

## The Environment



**Technium CAST (Centre for Advanced Software Technology)** is located in prestige surroundings at Parc Menai in Bangor, North Wales. The building comprises of 6,500 sq m of floor space.

The project was initiated by the Welsh Assembly Government in a joint venture with the University of Bangor to drive forward enterprise and innovation in Wales

### The centre offers

- incubator units for start-up and spin-out software companies.
- Business and technology support services.
- Research and Development Centre.
- Resource Centre
- A Software Hotel offering flexible and configurable office space on short- term lease.
- Company networking
- Specialised training courses and seminars
- Hi-tec conference facilities.



## The Brief

**The client was looking for a Wayfinding and signage solution which would deliver the following and be managed effectively on site**

A large numbers of first time users were expected to visit tenants and use the facilities, therefore the solution required a wayfinding strategy which would enable them to navigate the building effortlessly.

The chosen systems had to compliment the design of the building and reflect is Hi-Tec purpose.

Highly flexible signage was required to cope with an unusually high turnover of tenants and almost continual reconfiguration of office and function room space.

consideration needed to be paid towards the management of the system. Constant change meant almost continual continual updating which had to be achieved in a fast and cost effective way without detriment to appearance.



The External Solution



Practical yet appealing design working in harmony with the building



Sympathetic to the design of the building and its function



Effective navigation to the door. Quality brand reinforcement

## The Internal Solution

- A hierarchy was established to simplify navigation
- Bilingual text separated to avoid confusion
- Logical room numbering system
- Flexibility and control
- Brand reinforcement



Effective **Wayfinding** by specialist consultants

Clear and consistent throughout



Clean Design sympathetic with the environment. Highly flexible and noticeably effective



Elegant design for every purpose designed to match the environment, with function in mind.