

Case Study:

DOSCEL/Minx Architects

St Josephine Bakhita CPS

JWB&CO concept/fabrication and installation



Mel Walton, Associate Director, Minx Architecture

JWB&CO listened carefully to given information and feedback throughout the process, worked well with the team and produced a comprehensive and innovative signage package that has been really well received by all. We were impressed by their passion and commitment to developing innovative designs, particularly the interactive aspects of the signage and rubbings.

Problem to solve

How can signs be functional, fun, educational [because these signs are in a primary school setting], inspirational and include the Catholic iconography at the same time?

Solution

Because St Josephine Bakhita's life was so dramatic and inspirational utilise the signage system where we can tell her inspiring story and life lessons.

How?

Use external and internal stand-alone timeline signs with 3 dimensional reliefs to inspire teachers and students to take rubbings and interact with the signage and the life of SJB.

The relief could be a significant icon of her life journey, ie a map highlighting Darfur region of Sudan, where she came from with contextualising text detailing the importance of the rubbing item.

This becomes fun interactive learning for students and as a teaching tool for staff. A learning by doing and seeing, which is always richer and deeper.

These could be an activity built into SJB day which no doubt the school will hold on February 8 year-on-year. Use these signs as a integral part of SJB day learning and legacy.

Numbers are critical aspect of primary education. Use oversized number forms ie, use large numbers to highlight a key event, ie age at certain key life events or the year when it happened.

Topics like:

- Slavery
- Catholic religion
- God
- Faith
- Kindness

Net Result:

Working very closely with the architects we developed a comprehensive signage plan that fit seamlessly into their great visual vision for the school. The rubbings were particularly fun because we wanted to create an interactive element for the students. These interactive elements are just fun like primary school - fun. We loved working the Minx, DOSCEL and our fabrication partners to deliver a very robust and polished result just like the work Minx Architects envisioned and delivered.

Following is the journey from concept, mock up, drawings and final installed signs. Hopefully this helps you see the journey and progression for any work you may have of a similar type.

Process

1. We did multiple walk throughs and measure-ups to make sure we understood how people: students, staff and parents would move through the space. These three different eye heights influenced the height of signage, location and message.
2. Concept was developed based on extensive research into SJB life and journey coupled with the Catholic visual requirements and the architectural patterns or elements used in the design and construction to maintain consistency. As though the signs were created by the same people who designed the building - a seamless visual progression.
3. Each sign design was created in Adobe Illustrator to scale then dropped into architectural image renders provided by the architects, so that we were always working in the right space as well as to scale.
4. Once approved we hired the appropriate signage fabricator to partner with to bring the signs to life which they did very well.
5. Again a walk through with signage partner to measure and look at signs placements and to scrutinise any potential installation hazards like underground water pipes, and electrical utilities.
6. Final cad drawings of each different sign showing the skeletons and how they were to be fabricated
7. Installation was done over two days. Internal and large totem sign footings on day one and external day two.

Key elements / thinking / visual language

WAYFINDING

Form follows Faith Laser cut Cross on all key signs

This is the key symbol of the Catholic faith and was a key symbol and treasure for SBJ in coming into the Catholic faith. 'One day her tutor gave her a small crucifix and she, who had never owned anything, conserved her treasure jealously.'

It too is the key defining element of the front entrance facade.

The 60° angle on the building

One key repeating pattern is the 15° angled architectural element. Pick this detail up within the signage program to show a symmetry between the signage and the architecture element.



Colour

Use architectural paint pallet for consistency and assimilation into the overall visual.

The green colour initiated by Minx Architects is a great key signage colour for its warmth, inviting and friendliness it exudes which reflects SJB's personality. The cool green logo colour sits well in the range.

	Black		White
	Dulux Astroturf S23F7		Dulux Hammer-Grey SG6H6
	Dulux Spinach-Green S23A9		
	Dulux Buzz S15H7		
	Dulux Stove white SW1E9		
	Dulux Winter Fog SN4A6		

INFORMATIONAL

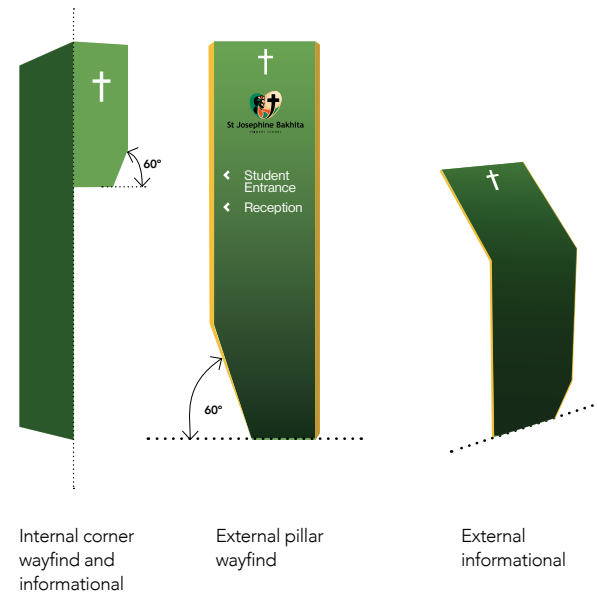
Tell SBJ story

Her remarkable story of redemption from 1869, date of her birth, to 7 years later being abducted into slavery and eventual freedom by the Canossian Sisters of St Magdalene.

Use: dates, numbers geographical locations and the like to hit her key life journey.

Create a timeline of Key Events to highlight and illuminate throughout the space/s.

TYPES OF SIGNS



1869

Large key date: SJB birth year



Informational signs will have:

Laser cut see through cross. Inside painted yellow Dulux buzz.

60° angle represented.

Contextualising text made up of 80 -150 words.

As this is stage 1 of 3 you will need to consider enough stops in SJB's journey for highlighting to cascade over all three stages.

Image in 3D relief for rubbing purposes

Executed & installed signs, 8 Small pillar

Fabrication & installation images



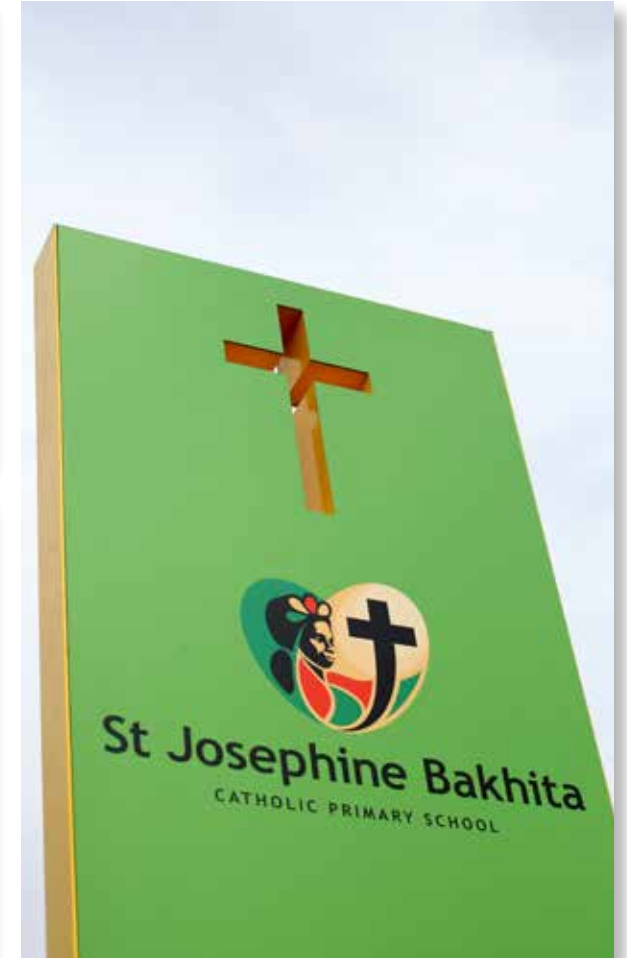
Executed & installed signs **9, 11 & 12** Large Pillar

Fabrication & installation images



Executed & installed signs **9, 11 & 12** Large Pillar / detail

Fabrication & installation images



Executed & installed signs, 1 Student Reception

Fabrication & installation images



Executed & installed signs, 2 Multipurpose Room

Fabrication & installation images



Executed & installed signs, 3 Learning Space 1, yellow

Fabrication & installation images



Executed & installed signs, **3** Learning Space 1, yellow

Fabrication & installation images



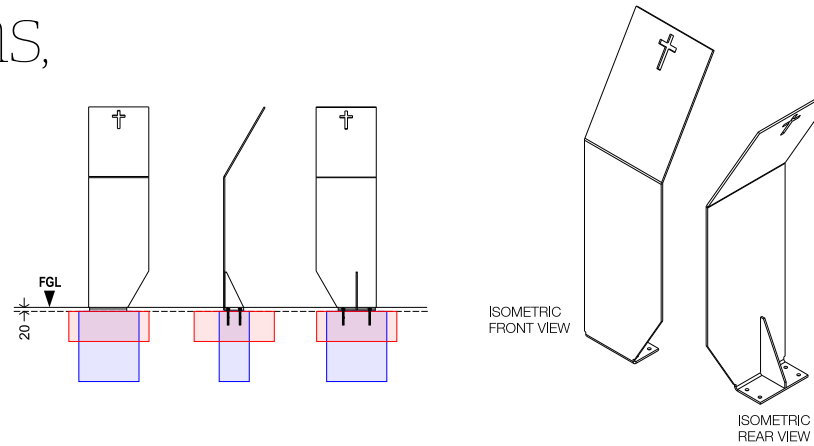
Executed & installed signs, 4 Learning Space 2, green

Fabrication & installation images

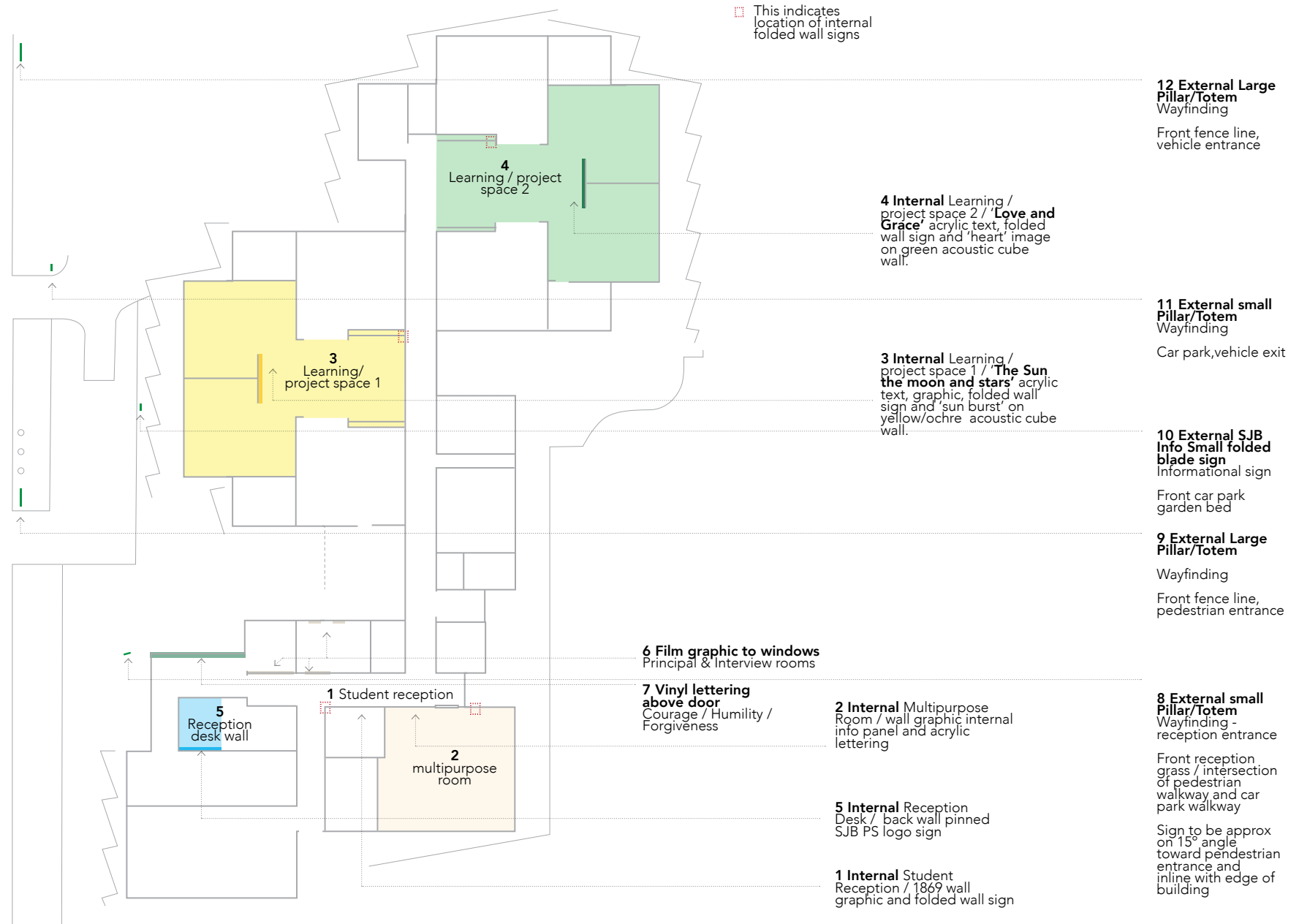


Executed & installed signs, **10** Info Sign

Fabrication & installation images



Signage Map Stage 1



Thank you