

Nick Bell Design

**Exhibition
design,
wayfinding
and graphic
interiors.**



Nick
Bell
Design

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We are visual communicators. We design for three-dimensional interactive environments.

We provide the following services:
interpretation design, wayfinding and signage, graphic interior design, interaction design and design for audio/visual media.

We work with architects or interior designers or 3D designers to help design museums, galleries, exhibitions, visitor centres, cultural attractions, wayfinding systems, graphic installations.

We have specialised in this field for over 15 years. During that time, awards include a DBA Design Effectiveness Gold Award, three D&AD Yellow Pencils and three Design Week Winners.

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We have collaborated with the following
interior design and architecture practices:

Casson Mann
Hassell
Abell Nepp
John McAslan + Partners
Nord Architecture
Terry Farrell and Partners
Nissen Richards Studio
Metaphor
Nick Coombe Architecture
Tony Fretton Architects
ZMMA
Gustafson Porter
Urban Mesh
Jo White Design Consultants
muf architecture/art
Azman Architects

We would like to work with more.

We have collaborated on projects for the following institutions:

Barbican Centre
British Council
British Nuclear Fuels
English Heritage
Horus, Moscow
Imperial War Museum
Manchester Museum
Museum of Islamic Art, Doha
National Park Service, USA
National Maritime Museum
National Portrait Gallery
National Trust
Natural History Museum
Newcastle University
Science Museum
Tate Britain
Tyne & Wear Museums
Victoria & Albert Museum
Wellcome Trust
Wellcome Trust Genome Campus

Contents

Recent work

- 1. Exhibition design
- 2. **Wayfinding and signage**
- 3. Graphic interiors

Past work

- 4. Exhibition design
- 5. Wayfinding and signage
- 6. Graphic interiors

2^{/6}

Wayfinding and signage

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Recent work

Waylosing experiment Victoria & Albert Museum

Nick Bell was Creative Consultant to design and ergonomics group CCD and part of their team that created a wayfinding strategy for the V&A.

As part of their research, the team ran a day-long experiment at the Museum. This involved covering over the museum maps and not making available any maps to visitors for a day. Visitors were invited to lose themselves in the collections and exhibitions. And then to share with others what they felt stood out during their wander of discovery by filling in the white blanks on the signs hiding the wall maps or filling out the forms handed out by yellow-shirted museum guides.

The design team also got the chance to be a V&A museum guide for the day.

Information ①

LOSE YOURSELF IN THE V&A!

Become a flâneur* for a day

BE A WANDERER, A STROLLER, AN EXPLORER. FOLLOW OTHERS' FAVOURITES AND BE AMAZED BY SERENDIPITOUS ENCOUNTERS. GET DRUNK ON BEAUTY AND LOSE YOURSELF.

MY ABSOLUTE FAVOURITE...

← CARTOONS *Great Best of Ware*
Diamonds! *Shiva*

LOOK OUT FOR...

← BISCUIT TINS! *TIN'S TIGER* *PLATES*
WILLIAM MORRIS *bathtubs*

I STUMBLED UPON...

← AMAZING UNDERWEAR. ♥ "y!" *MORE UNDERWEAR*
the 19th century!

*A 19th century French stroller, amble, wanderer, who walks the city in order to experience it.

and tell us what you've discovered...

Today we are encouraging you to wander around the museum without a map and be surprised by what you encounter. But if you really need to get somewhere please ask one of us - we are the ones in the bright yellow t-shirts!

MY ABSOLUTE FAVOURITE...

VERMAY DRESS *great room* *BEAUTY* *Jewellery*
PINAR'S HOUSE *William Morris* *CLIMBING UP*

LOOK OUT FOR...

DRAGONS *TRAJAN*
STAIRCASES *CURTAIN UP*
SHOP

I STUMBLED UPON...

My inner DJ *PAST COATS*

...or ask us about our favourites!

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Learning Centre
(Level 3) ♿ ♿

Please use Lift ♿



Learning Centre
(Level 3)

Shop

V&A Shop

10.00 - 17.30 daily
10.00 - 21.40 Fridays

Shopping with us directly supports the work of the world's leading museum of art and design.

Please visit vandashop.com

MY ABSOLUTE FAVOURITE...

TERRANCE
DOOR
glass room
↑

PINNAR'S
HOUSE

BEAUTIFUL
William
Morris
café

Jewellery

CURTAIN UP

LOOK OUT FOR...

DRAGONS
STAIRCASES
SHOP

TRAJAN

CURTAIN UP

I STUMBLED UPON...

CAST

Christian Louboutin

I STUMBLED UPON...

← 20s Dresses

modèle



KNICKERS!

the 50s a la the
members coffee shop

* A 19th century French stroller, ambler, wanderer,
who walks the city in order to experience it.

LOSE YOURSELF IN THE V&A!

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**LOSE
YOURSELF
IN THE V&A**

Office development St James's Square, London W1

Wayfinding and signage strategy and design for a luxury office development in London's West End. A collaboration with the London office of Australian architecture and interior design practice Hassell. We used dark, metallic materials (hot-rolled steel lined with copper) associated with the industry the tenant company is active in. Each floor carries its own abstract graphic pattern (related to a particular technological innovation of the company) that is printed in a transparent gloss varnish.

We took the brand guidelines of the company that (as is standard) only cover print and digital and extended them to cover formal considerations of interior design in a way coherent with their existing identity but by creating a much more extensive and spatially appropriate colour, materials and textures palette.

4

6 Sixth floor

Strategy & Finance
Procurement & Marketing
Human Resources

5 Fifth floor

Project Sales

Fourth floor

Executive Suite

3 Third floor

Customer
Operations
Q&A Finance
Tax
Treasury

2 Second floor

Compliance
Corporate Development
Economics & Markets
Global Security
Group Risk
Health Safety & Environment
Investor Relations
Information Systems & Technology
Legal
The Outlook

1 First floor

Capital
External Affairs & Communication
First Aid Room
Group Property
Information Systems & Technology
People Services
Plant & Engineering
Security Control Room

G Ground floor

Company Secretariat
Human Resources
Health and Safety
Information Systems
People Services
Performance & Reward
Procurement

LG

Lower ground floor
Site Management
Security & Logistics

A

B

C

D



6 Sixth floor
Diamonds & Minerals
Iron Ore Sales & Marketing
Marine

5 Fifth floor
Project Suite

Fourth floor
Executive Suite

3 Third floor
Controllers
Exploration
GBS Finance
Tax
Treasury

2 Second floor
Compliance
Corporate Development
Economics & Markets
Global Security
Group Risk
Health Safety & Communities
Investor Relations
Information Systems & Technology
Legal
The Outlook

1 First floor
Copper
External Affairs & Communications
First Aid Room
Group Property
Information Systems & Technology
People Services
Post & Reprographics
Security Control Room

2

Sixth floor

Diamonds & Minerals
Iron Ore Sales & Marketing
Marine

Fifth floor

Project Suite

Fourth floor

Executive Suite

Third floor

Controllers
Exploration
G&S Finance
Tax
Treasury

Second floor

Compliance
Corporate Development
Economics & Markets
Global Security
Group Risk
Health Safety & Communities
Investor Relations
Information Systems & Technology
Legal
The Outlook

First floor

Copper
External Affairs & Communications
First Aid Room
Group Property
Information Systems & Technology
People Services
Pool & Reprographics
Security Control Room

Ground floor

Company Secretariat
Human Resources
Meet-out Suite
Organisational Resources
People Services
Performance & Reward
Procurement

Lower ground floor

The Underground
Showers & Lockers

3

Sixth floor

Diamonds & Minerals
Iron Ore Sales & Marketing
Marine

Fifth floor

Project Suite

Fourth floor

Executive Suite

Third floor

Controllers
Exploration
GBS Finance
Tax
Treasury

3

Second floor

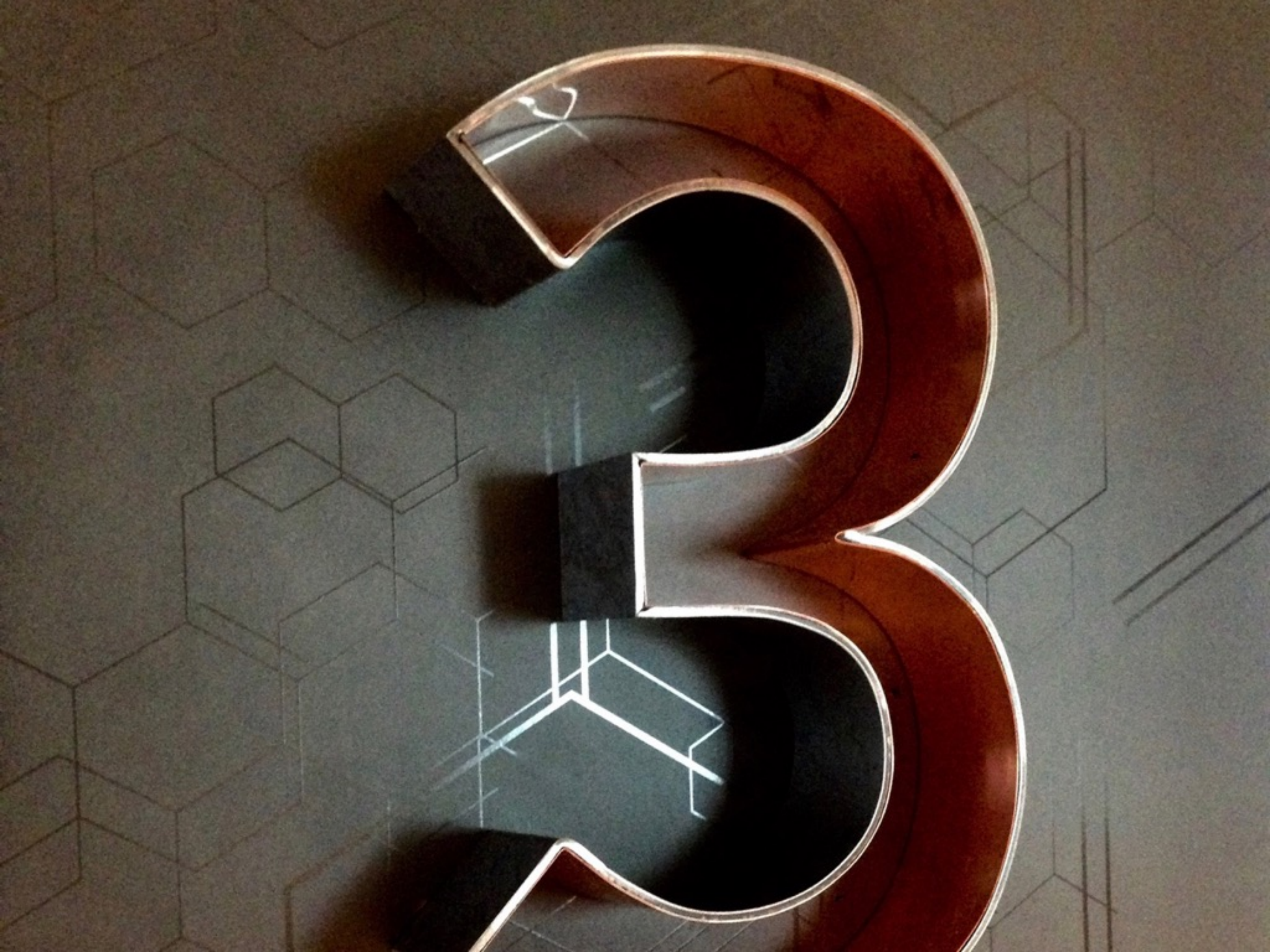
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People Services
Performance



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The Outlook

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External Affairs & Com
First Aid Room
Group Property
Information Systems &
People Services
Post & Reprographics
Security Control

Ground floor

The Outlook

Information & Technology

1

First floor

Copper

External Affairs & Communications

First Aid Room

Group Property

Information Systems & Technology

People Services

Post & Reprographics

Security Control Room

2nd floor

Benjamin Franklin Museum, Philadelphia, PA, USA National Park Service

Graphic interpretation for the subterranean Benjamin Franklin Museum in Philadelphia. The creation of a brand new biographical museum of one of the most significant figureheads in American history.

A ribbon wall delineates each of the five themed areas running through the entire museum unifying all displays. Visitors pick up this ribbon wall in the ground floor entrance space and follow it down the stairs to where the exhibition begins deep below ground.



Benjamin Franklin Museum



Museum Fees	
Adults	\$5.00
Children 12 and under	\$2.00
Cash only	



Benjamin Franklin Museum



klin
eum













"You know my house...
you will be
most heartily welcome."

—Benjamin Franklin, *Autobiography*

Benjamin Franklin (1706–1790) lived his life during a period of sweeping change in America and in Europe. People began to question the authority of absolute monarchies. Individual achievement and social mobility were beginning to be seen in a positive light.

Global trade, travel, and communication opened up nations, communities, and families to new ways of looking at the world and to scientific advancements. Revolutionary ideas that men by nature were equal and entitled to liberty began to etch away at the justifications for African enslavement. Franklin embraced—and sometimes led—these new ways of thinking. His character and life, full of curiosity with an independent nature, were shaped by the exciting developments of the century of Enlightenment.

What



Benjamin Franklin Museum

Reception space

Sanger Institute, Wellcome Trust Genome Campus

Design of arrival signage for the Sanger Institute, the Sulston Labs and the Ashburner library at the Wellcome Trust Genome Campus near Cambridge. A collaboration with Abell Nepp architects.

Two lightboxes carry arrival graphics printed on stretched fabric that produce a very pleasant matt display that is updatable. The library sign consists of individually cut aluminium letters with LED lighting buried under an infill of white resin.

All signs together set the graphic identity for this visitor reception space at the Campus.



Wellcome Trust
Sanger Institute



Wellcome Trust
Sanger Institute





Sulston
Laboratories

CCA GTCT
AAAAAA
CCA-AA AG
ATG CAAACATT
ATTGG
TACA TG
CCTG
ACAGT GA





