



Wayfinding and signage:
Great North Museum
Newcastle Upon Tyne,
for Tyne & Wear Museums
and Newcastle University,
2009

Project summary

The design of a discreet wayfinding strategy for the **Great North Museum**, Newcastle, 2009. This is an example of signage that remains invisible until you need it. Multiple entrances to each gallery (a feature of the building redesigned by architects Farrells) meant we disposed of the many gallery titles that would have cluttered exhibit content if titles were to address every entrance. Instead, 80% of all signs are discreet directionals separated from displays by placement in the deep wall-returns of gallery entrance thresholds where all gallery to gallery traffic is routed.

