



IMMIGRATION MUSEUM WAYFINDING

HEINE JONES

Museum Victoria commissioned HeineJones to design and install wayfinding signs and informational graphics to replace the existing Immigration Museum signage.

OVERVIEW

In 2008 Museum Victoria commissioned HeineJones to design and install wayfinding signage and information graphics to reflect the contemporary nature of the museum's exhibits. Located on one of Melbourne's major thoroughfares, this prominent location required signage that created a visual impact to alert

and entice the general public inside.

HeineJones' solution was to utilise vitreous enamel steel panels as a platform to display the museum's entrance information. Potentially the largest signs of their kind, these signs will stand the test of time. An almost impenetrable material, vitreous enamel lends itself to longevity and stability; it is not only resistant to vandalism but is also beautiful in its own right.

The brief included an additional role for the wayfinding signage to conceal complex engineering solutions and a variety of lighting and plumbing services. In response Heine Jones developed a durable casing to securely house these essential utilities.

Left: Front exterior signage, Right: Detail of exterior wayfinding



KEY FACTS

Client: Museum Victoria

Scope: Wayfinding signage system and information graphic; site audit, design, production and installation of vitreous enamel signs resistant to vandalism.

Timeline: Delivered on time: June to December 2008

Location: Immigration Museum, Flinders Street, Melbourne

Team: Mike Heine, Kim Beckers, Krista Malloch and contractors engaged and managed by HeineJones: Glass Metal Industries, VC Gallagher Engineers, Banana Graphics Sign Builders.

CREATIVE APPROACH & METHODOLOGY

HeineJones consulted closely with the design team at Museum Victoria to ensure the design outcomes appropriately reflected the museum's existing visual standards. The initial site audit included an in-depth study into the history of this 1800s building, its façade and relevant specifications resulting in an informed, relevant and sensitive response to the brief.

To reflect any future changes to the site's directional information, replaceable elements were built into the signage, ensuring minimal disruption and easy replacement; this unique design responding to the needs of the present and potential requirements of the future.

CHALLENGES

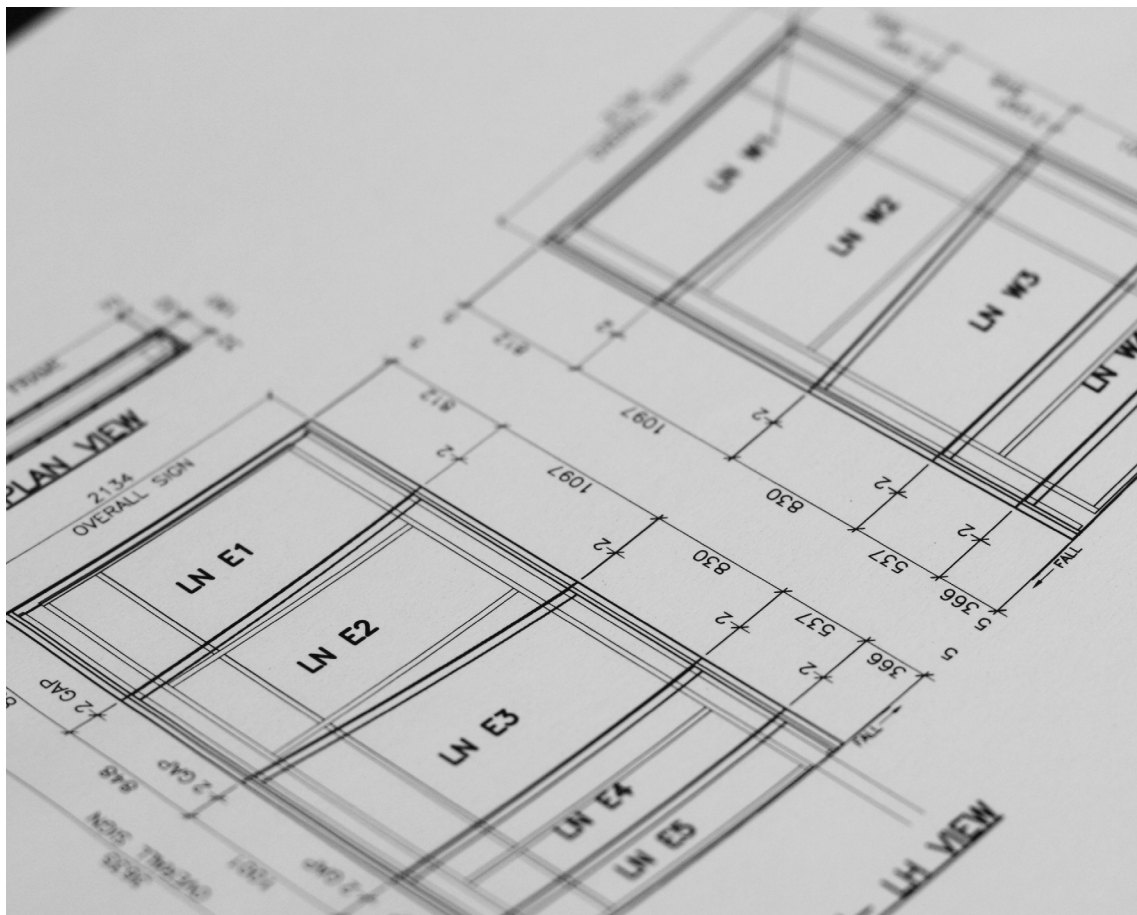
HeineJones worked through a range of challenges on this project:

- Project management in a high traffic area – restricted audit and installation access;
- Incorporation of complex engineering solutions;
- Inclusion of a link from power connections to main identity sign;
- Sourced material needed to withstand possible malicious damage in vandalism-prone area;
- Functional needs extended to the necessity of incorporating a water run-off system, therefore plumbing had to be configured into the main identity sign; and,
- High visibility required at all times of day and night.

OUTCOMES

- Delivery of a signage solution that complemented the nature of the building;
- Adherence to the existing visual standards as provided by Museum Victoria
- Lighting effects incorporated into design, ensuring high visibility day or night;
- Comprehensive specifications documentation;
- Durable signage which increases longevity and therefore lowers the costs of replacement;
- Modular design efficiently enables information to be updated section by section rather than necessitating an entire replacement of fascia.

Detail of design documentation



Detail of exterior wayfinding



VALUE ADD

Any CBD location presents challenges such as high traffic volume, accessibility and durability against the elements and potential damage. HeineJones has exercised their experience with vitreous enamel to develop precision-fit angular panels. Understanding how this material performs informed the production methodology, enabling HeineJones to deliver signs that were perfectly formed, synchronized and accurately fit the design specification.

CLIENT REFEREE

Padmini Sebastian, Manager
Immigration Museum
telephone 03 9927 2739

FORWARD BENEFITS

Museum Victoria's Immigration Museum wayfinding signage project demonstrates key strengths HeineJones brings to wayfinding signage projects in the government sector:

- Skilled and experienced team;
- Reliable contractors with understanding of wayfinding projects;
- A distinctive and contemporary design complementing the existing site;
- Low-cost replacement of any elements of existing signage to reflect updated information;
- Timely development and delivery of wayfinding solution within the confines of existing visual standards guide.