



# MIJKSENAAR

Presentation: Introduction Mijksenaar

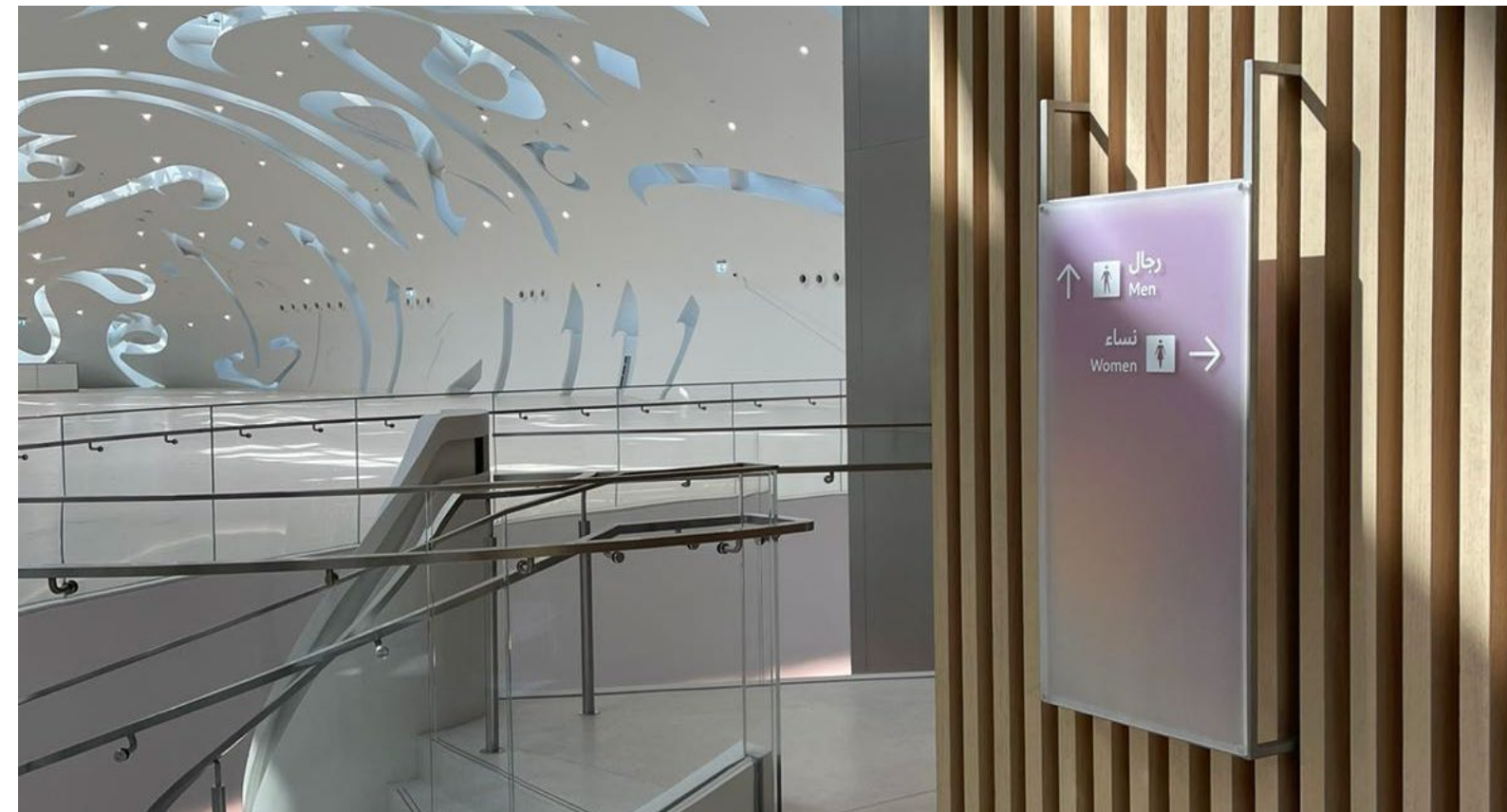
Date: September 28th, 2023



# 01 About Mijksenaar

# Mijkseenaar

We are wayfinding experts. For the past 35 years we have designed solutions that allow millions of people to move confidently and fluently – through airports, hospitals and museums, across cities, campuses and parks. Unrivaled in our ability to design user-centric wayfinding, we collaborate with the world’s best architects, designers and experts to connect people with spaces and places.



# Connecting people with spaces and places

*When it comes to the beauty of simplicity and the nobility of function, we have been without peer. But to help people thrive in the 21st century, we must combine our analytical and design expertise with even greater creativity, empathy and personalization.*

*We create emotional journeys alongside functional ones and create identity and connection through wayfinding.*

*The world is changing at an unprecedented pace. The challenges and complexity of conveying information are extraordinary.*

*Increasingly, people are turning to technology to help them navigate their environments and lives. It promises to*

*make every journey seamless. But technology alone is not enough; we promise to make every journey intuitive.*

*By integrating behavioural psychology and multidisciplinary thinking into our wayfinding data and analysis, we empower people to navigate confidently and fluently.*

*To help them move effortlessly through their daily lives. To transform their generic journeys into intuitive experiences. And to truly connect people with spaces and places.*

# Wayfinding experts across different worlds

Peoples journeys across various spaces and places are very different and so are their wayfinding needs. Urban areas require a de-complexing mindset, whilst the cultural realm needs an approach on identity level.

Urban



Mobility



Culture



Health



# 02 Strategy

# Our 'ONE' principle

The ONE principle helps us to create well balanced wayfinding solutions, acknowledging a user centric approach by connecting people with spaces and places.



Orientation



ONE

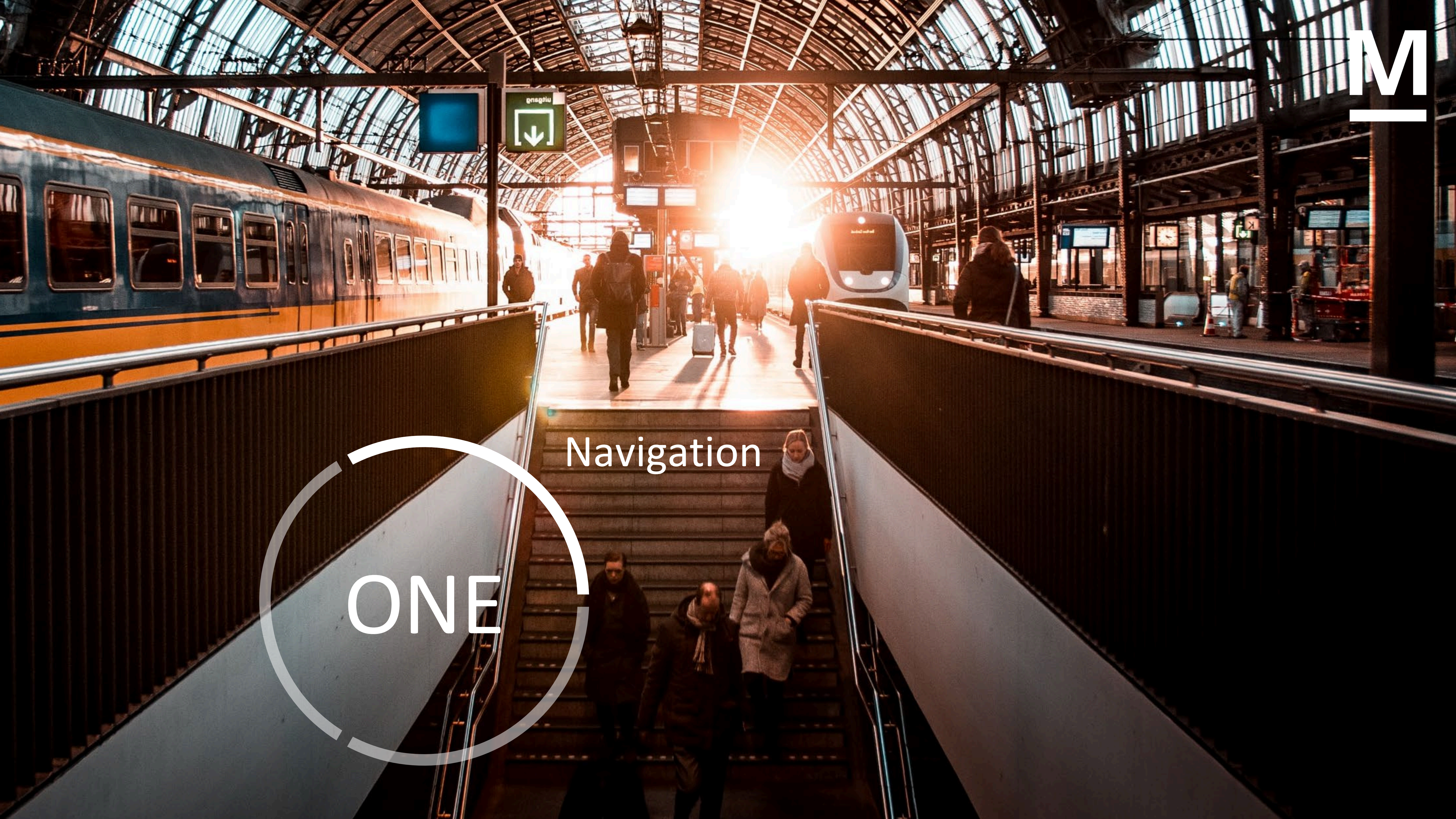




M

Navigation

ONE



ONE

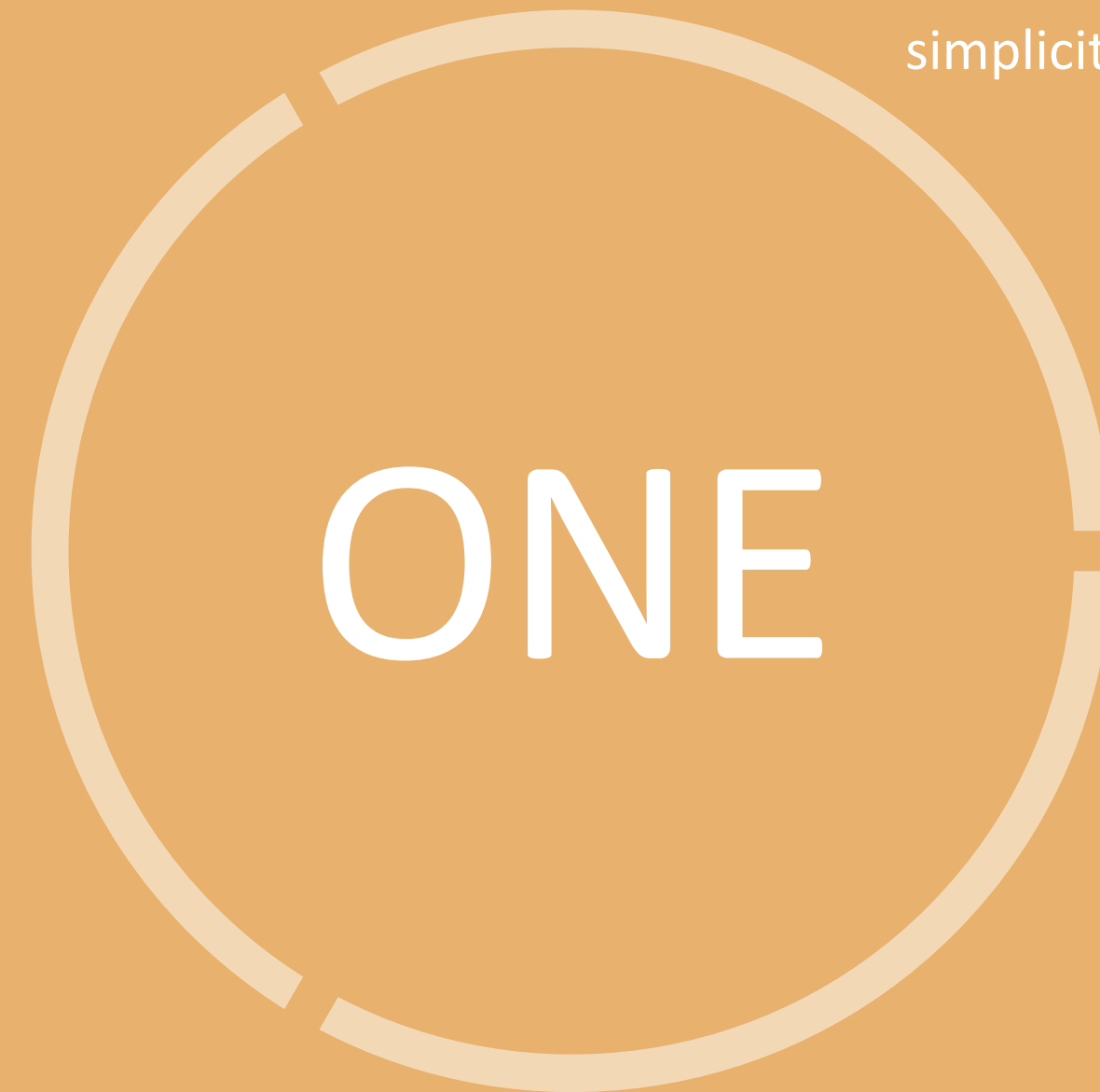
Experienc



# Our 'ONE' principle

The ONE principle helps us to create well balanced wayfinding solutions, acknowledging a user centric approach by connecting people with spaces and places.

Orientation  
Creating legible spatial surroundings and intuitive personal journeys, empowering people to navigate confidently and fluently.



Navigation  
Syncing physical and digital information into one seamless system, with the beauty of simplicity and the nobility of function.

Experience  
Integrating placemaking and identity to transform generic journeys into intuitive experiences, connecting people with places and spaces.



# 03 Design capabilities

# Design

To help people move effortlessly through their daily lives, and to transform their generic journeys into intuitive experiences, all means of guidance need to be orchestrated into one unified system.

In this unified system, wayfinding solutions are based on spatial insights and design, user-centred journey mapping, world class information design, data driven solutions, and identity and placemaking interventions.



# Journey & spatial

## Empowering journeys

People on the move have different mindsets and goals.  
Spaces and places have different functions and purposes.

We aim to bring people and their environments together by creating highly intuitive journeys that differentiate in their emotional, functional and commercial focus.

## Legible spaces

Thinking beyond solely information as a means of guidance, the potential of architectural and spatial interventions is leveraged to create intuitive orientation and navigation.

We believe in the primacy of natural wayfinding as the ultimate goal to create legible spaces.

Journey

Spatial



Connecting  
people with  
spaces and  
places

# Information & digital

## Navigational information

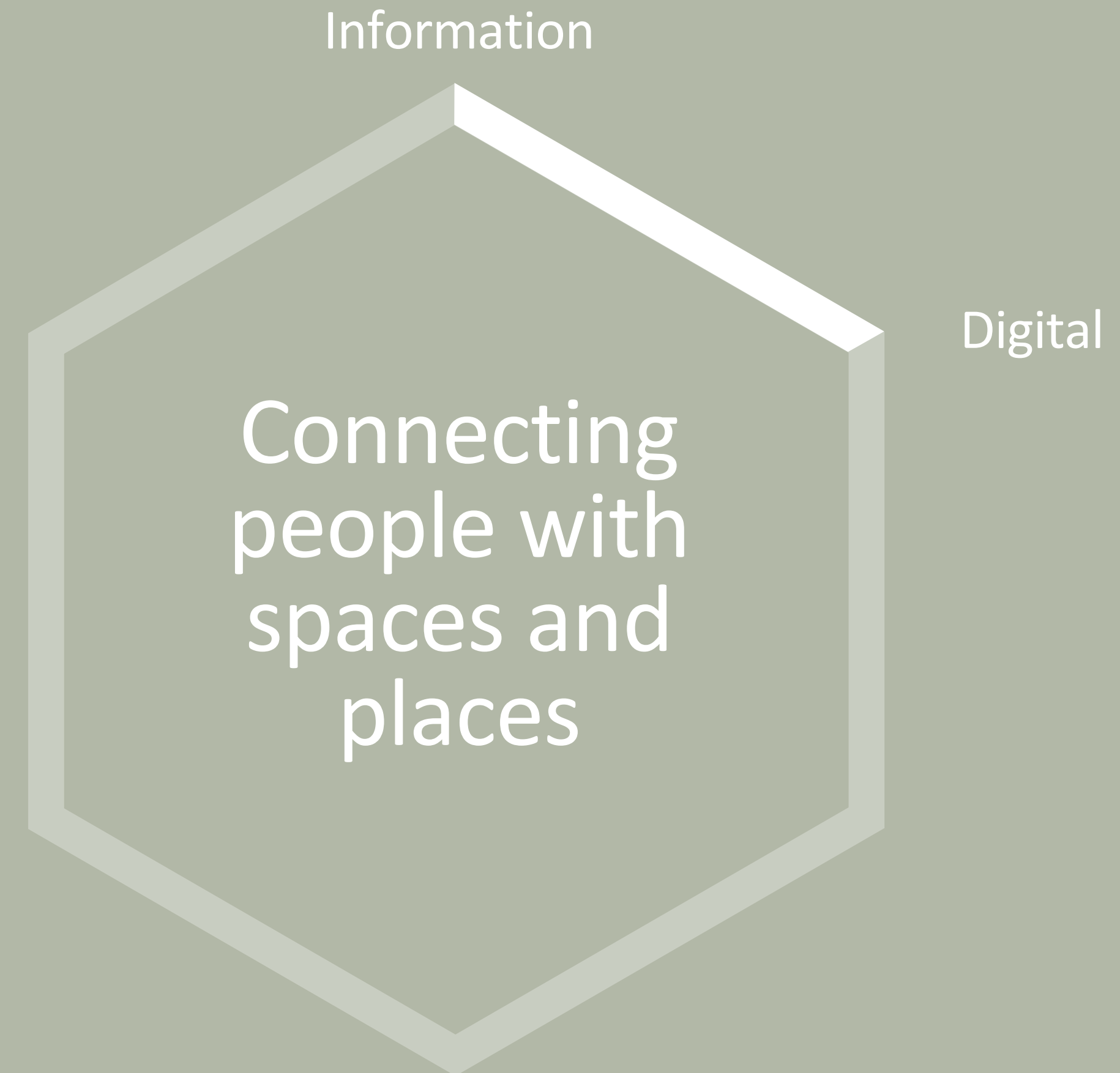
A user-centric wayfinding systems should always be based on data, behavioural psychology and iconic information design.

We strongly believe in the beauty of simplicity, combined with the nobility of function.

## Digital integration

Technology promises a seamless journey, but a cohesive experience can only be attained by integrating the digital and physical world.

We create wayfinding solutions in which physical and digital realms are synced into one empowering user journey.



# Placemaking & identity

## Meaningful placemaking

For spaces to be engaging and relatable, every visit should be a relevant experience that delights and connects.

We develop and orchestrate experiences that generate both a loyalty and a commercial value.

## Connecting Identity

A true connection with a space is created by more than its function. Well-balanced identity cues have the power to brand a space and to convey a sense of belonging and trust.

We create identity through wayfinding for a connective and meaningful user experience.



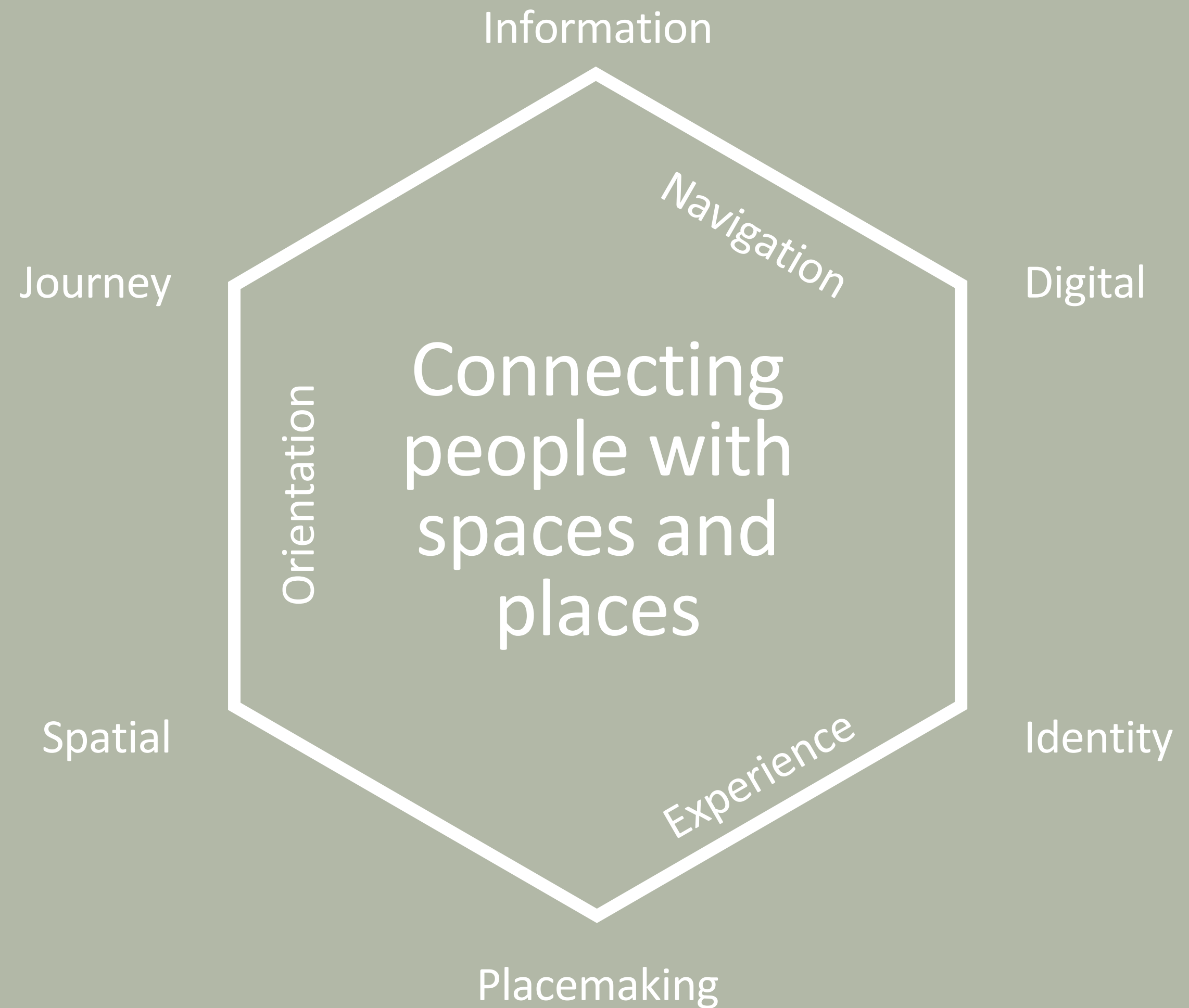
Identity

Placemaking



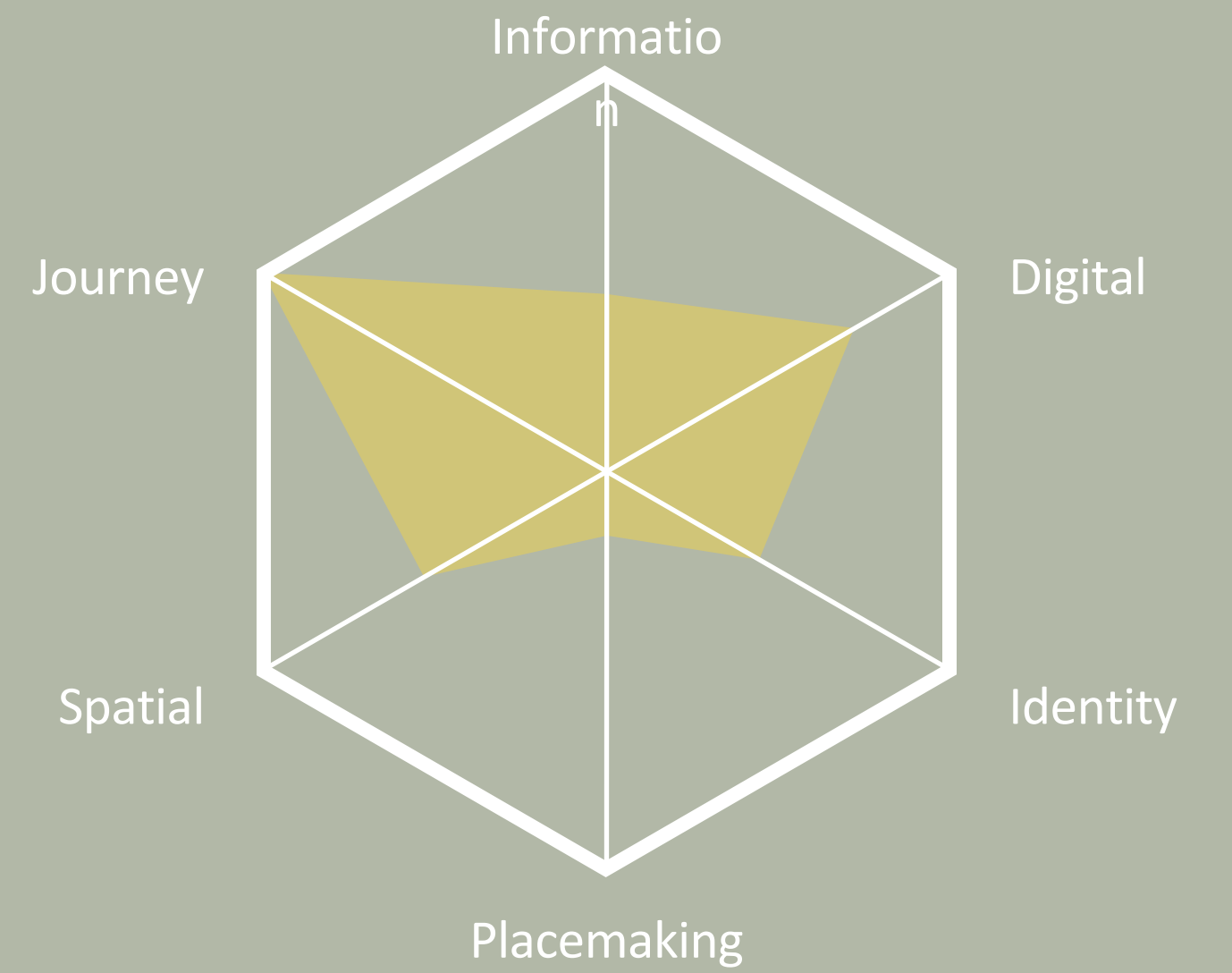
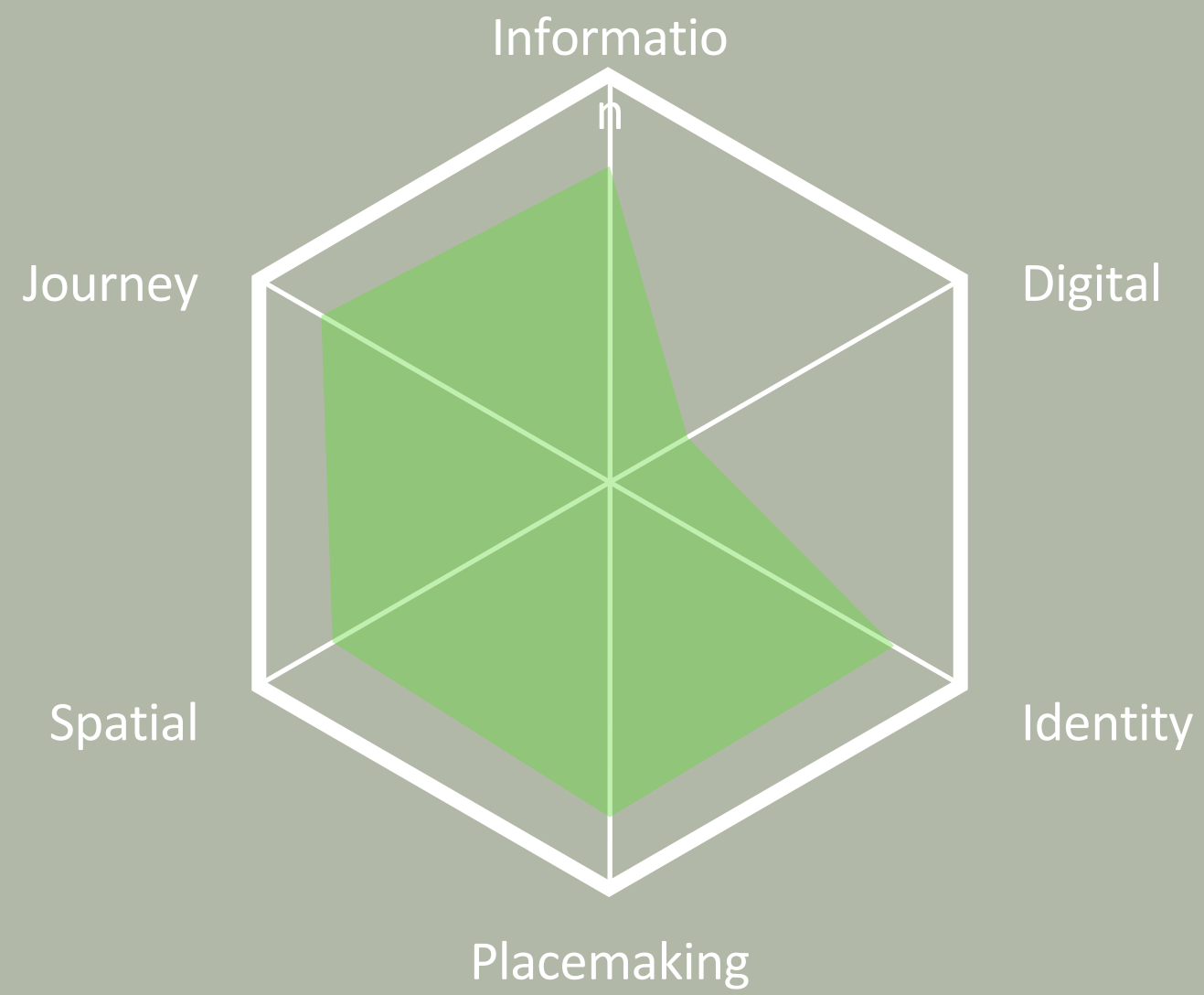
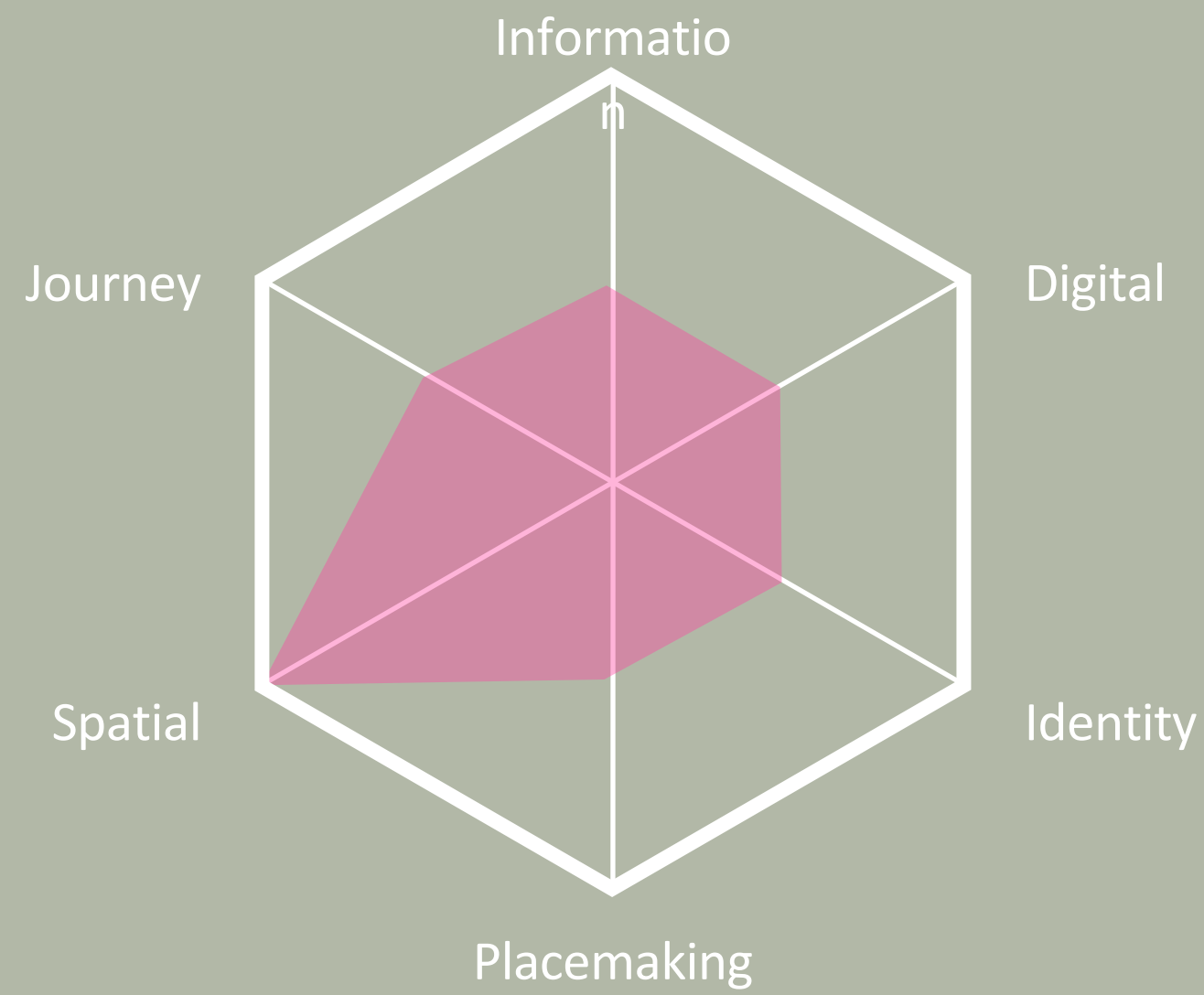
# A holistic approach

The challenges in the cultural domain are constantly changing alongside user behavior and expectations. By embracing this change we are using wayfinding as a truly integrated set of tools to connect people with spaces and places.



# Made

Wayfinding is an integrated system of solutions that helps people to connect with their surroundings and to navigate confidently and fluently. Each situation is unique and requires a different approach.





# In a nutshell

WHY  
MISSION

Connecting people with spaces and places

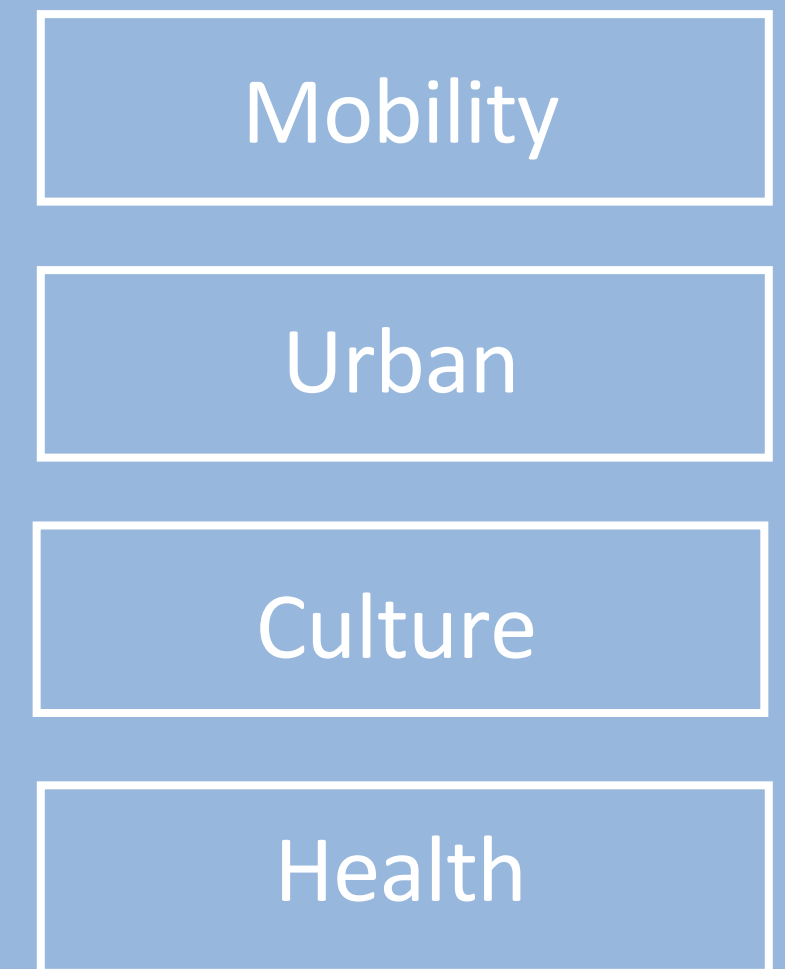
HOW  
WAYFINDING STRATEGY



WHAT  
WAYFINDING SOLUTIONS



WHERE  
DOMAINS





# 04 Principles

# Sustainability as design principle

Horticultural exhibit in Venlo and Almere

Floriade, a decennial event, organised on changing locations. During the last 2 times, in 2022 and 2012, Mijksenaar was the developer of the wayfinding concept and design. This event lasts only 6 months. A sustainable approach, design and materialisation are mandatory. Our experts designed wayfinding applications for both exhibitions made from leftover materials, compostable materials and materials that can be easily recycled or up-cycled.

It also challenged supplier to apply sustainable manufacturing techniques, such as sustainable inks. All developed elements have a specific materials passport for easy collecting and recycling.

During this project, Mijksenaar actively participated in Social Return of Investment. For example, support of the local community and people with a distance to the labor market were employed during the implementation of the project.



# Wayfinding that

## empowers

Artis Zoo in Amsterdam

What could not be nicer to visit a museum, park or zoo with the whole day? Such a day is more than a day out, it offers the chance to enjoy, learn, inspire and connect with each other. The Artis Zoo in Amsterdam, is one of the oldest zoos in the world. This city garden is all about learning, exploring and experiencing.

Mijksenaar has worked for years as strategic designers of the experience. In addition to a wayfinding system for adults, Mijksenaar developed a system specific for children. A system based on visual language, pictograms. This is very effective because young children cannot always read. These pictures, presented at their height, they understand all too well! In this way, children can design their own experience. Wayfinding that empowers. The system has received several design awards.



# Part of our DNA, long before today

As a design firm, Mijksenaar has the opportunity and responsibility to contribute to sustainable design solutions, in materials, people and operations.

### Inclusiveness

Instead of developing custom made information and navigation systems for all 'special' groups - blind, visually impaired, deaf, hard of hearing, wheelchair users and the low-literate - Mijksenaar strives for 'design for all'. From old to young, people with and without disabilities, regardless of nationality and culture and for all-gender.

Inclusivity and all gender, a complex topic if looking beyond the surface. Littered with cultural and visual pitfalls, we embraced the topic and have done extensive research on setting up all gender toilet facilities and designing suitable information facilities. Alongside the obvious graphical implications we've aimed create an industry standard as guidance for architects.

<https://inclusivity.mijksenaar.com>

## Toolkit

- How it works
- User group basics
- Location-based**

[back to index](#)  
[to do list](#)

# Journey locations

The journey of visitors and employees is divided by location. Click on one of the steps to learn about location-specific topics and interventions.

- research at home
- arrival on site
- parking
- moving around (out)
- entering the building
- entrance area
- finding locations
- using facilities
- moving around (in)
- leaving the building





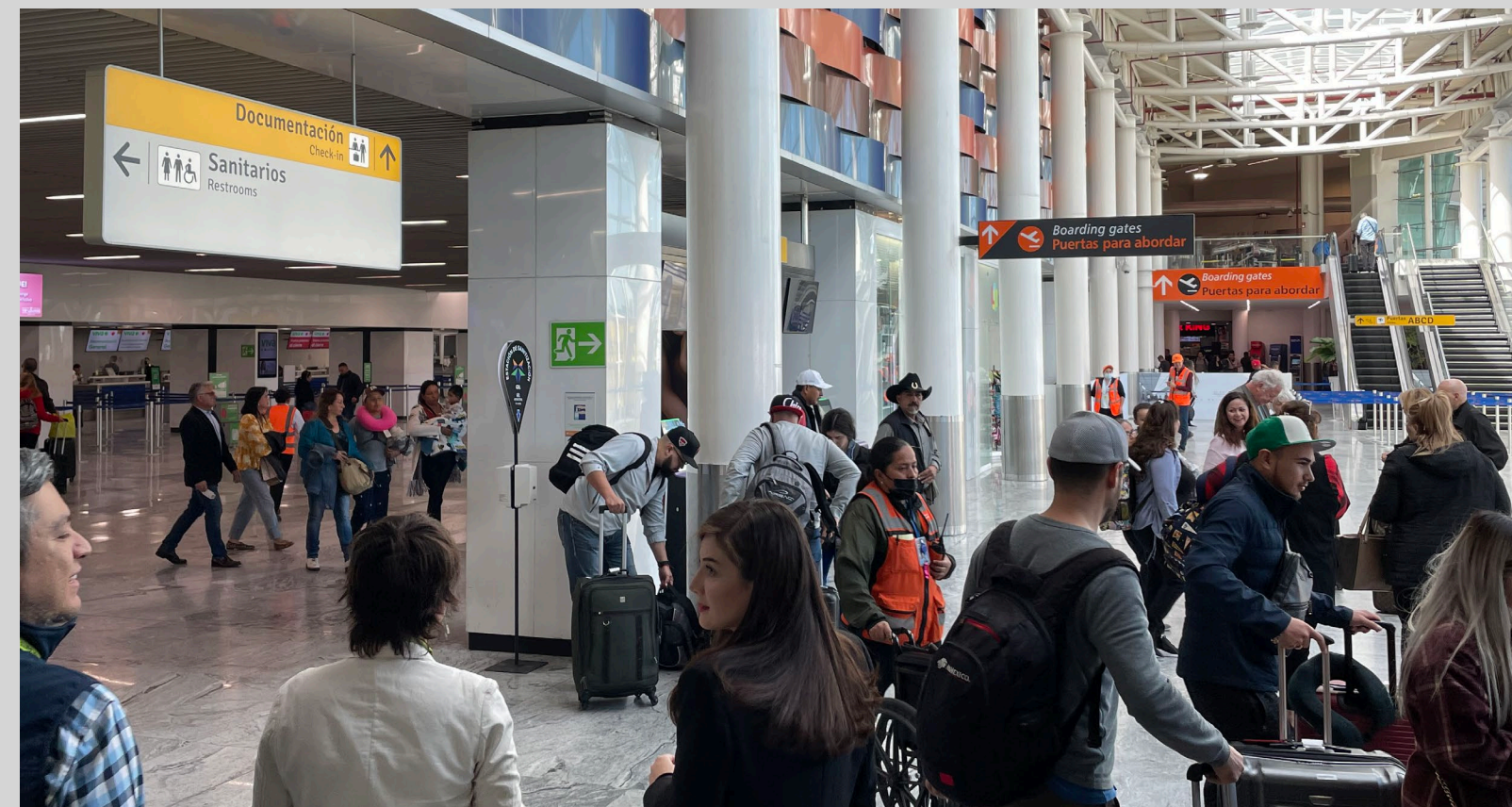
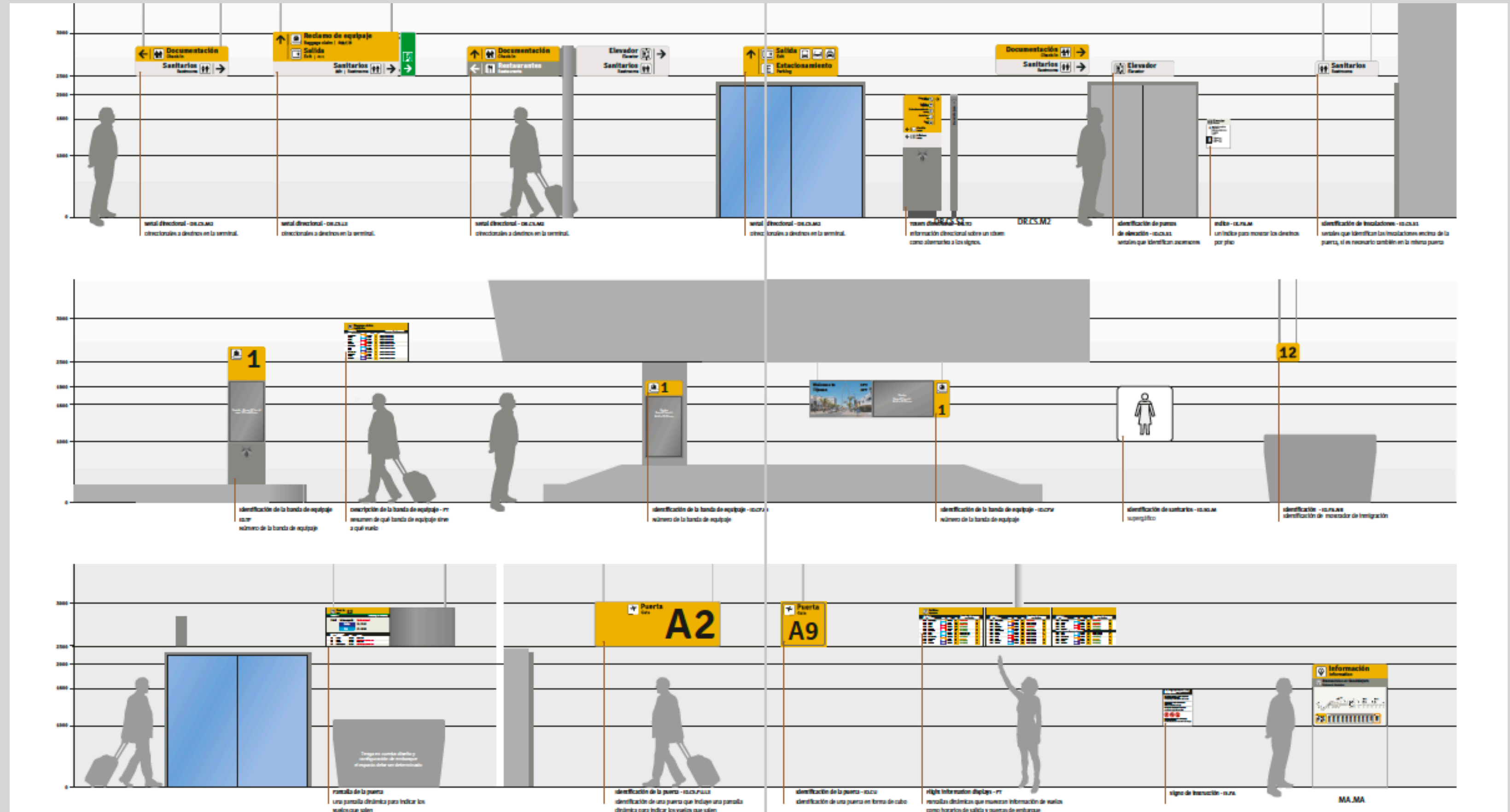
# 05 Examples





REFERENCE CASE

# The GAP airports Jamaica & Mexico

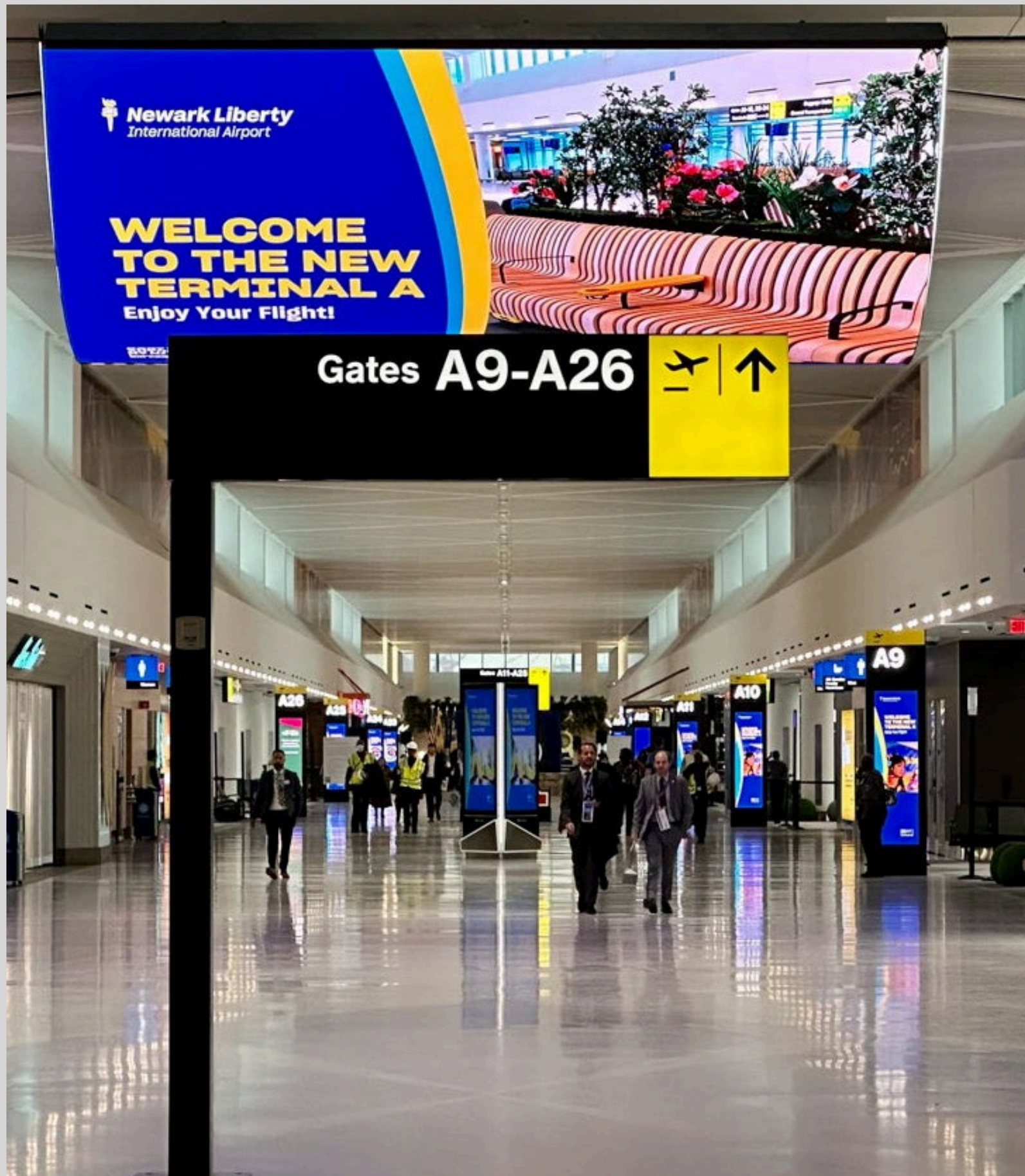


REFERENCE CASE

# Amsterdam Schiphol Airport



# The airports of New York



### Basic Sign Structure 8"

Base unit 8" Base Left-aligned

Minimum Sign Length 32"  
 Length increases with increments of 16"  
 Length increases with increments of 16"

2" Type Right-aligned	2" Type Left-aligned	8" Type Right-aligned	8" Type Left-aligned
A1	A1	A1	A1
3" Type Right-aligned	3" Type Left-aligned	10" Type Right-aligned	10" Type Left-aligned
A1	A1	A1	A1
4.5" Type Right-aligned	4.5" Type Left-aligned	16" Type Right-aligned	16" Type Left-aligned
A1	A1	A1	A1

### Arrows

Arrows Black Arrows White

### Dividers

Horizontal Divider Pictogram/Arrow Dividers

### Secondary Messaging

Walking Times  
 via AirTrain  
 Messages

### Measurements

Standard Directional  
 Wall- or Ceiling-Mounted Identification  
 Gates/Compact Directional  
 Standalone Identification

### Example Layouts

EXAMPLE CASE

# Switzerland Geneva Airport



REFERENCE CASE

# Dutch Railways



EXAMPLE CASE

# Train station Moynihan NYC



CASO EJEMPLO

# Proyectos de movilidad en bicicleta

