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1:1 - Signage, Orientation, Identity

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How will you find your bearings in the new Berlin airport? You have the graphic designers of Moniteurs to thank for those hanging placards and cheerful infographics. The firm specializes in the design of signage and wayfinding systems for corporations. This new book the first to comprehensively feature Moniteurs work covers ten years of projects, documenting the culture and working methods of the office. Moniteurs is the recipient of many honors, including the Iconic Design Award 2013 for its Potsdamer Platz orientation system. The graphics are reproduced in book form on a 1:1 scale, appearing as colorful fragments hinting at their larger purpose. Each project is presented in a concise text accompanied by many color photographs and infographics, while an interview with the firm s founders Heike Nehl, Sibylle Schlaich and Isolde Frey lends insight into their approach. 1 : 1 Signage, Orientation, Identity is a special book. It not only describes a range of design projects over the last ten years design company Moniteurs, but the projects are graphically illustrated; in this way the book gets to the heart of Moniteurs' 1:1 communication systems. The concepts of individual projects are presented in short, concise texts with many photographs and infographics, while an interview with the three owners of the company, Heike Nehl, Sibylle Schlaich and Isolde Frey, gives an insight into their approach. Moniteurs has existed since 1994. In addition to the design of signs and orientation systems, the focal points of the company include information design and corporate design. This range is reflected in the diversity, depth and precision of the projects. Many of them have received awards, including the Red Dot Award for the design of the orientation system for the Aufbau Haus and the Iconic Design Award 2013 for the Potsdamer Platz orientation system. The BMW Plant Orientation System project was included in the touring exhibition of the Goethe Institutes' The Dimension of Surface - Communications Design in Germany

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