

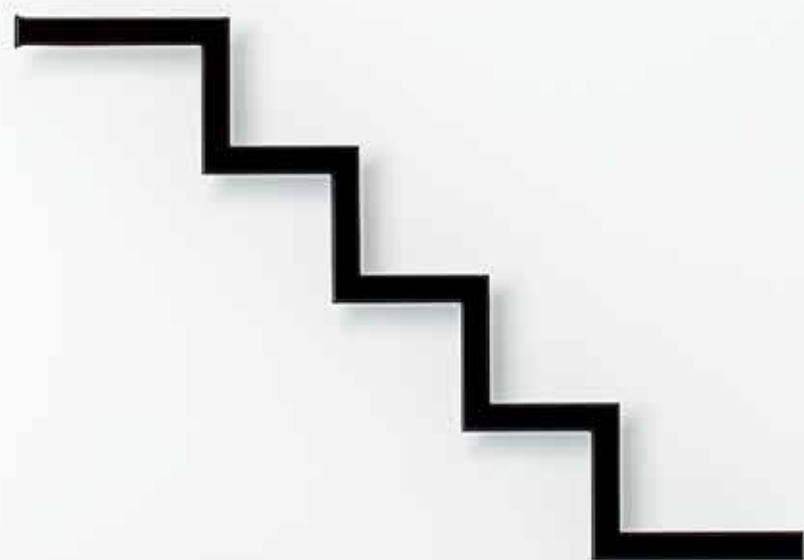
# NAVIGATING IS EASY



## ... with Wayfinding



Astley ■ Gilbert  
igniting ideas in print



STAIR 1



You've entered the world of wayfinding.

When done right, it makes us feel welcome, comfortable and can even enhance the architectural design of your space.





**We've all been there.** You enter a building or a shopping mall and pause to situate where you are. Or exit the subway and look for a point of reference. And don't forget airports with directional signs seemingly pointing every which way.





Running Man uses a photo luminescent stock that can stay illuminated for 120 minutes without a power source. This improves safety for your employees, tenants and the public. The stock can be used on handrails, floor decals and much more.

## **IN CASE OF FIRE**

### **UPON DISCOVERY OF FIRE**

Leave fire area immediately.  
Close doors.  
Sound fire alarm, pull manual station.  
Leave the building by the nearest exit

**Call the FIRE DEPARTMENT  
DIAL 911**

### **DO NOT USE ELEVATOR**

### **UPON HEARING FIRE ALARM**

#### **TEMPORAL EVACUATION SIGNAL**

3 beeps, pause, 3 beeps, pause, (repeated)  
Leave the building by the nearest exit  
Close doors behind you.

#### **ALERT SIGNAL - Intermittent Signal**

Standby and prepare to leave building.  
Listen for further instructions.

### **CAUTION**

If smoke is heavy in the corridor, it may be safer to stay in your area. Close the door and place wet towel at the base of door. If you encounter smoke in stairway, use alternate exit.

## **REMAIN CALM**

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## **REMAIN CALM**





## What's the environment?

AG recognizes that each space is unique.

The design, size, and substrate are dictated by your environment and needs. Our expertise presents solutions that speak to your environment.

- Commercial/retail space
- Real estate development
- Corporate office
- Educational institute
- Arts + cultural space
- Government building
- Healthcare facility
- Hospitality centre
- Sports + Entertainment
- Transportation hub






























## What's your need?

- building + complex signage
- open space signage
- system signage
- individual signage



1103





## What's the purpose of your wayfinding?

**Identification:** Visual markers that tell the name and function of the space. Often our first impressions of a space and the introduction to your brand. From entrances, to public spaces, to elevator and parking areas, these markers can convey a welcoming and professional image.

**Directional + orientation:** It's about moving traffic (pedestrian and vehicle) to go about business in an efficient way. With symbols and arrows and type, these signs get us to where we want to go.

**Regulatory:** Imperative for every space. Operating within the regulatory rules demonstrates health and safety are top of mind. From parking regulations and fire routes, to Braille compliant signs, AG knows what you need.



INCLUSIVE



## Why AG?

Our expertise in wayfinding has been honed over decades of service to Canadian business.

We understand wayfinding as more than just signage. It's an opportunity to make your space work. To build your brand and let customers and clients navigate your space the way it was intended.

Talk to Rob Press at [RobP@astleygilbert.com](mailto:RobP@astleygilbert.com) or call 416.564.7737 to learn more.

### 88 Scott Street

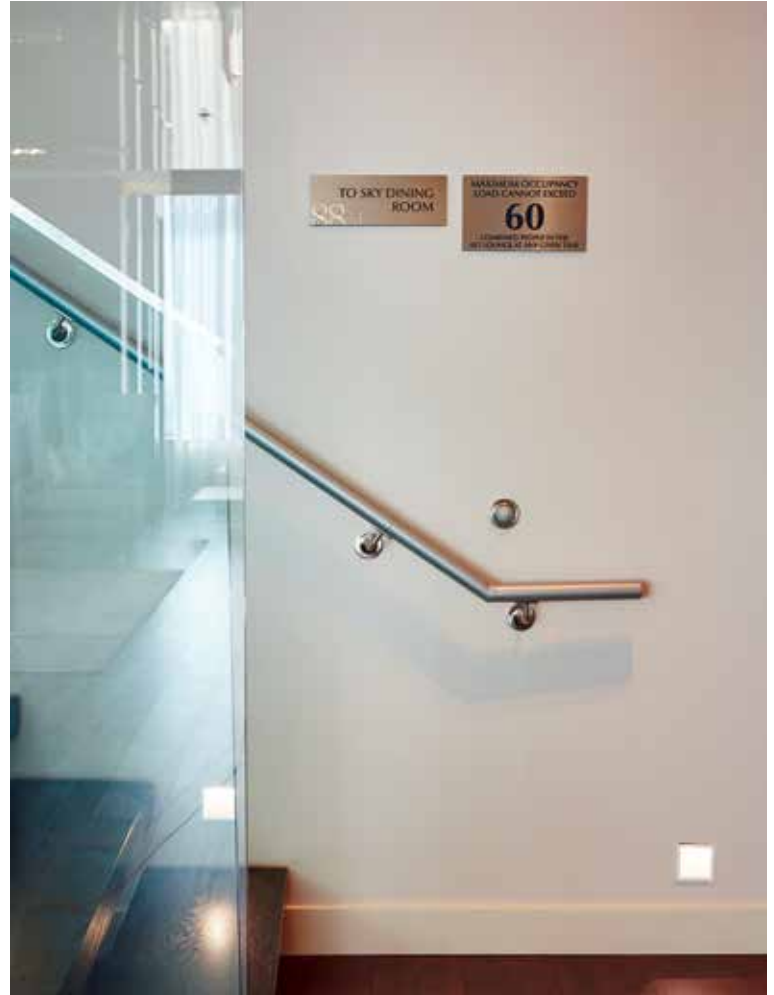
This high-end luxury 58 floor condo in the heart of Toronto, needed a wayfinding package. We worked to create a series of gold-anodized brushed aluminum signs, along with engraved and paint-filled signs for the building's exterior and interior.

















## Eau du Soleil

This two tower high-rise, overlooking Lake Ontario, boasts a complete wayfinding package from the five level parking garage, to the 66<sup>th</sup> floor penthouse suite.

The client required an intuitive wayfinding program – for each floor, between the towers, and for all common amenities. Painted acrylic with direct print and woodgrain accent was selected for the interior. The parking garage saw various dimensional and flat pieces installed.



PARTY ROOM











## COMMERCIAL & VISITOR PARKING







## Interior Design Show (IDS) Toronto

As the proud print sponsor of IDS,

AG produced the show signage.

The wayfinding pieces featured various frames, L-base signs, and stand-alone pieces.



Interior Design Show Jan 17-20 2019 Toronto

IDS

## Hours

### Thursday Professional Trade Day

9:00am-4:00pm IDS Conference  
700 Level  
9:00am-5:00pm IDS Contract Show  
Floor (Halls F & G)  
7:00pm-11:00pm Opening Night Party

### Friday Professional Trade Day

9:00am-4:00pm IDS Conference  
700 Level  
9:00am-6:00pm IDS Contract &  
Main Show Floor  
800 Level

### The Globe and Mail Saturday

800 Level

10:00am-6:00pm

### House and Home Sunday

800 Level

10:00am-5:00pm

Organized and presented by  
IDS  
Adrian + Gilbert  
Presented in partnership with

Interior Design Show Jan 17-20 2019 Toronto

IDS

## Caesarstone Stage Schedule

### Friday Professional Trade Day

Presented by **IDS** and **Caesarstone**  
8:30am-10:00am Taking Canadian Design to the World Stage  
10:30am-11:30am Michael Serreson presented by VESSE  
11:30am-12:00pm Headliners  
12:30pm-2:00pm South Pacific  
2:30pm-4:30pm Music Performance presented by Caesarstone

### The Globe and Mail Saturday

Presented by **IDS** and **Caesarstone**  
9:00am-10:00am Breakfast in conversation with Adam Saxon  
10:30am-11:30am Design Agency  
11:30am-12:00pm Ryan Kurland

### House and Home Sunday

Presented by **IDS** and **Caesarstone**  
10:00am-11:00pm Update Reviews and Brian O'Leary  
11:30am-12:00pm Update Reviews, Ruth Pittsford and  
12:30pm-1:00pm Update Reviews, All Parks and Dennis Zick

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