



# Wayfinding: People, Signs, and Architecture

*Paul Arthur, Romedi Passini*

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In today's complex maze of urban structures, wayfinding is no longer simply a matter of putting up directional signs, it is a multi-faceted problem that requires sharp design skills. This text spells out the principles of wayfinding and applies them to architectural design. Beginning with spatial, orientation, and perception factors, the book shows how well-designed routes and destinations must integrate a wide range of stimuli - graphic, verbal, auditory, and tactile. Plus, convenient checklists show how to prevent potential wayfinding problems in the design stage and to troubleshoot them in existing structures. Supported by numerous real-life examples and hundreds of lively illustrations, this book is a complete guide to spatial direction and logical orientation in buildings and public spaces - jam-packed with proven techniques for helping people find their way through today's confusing world.

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