike stands will be produced in bronze to complements bath's local stone and slate roof tops.

