

Category: Editorial

Project: Airport Wayfinding

What was the challenge?

Airports are mega-places where millions of people move and cultures meet. They are places whose identity is multi-layered: On the one hand, the history and the design concept of the respective country can be read, almost cliché-like local characteristics are condensed and reflect the positioning of a country in the global structure. On the other hand, airports represent hypermodern, functional environments in which processes are internationally standardized and maximally efficient with a focus on entertainment and consumption.

What was the solution?

This book reflects on the centenary of civil aviation from the perspective of passenger information and airport identity. Airports and Airlines have to integrate new concepts and technologies to significantly reduce the industry's carbon footprint while simultaneously ensuring traveller safety. The transition to a new era of aviation is happening now, and there is no doubt in our minds that design, information design and wayfinding will continue to be essential tools in this fundamental transformation. Another motivation for publishing a book at this moment.

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