



# New Signage Design: Connecting People & Spaces

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**New Signage Design: Connecting People & Spaces** From Promopress

The proliferation of public places and spaces has created a shared environment which increasingly interacts with people living or passing through them. In such a context, signage design has become a decisive element when connecting spaces and people, going beyond orientation skills in order to create a deeper sensorial experience, which this book reflects in great detail.

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## New Signage Design: Connecting People & Spaces From Promopress Bibliography

- Sales Rank: #1312921 in Books
- Published on: 2015-05-19
- Original language: English
- Number of items: 1
- Dimensions: 11.40" h x 1.00" w x 8.50" l, .0 pounds
- Binding: Hardcover
- 240 pages

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## **Editorial Review**

### About the Author

Wang Shaoqiang is a professor at the Guangzhou Academy of Fine Arts, where he is dean of the design, visualization and animation department. He is the founder of Sandu Publishing, whose titles focus on international design, architecture, branding, communication, trends and culture, and the editor of Design 360° magazine and Asia-Pacific Design. He has been invited to lecture at numerous universities, design academies and organizations, and he has also been a jury member for China's most prestigious design and illustration awards.

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Solving wayfinding and sign design problems while creating brand expressions in the built environment requires an approach that is very methodical and painstaking, full of the detail that may go unnoticed in the final result....

Many designers and architects produce environments that make you catch your breath because of their visual charms when you first see them – they can look cool – for a while, but living in them, working in them, looking at them everyday becomes another matter. We have to be sure that everything works as well if not better than intended.

This means working with human behavior, to ensure that orientation and information design is mainly noticed subconsciously – giving people a sense of security that they are heading in the right direction. The aim is for them to feel that they are going the right way – saying in effect 'This way please', without them noticing.

From the foreword by Lucy Holmes, creative director and co-Principal of London-based Holmes Wood Company

## **Users Review**

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#### **Eric Hough:**

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