

WHERE DO WE GO FROM HERE?

Visual Look and Feel Interpretation and Wayfinding



VISUAL LOOK AND FEEL - SEASON LAUNCH



1 Dec - 7 Jan Hull Old Town

Having served their time on the production line, robots will inhabit the places and spaces of Hull's city centre. Reprogrammed to shine an enquiring light on the familiar surroundings of the Old Town, creating a curious encounter between man and machine.

#Hull2017 hull2017.co.uk/gofromhere

BEFORE



Transition from the season launch designs to the new look and feel

COLOUR SCHEME

Colour scheme going forwards will reflect the artwork itself (orange and dark grey), combined with black and white

The Grey is matching the base colour of the plinths on the art work and the organge is a compost of the orange on the robots and that from the yellow on the original artwork

566266RAL 7016CMYK 60, 30, 20, 80The colour of the basesWhiteHull 2017 Brand Colour:
Deep Energetic Yellow
CMYK 0, 58, 100, 0
The colour of the robots

VISUAL LOOK AND FEEL - LOCAL

Local media campaign - question and artwork equal weighting Some with blurb, some without, always question and promotional image Incorporating the orange from the robots within the design





HOST CITY

PRINCIPAL PARTNERS

EAST RIDING

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VISUAL LOOK AND FEEL - REGIONAL

Regional media campaign - question given prominence Artwork always mentioned, with focus given to installation and conversation - dual purpose to raise awareness and engage those unable to physically visit



1 Dec - 7 Jan Hull Old Town Free

INSTALLATION AND CONVERSATION

#Hull2017
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HOST CITY PRINCIPAL PARTHERS



WHERE DO WE GO FROM HERE?

A ground-breaking light installation by Jason Bruges Studio 1 Dec 2017 – 7 Jan 2018 Hull Old Town, Free

CONVERSATION AND INSTALLATION

#WhereDoWeGo hull2017.co.uk/gofromhere



WAYFINDING INSPIRATION



INTERPRETATION EXAMPLES

Working mock ups below of interpretation lightbox pillars to feature at 3 key sites Museum Gardens, Beverley Gate, Trinity Square





FRONT ELEVATION

INTERPRETATION EXAMPLES

Working mock ups of window vinyl visuals Where possible some vinyls will have the WDWGFH qn/title fret cut to allow light inside shop units to shine through, in-keeping with the artwork and lightbox pillars



