



B R I G H T L I G H T

Jug Cerović

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## T A B L E O F C O N T E N T S

Introduction	7
Wayfinding System	13
Design Strategy	51
Detailed Design	61
System Overview	127
Project Authors	131

# INTRODUCTION

**Bright Light** is a wayfinding system designed for the **UITP** Global Public Transport Summit Barcelona in June 2023. The UITP Global Public Transport Summit is the world's biggest event dedicated to sustainable mobility which brings together all transport modes, industry authorities and operators, as well as exhibitors.

We have created an overarching system to guide visitors locally and globally, in physical space as well as in the digital realm with mapping and signage across scales.

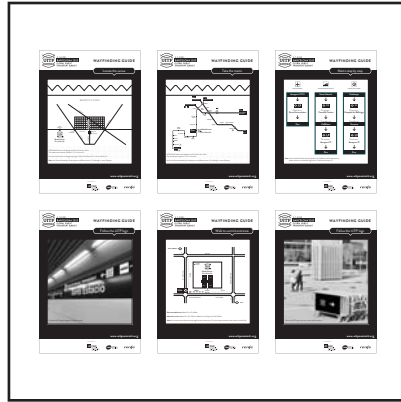
Based on a projection of visitor flows we established a matrix of decision points on urban and local scales, hand picked signage locations, designed the signs and confirmed our assumptions during field visits.

Bright Light is supported by online maps, presence on digital navigation platforms, as well as physical maps and signage with a particular focus on urban navigation through the metro system. We have seamlessly embedded the UITP wayfinding into the existing signage system of the TMB metro network making it visible and purposeful for summit visitors while keeping it discreet for the rest of metro travelers.

The system was proposed and designed for the UITP by mapping and wayfinding consultancies **inat** (Paris) and **DezignTechnic** (Dubai) with the active support of **TMB** (Transports Metropolitans de Barcelona) for production and implementation.



WAYFINDING SYSTEM



## Wayfinding System

Metro signage, outdoor signage, digital maps, wayfinding guide





### **Metro Signage**

UITP logo + TMB arrow on black background



### **Metro Signage**

UITP logo embedded into existing signage



**Metro Signage**

UITP logo embedded into line diagram



### **Metro Signage**

UITP logo embedded into existing signage



**Metro Signage**

UITP logo embedded into existing signage





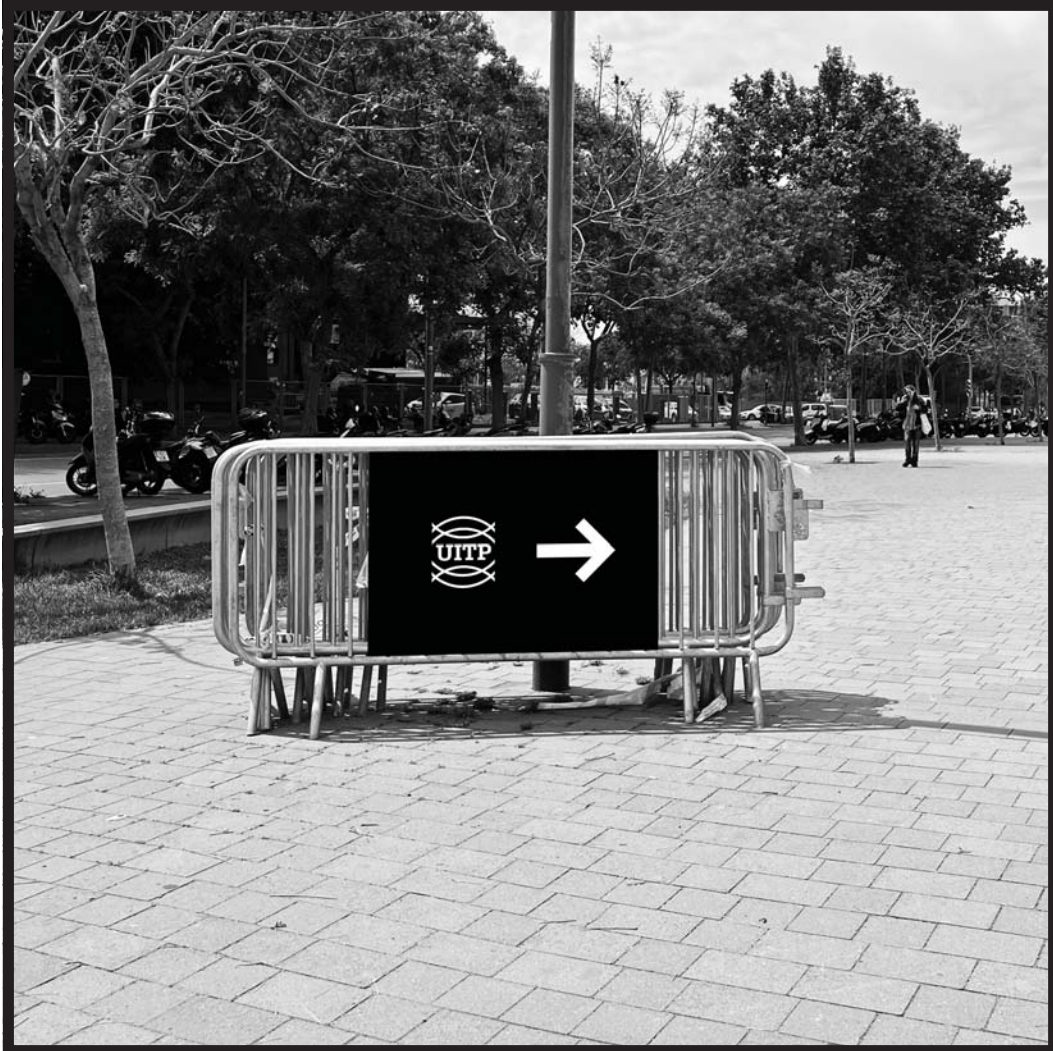
## Metro Signage

UITP logo embedded into existing signage



## Metro Signage

UITP logo embedded into existing signage



**Outdoor Signage**

UITP logo + TMB arrow on black background





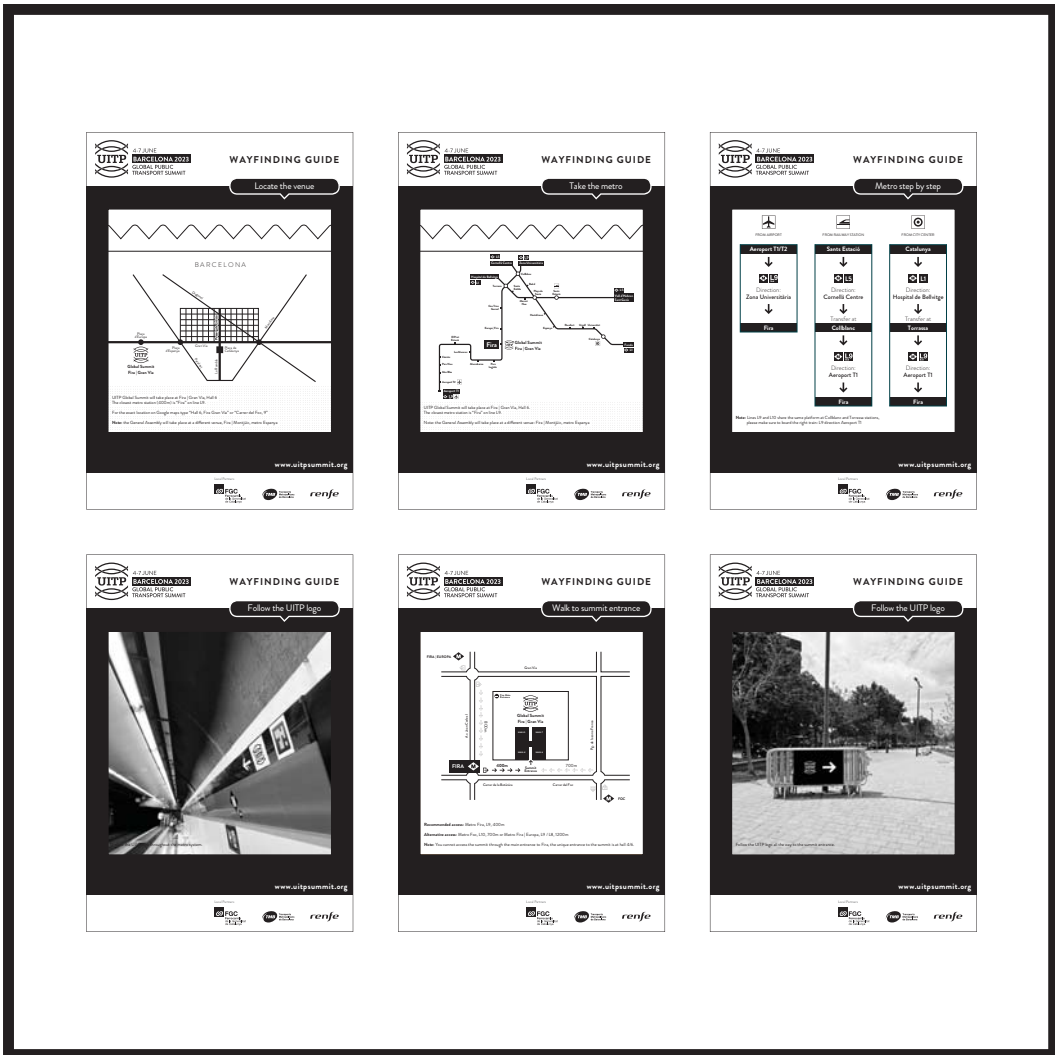
### Outdoor Signage

UITP logo + TMB arrow on black background

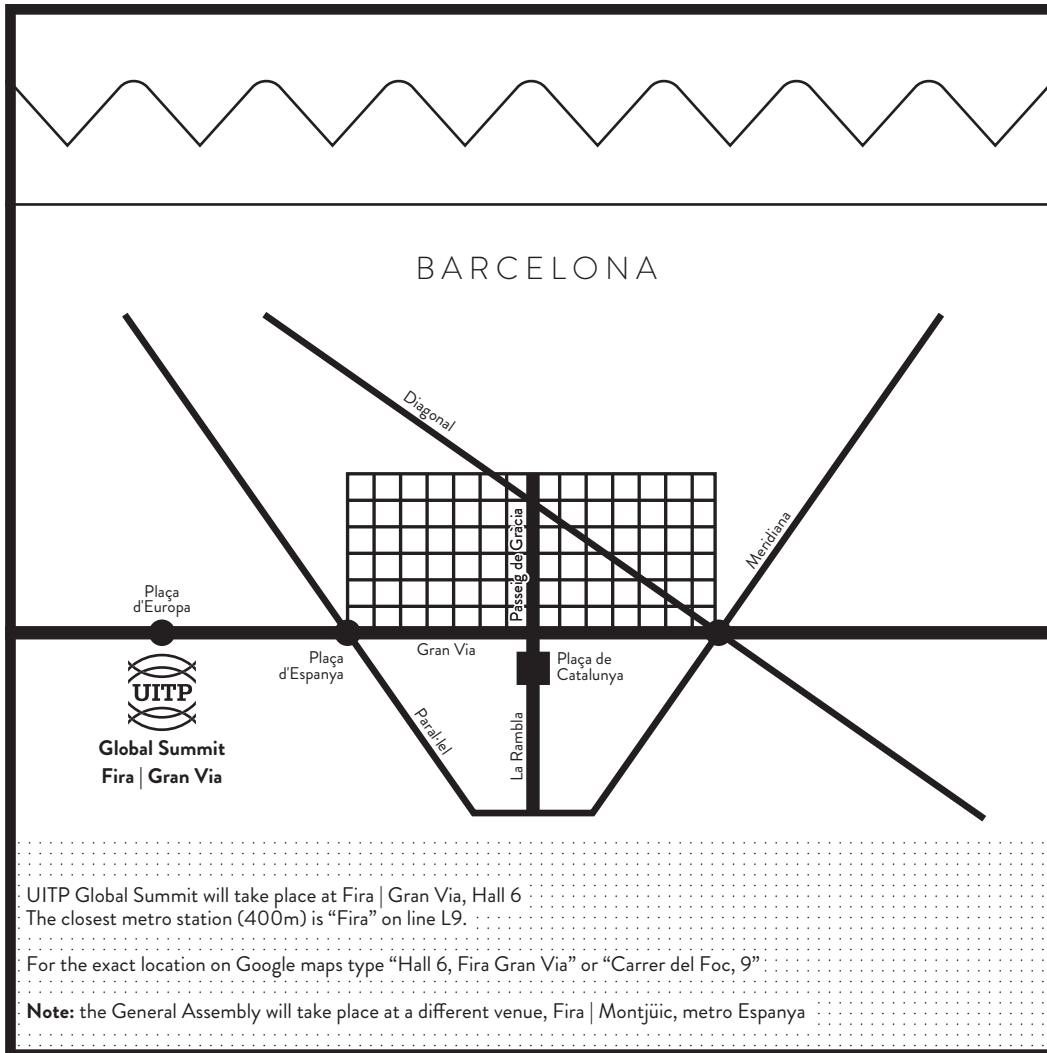


## Map Engine Optimization (MEO)

The UITP Summit is embedded into Google Maps. The exact location of the unique venue access is pinpointed: entrance halls 4/6

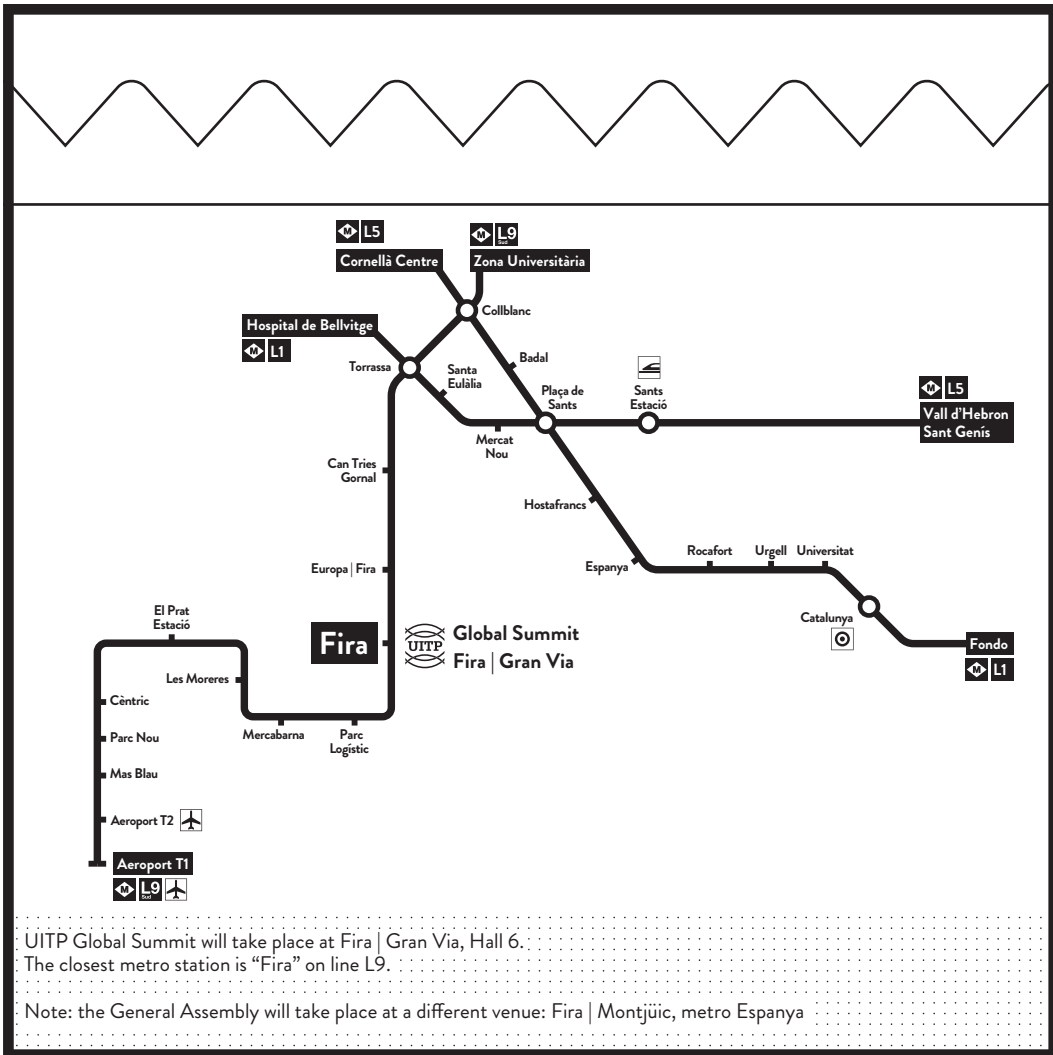


**Wayfinding Guide**  
 6 vignettes for digital and print use



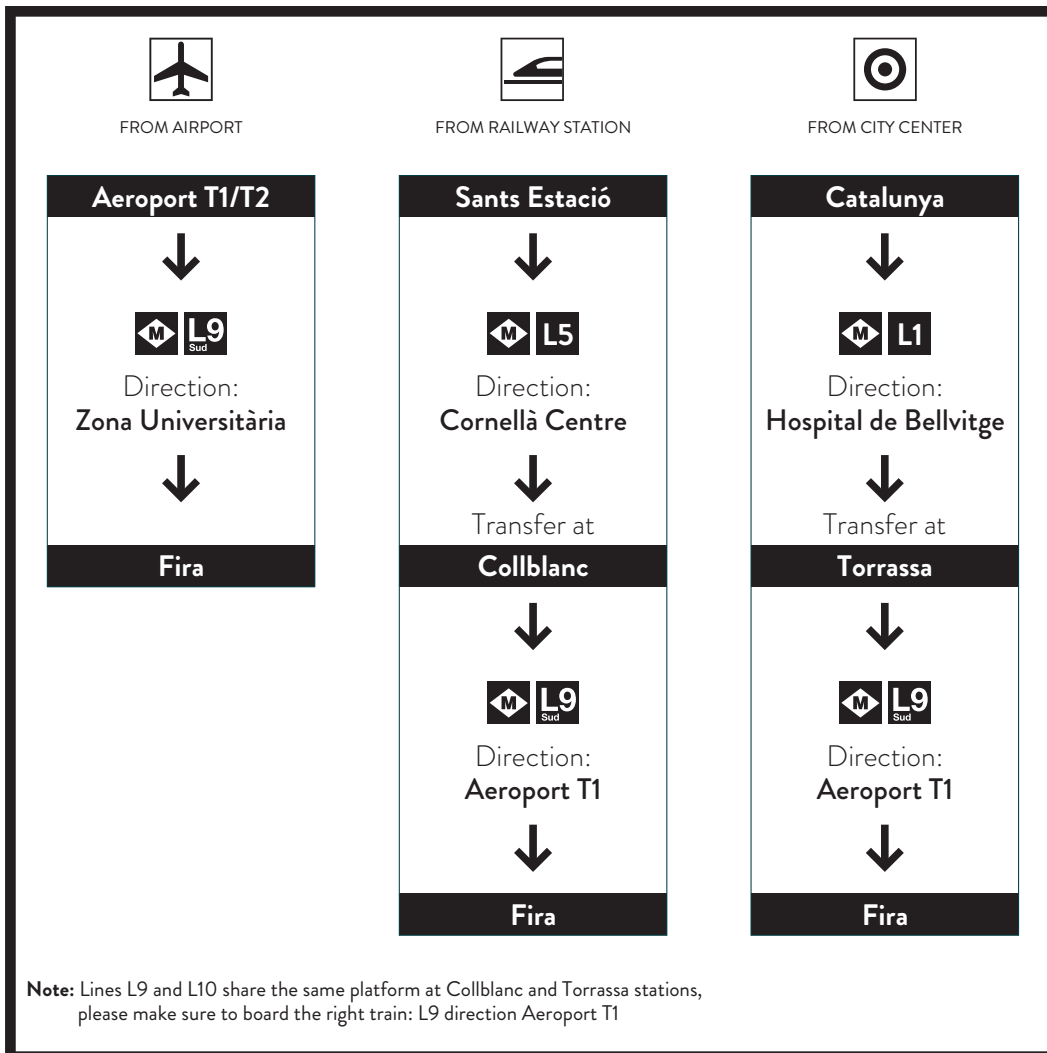
## Wayfinding Guide

Vignette n°1: Cityscape



## Wayfinding Guide

Vignette n°2: Metroscape



## Wayfinding Guide

Vignette n°3: Metro navigation narrative diagram

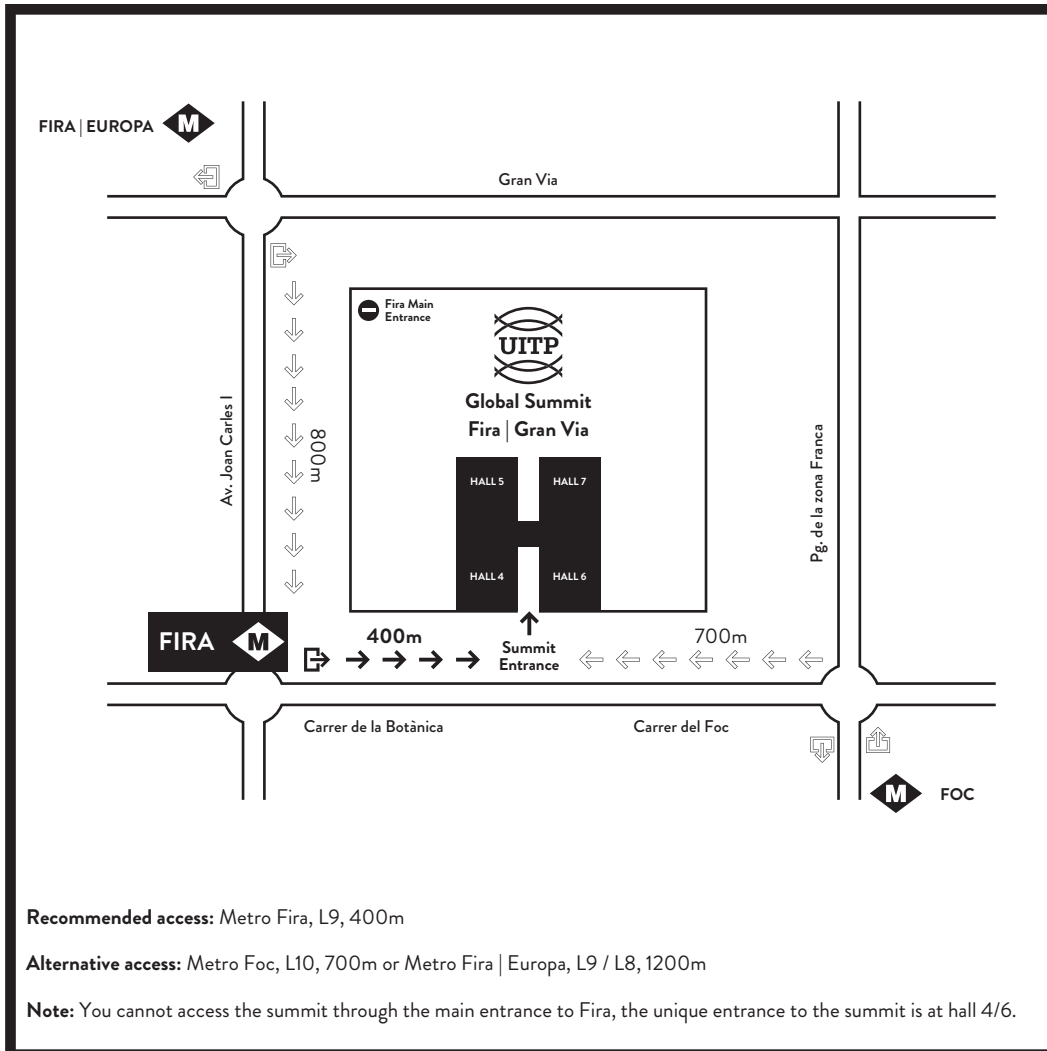




the UTP logo throughout the metro system.

## Wayfinding Guide

Vignette n°4: Metro signage



## Wayfinding Guide

Vignette n°5: Local map

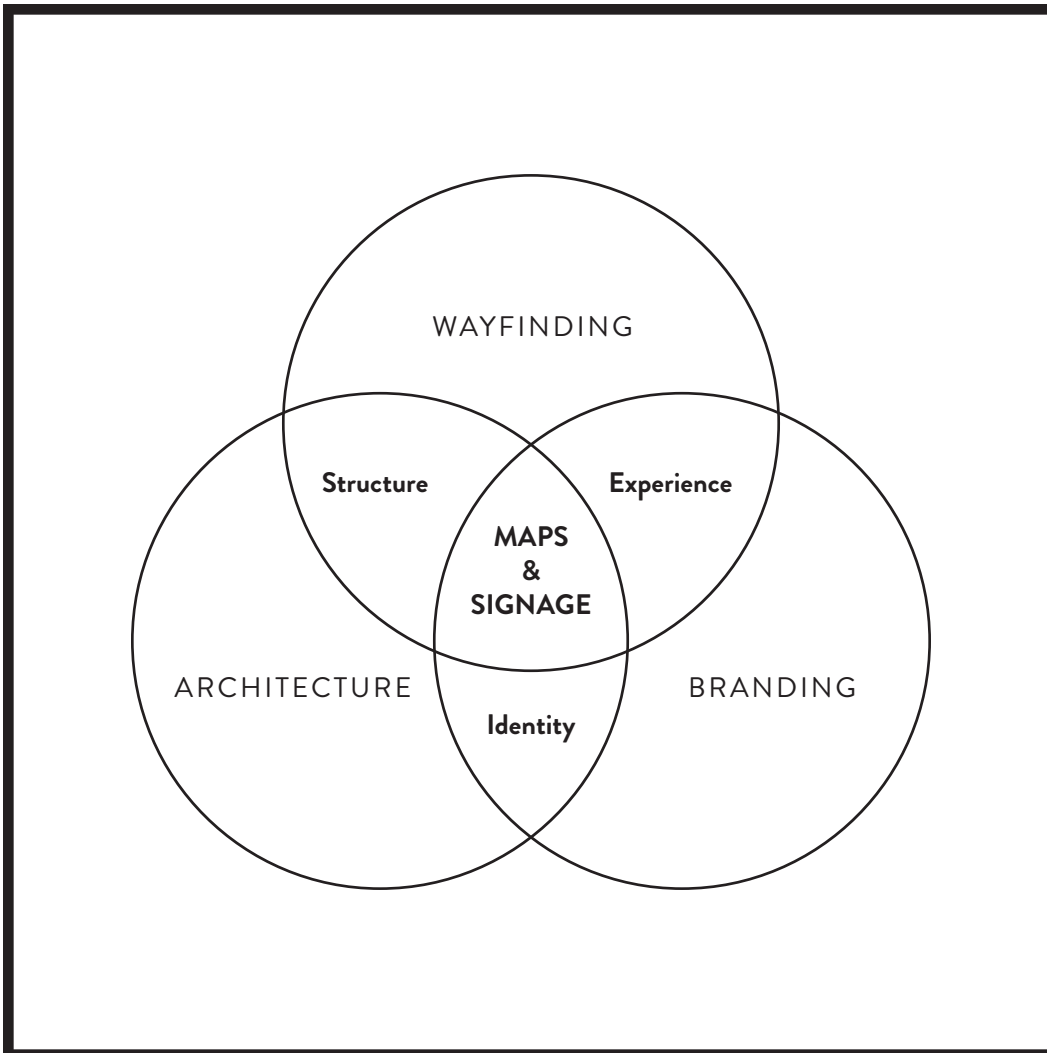




## Wayfinding Guide

Vignette n°6: Outdoor signage

DESIGN STRATEGY



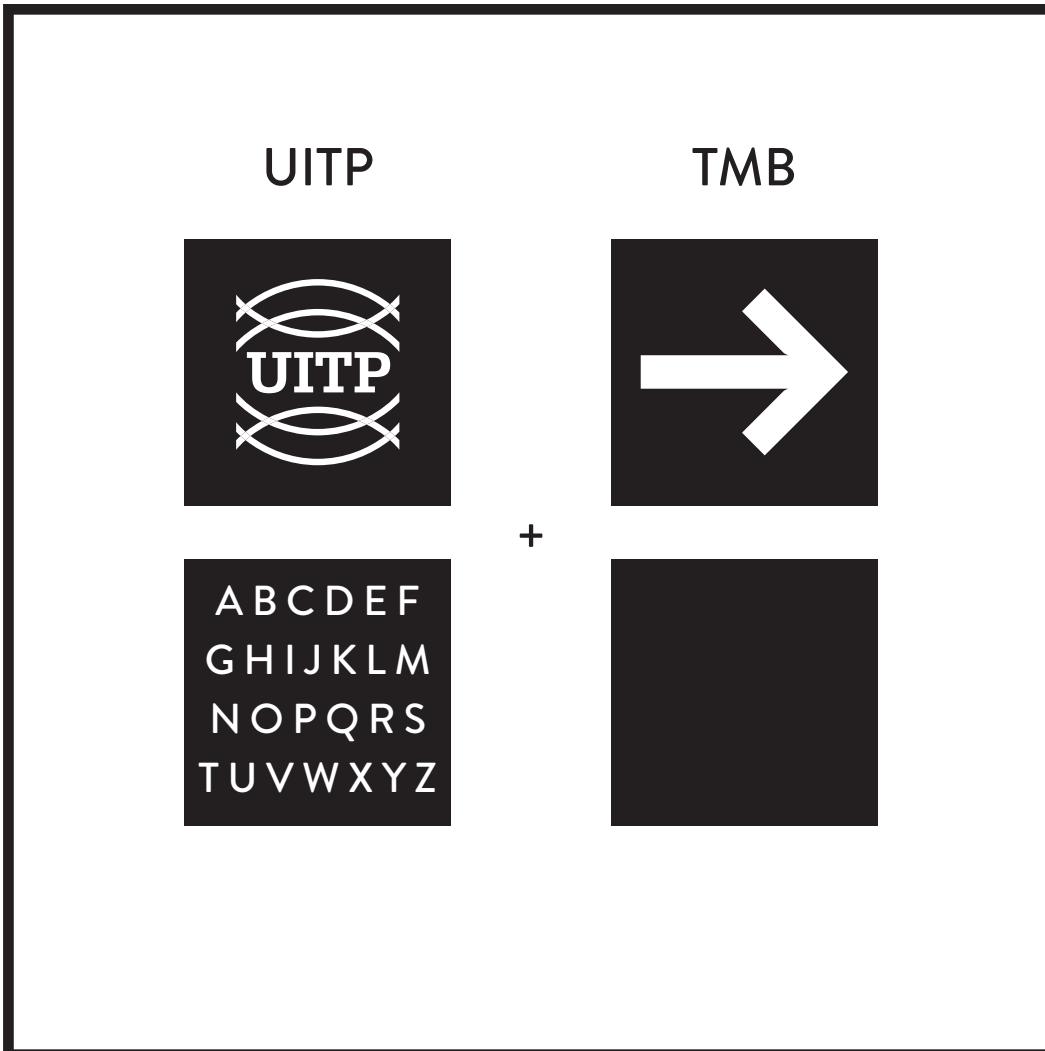
**Strategy Diagram**

Branding + Architecture + Wayfinding concur to unique Maps and Signage



## Architecture

Metroscape + Cityscape



**Branding**

UITP: logo and typeface

TMB: Arrow, square layout and black background



DETAILED DESIGN


G L O B A L   S C A L E





## Digital Mapping Platforms


Presence on Google Maps for remote exploration and local access


[Programme](#)
[Speakers](#)
[Exhibition](#)
[Practical Information](#)

# Practical Information

What You Need to Know


## Access



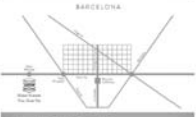
Gran Via, 9, Carrer del Foc,  
 L'Hospitalet de Llobregat 08908,  
 Barcelona (Spain)  
**Hall 4 and 6**  
[www.fira-barcelona.com/en/aram-via/](http://www.fira-barcelona.com/en/aram-via/)

How to Get to the Venue

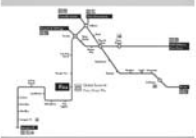
**How to Get to the Venue**



Locate the venue




Take the train



Access	Entrance	Exit
 Entrance 1 Entrance 2 Entrance 3	 Entrance 4 Entrance 5 Entrance 6	 Exit 1 Exit 2 Exit 3

Note: Green and red lines show the location of the venue and the location of the train station.



## UITP Website

Digital wayfinding components for organizer's website and communication

U R B A N   S C A L E



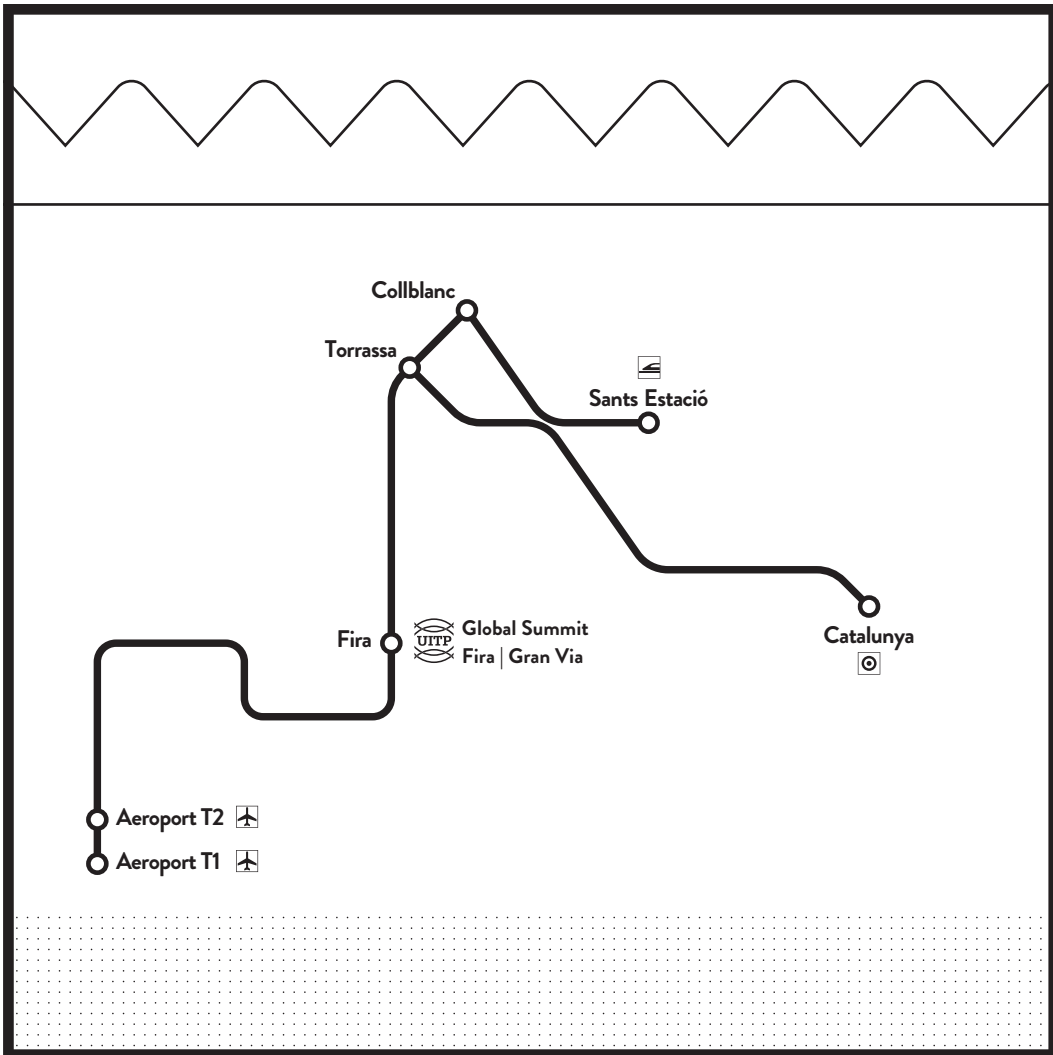
## **Metro Signage**

Vertical signs directing to transfer or exit



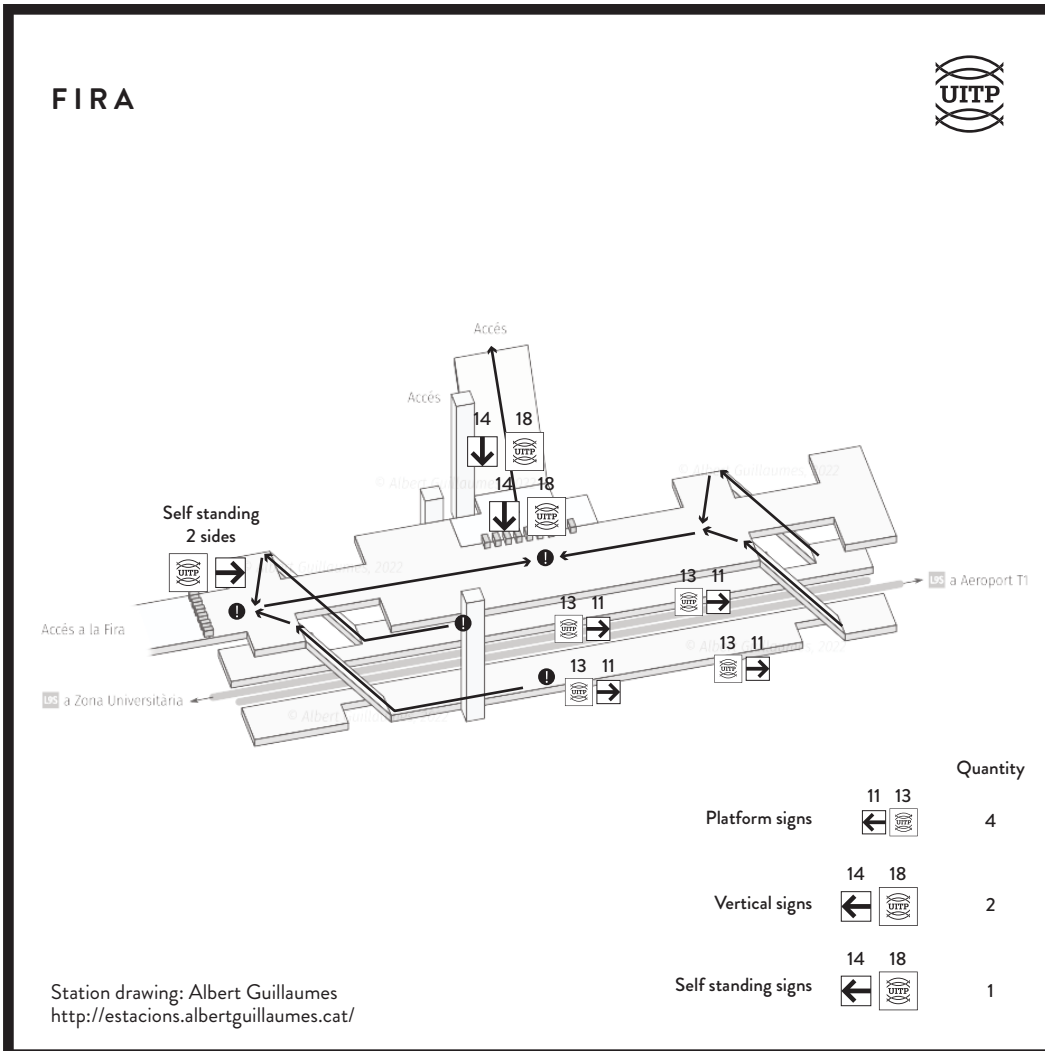
## Metro Signage

Vertical signs directing to transfer or exit



**Selected Stations**

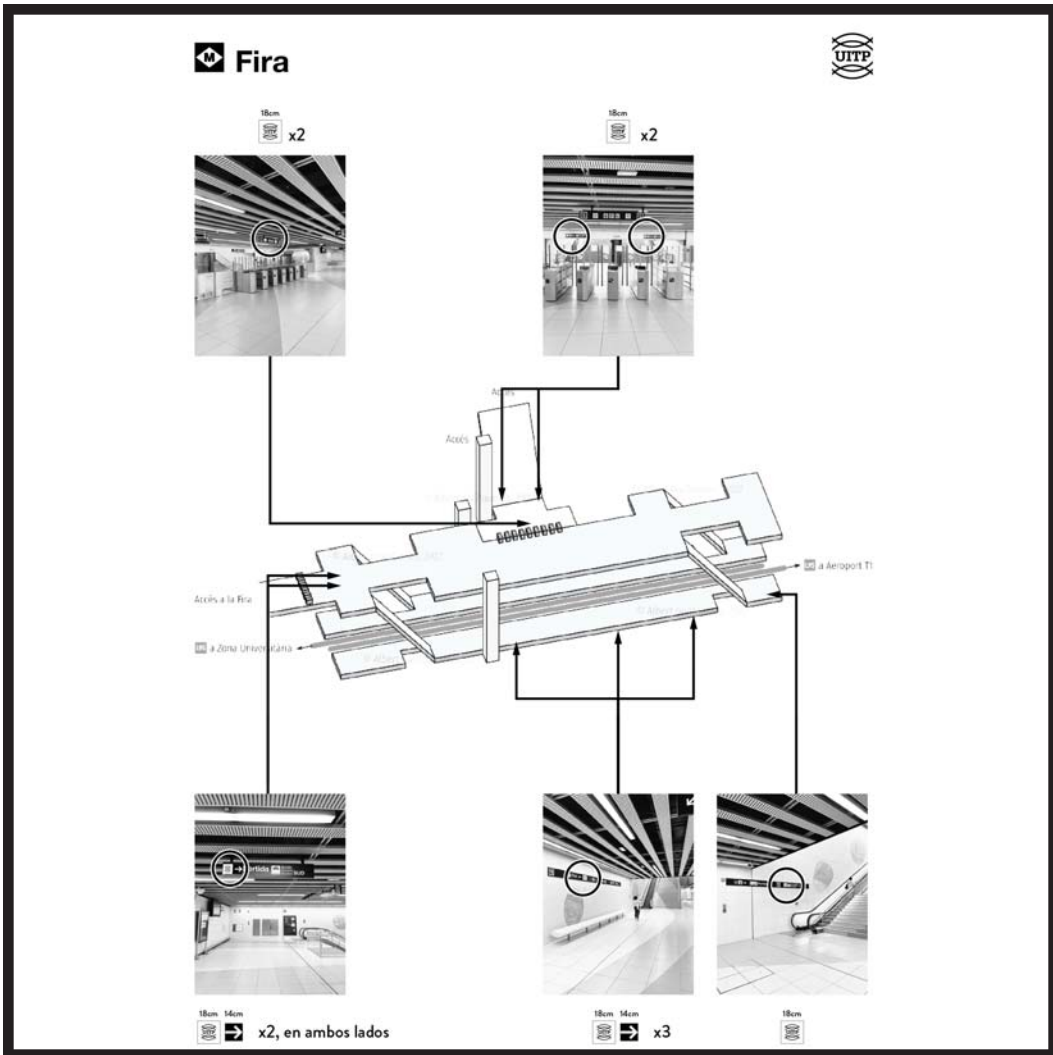
Routes and transfers from city center, main railway station and airport terminals



## Fira Station

Closest access to the venue  
 Flows and decision points

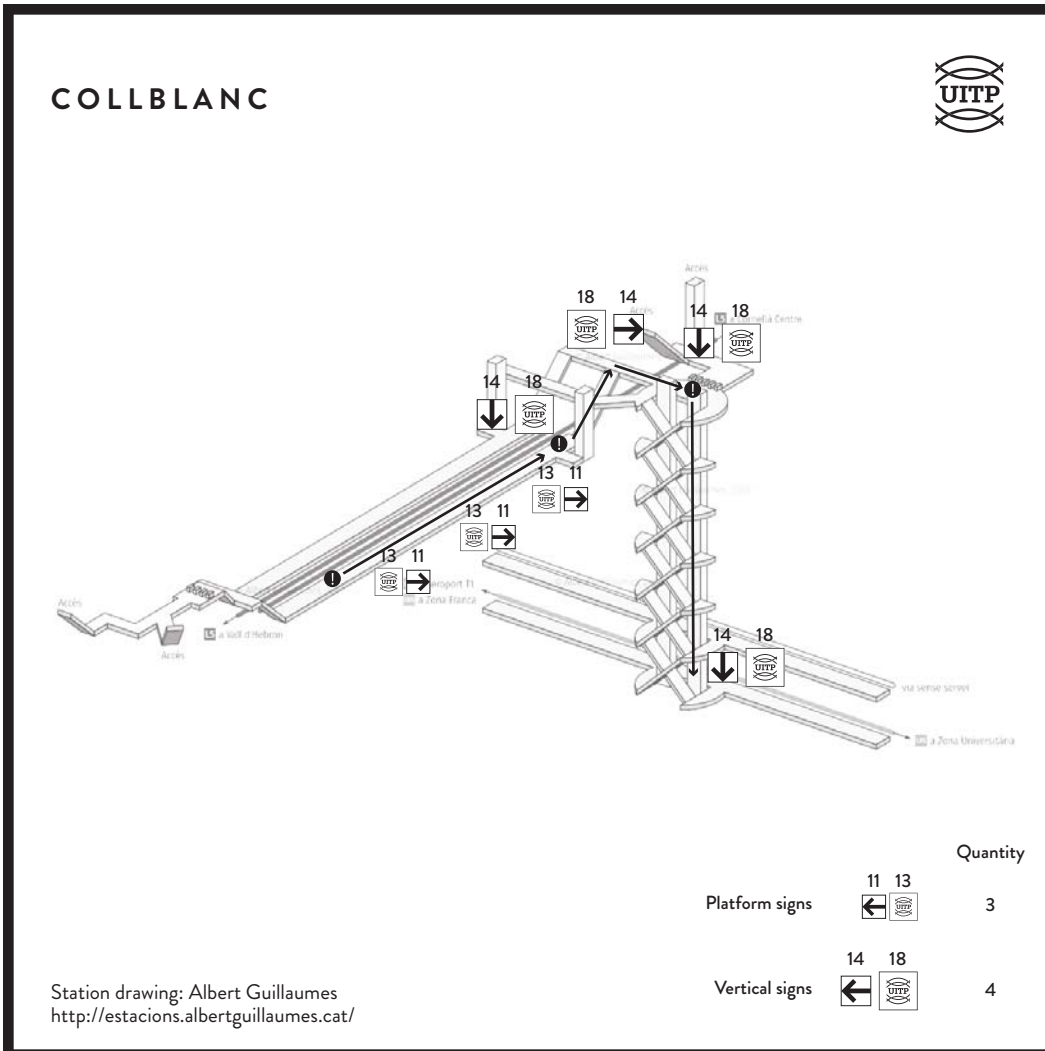




## Fira Station

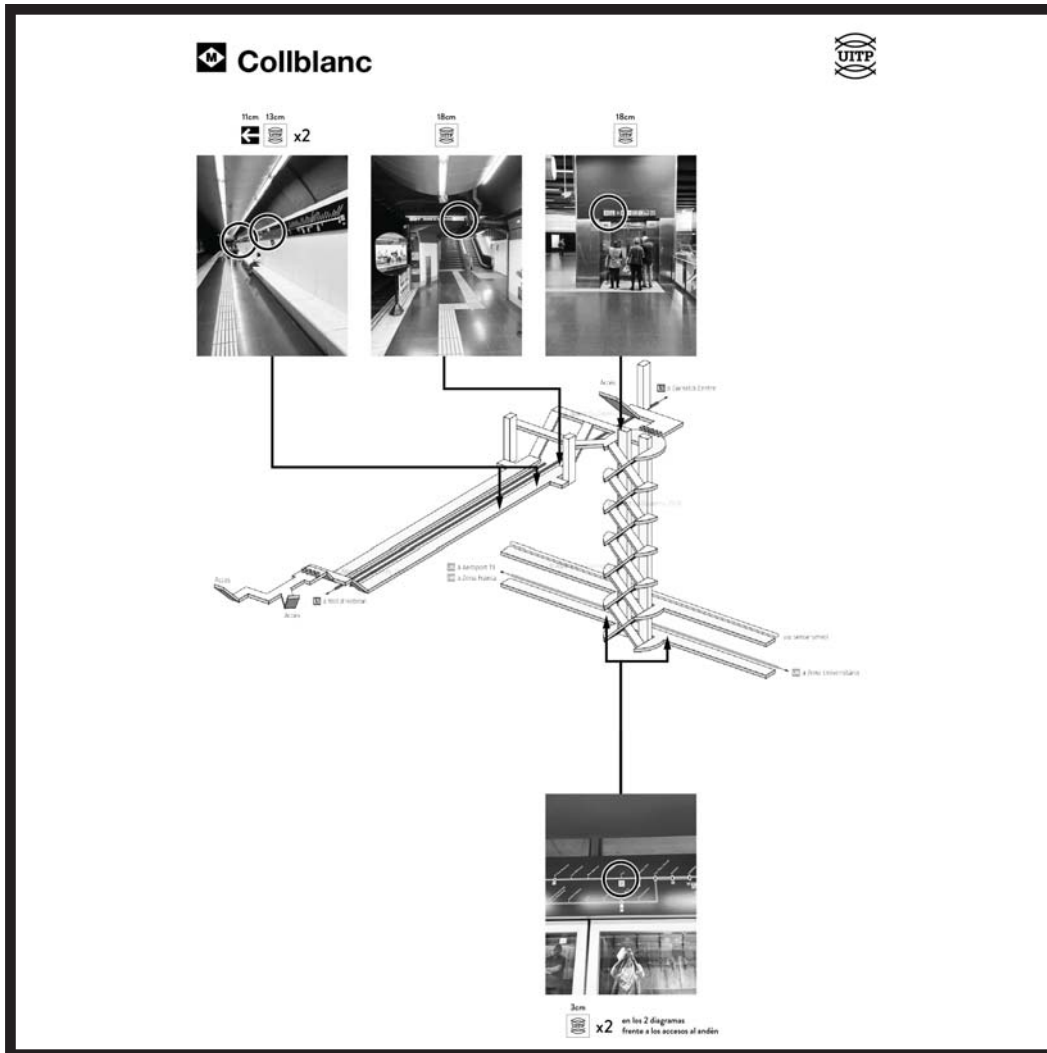
Closest access to the venue  
 Detailed signage typology and locations





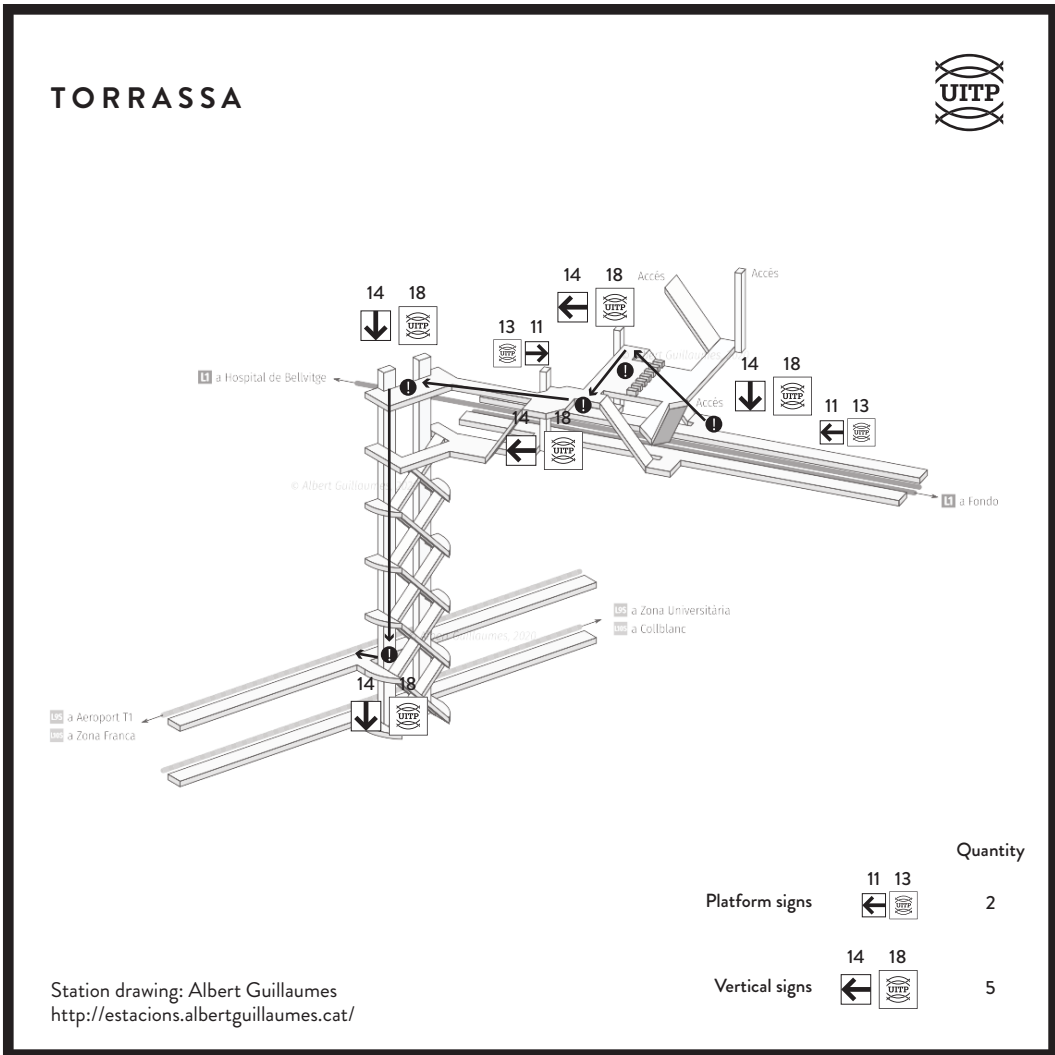
### Collbalanc Station

Transfer station on railway station route  
 Flows and decision points



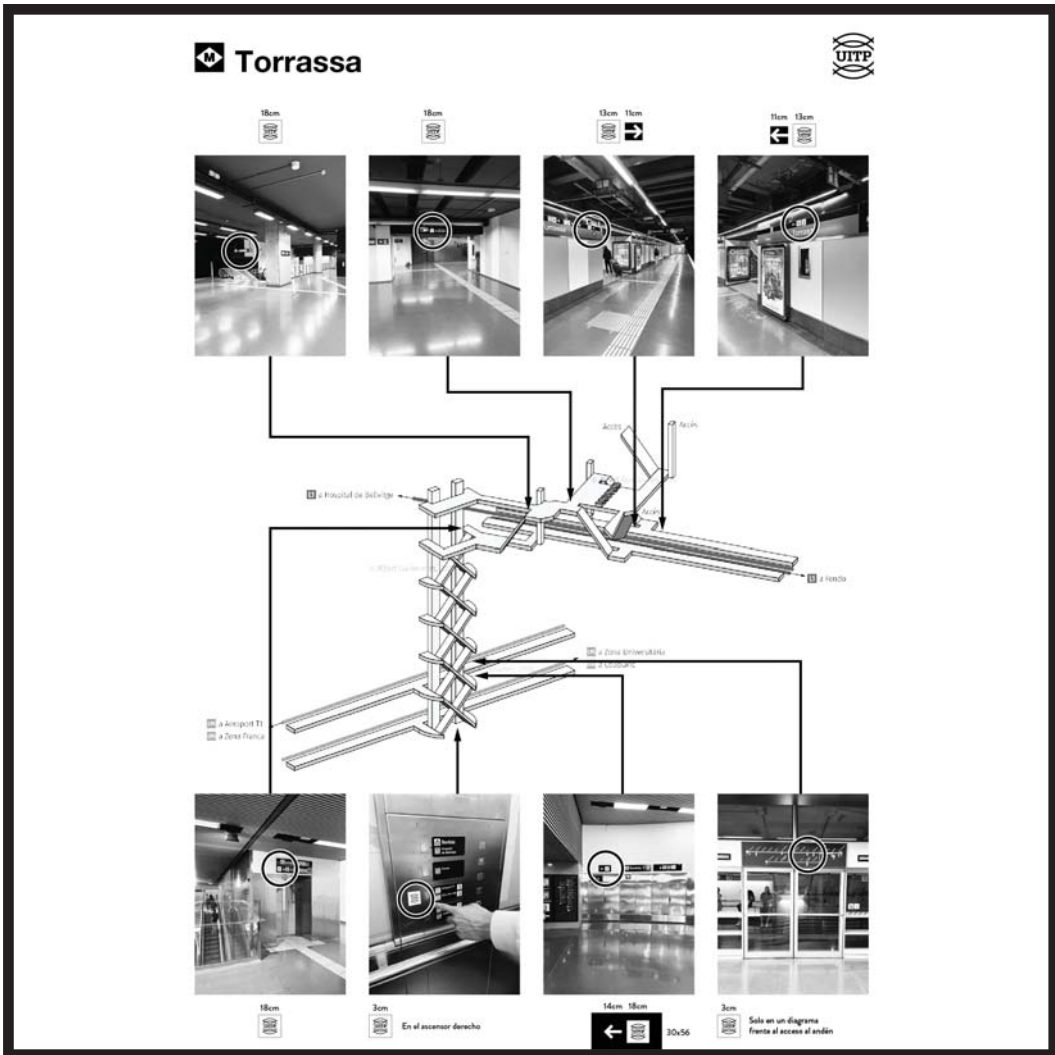
### Collbalanc Station

Transfer station on railway station route  
 Detailed signage typology and locations



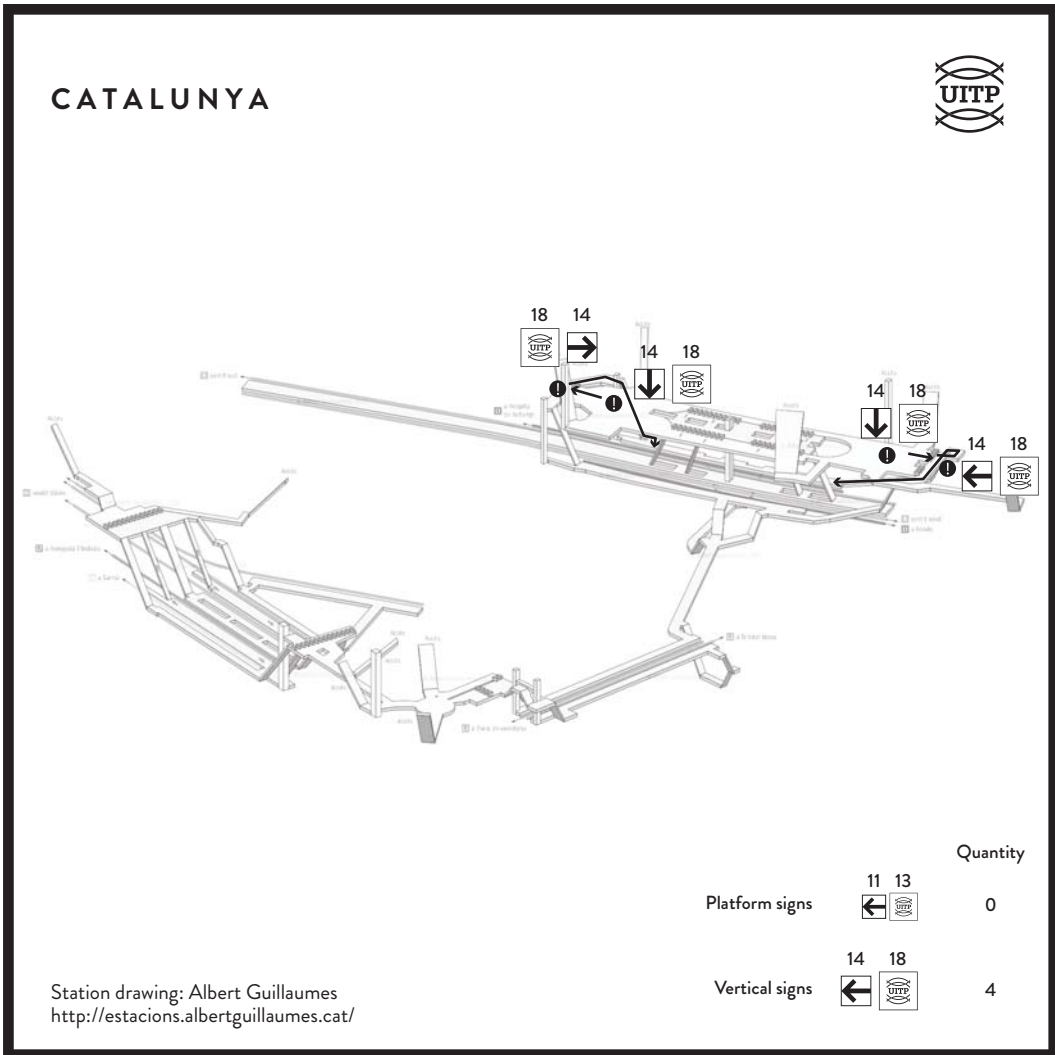
**Torrassa Station**

Transfer station on city center route  
 Flows and decision points



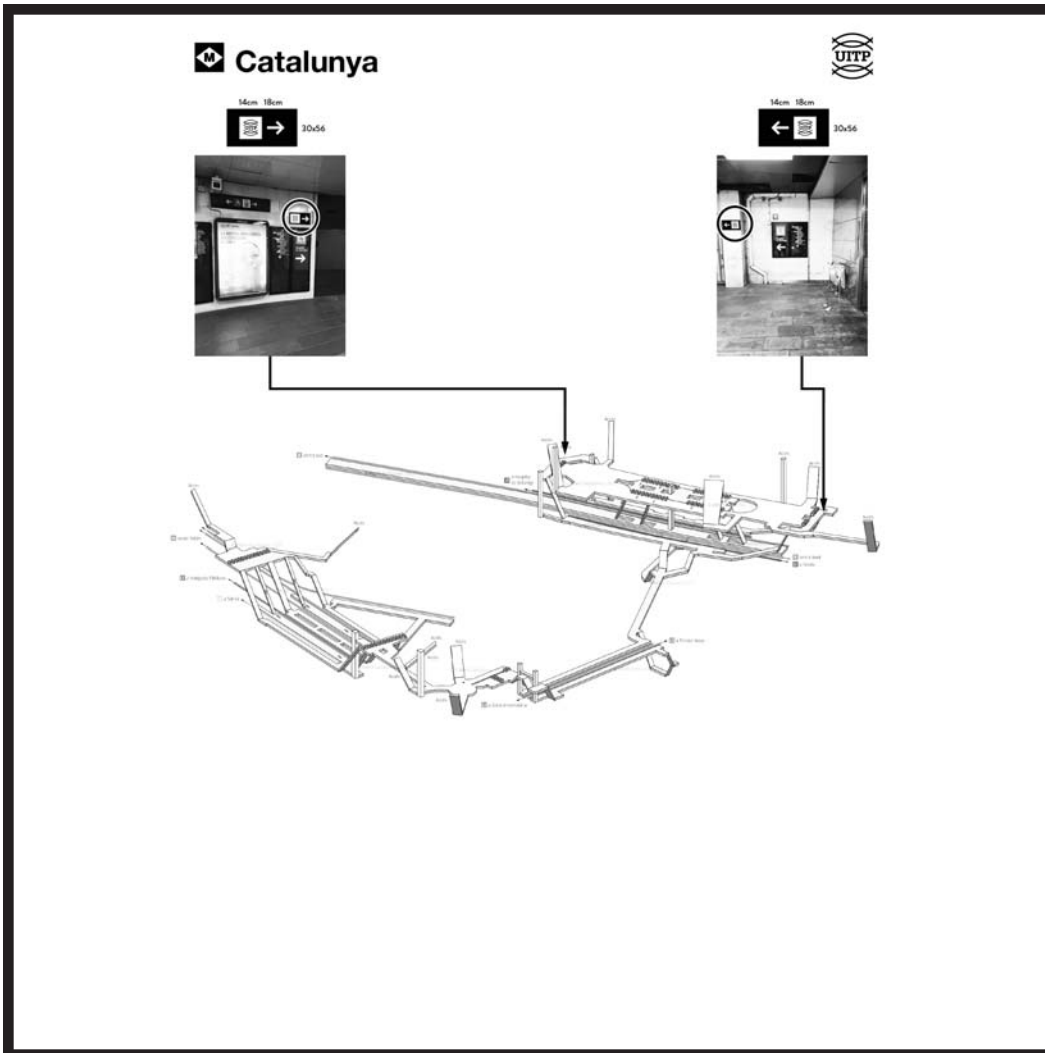
**Torrassa Station**

Transfer station on city center route  
 Detailed signage typology and locations



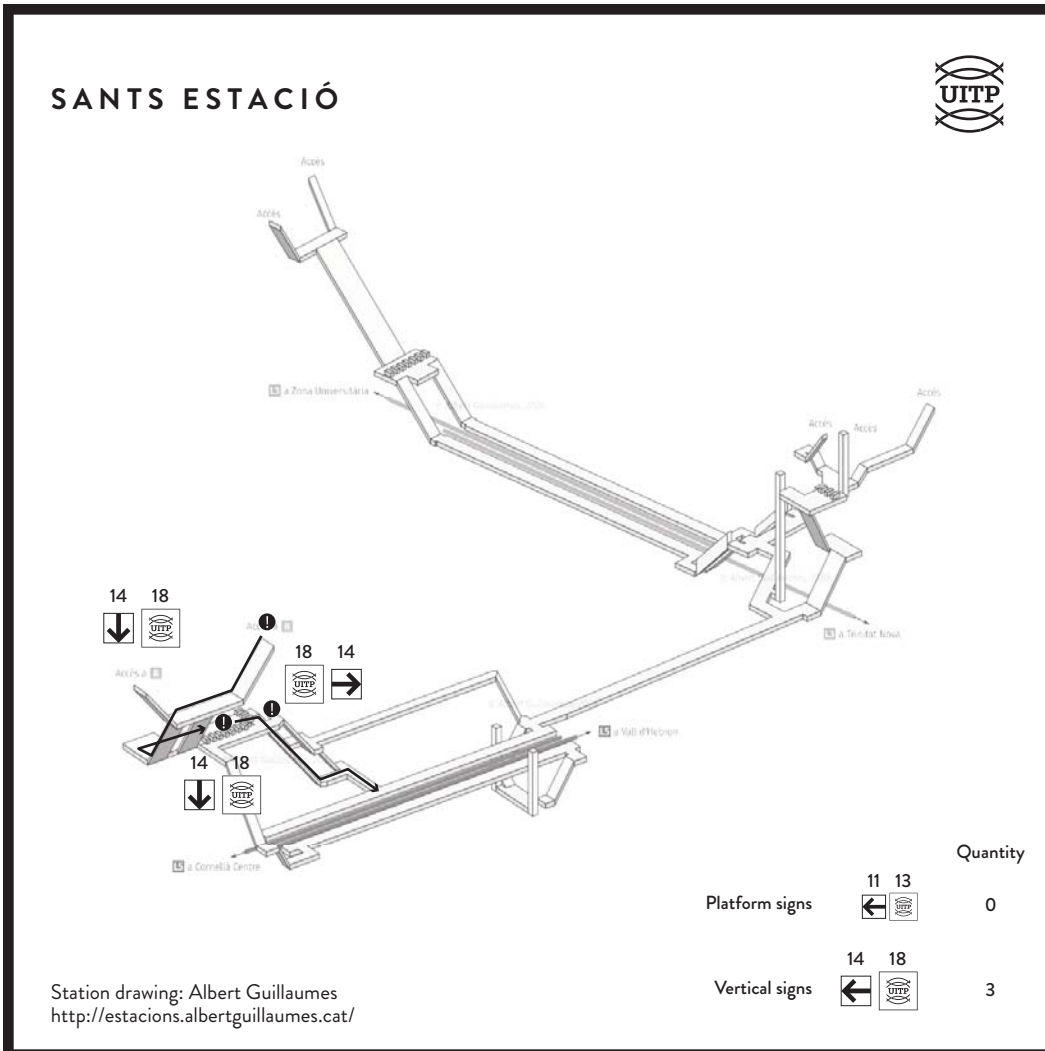
### Catalunya Station

Start of city center route  
 Flows and decision points



**Catalunya Station**

Start of city center route  
 Detailed signage typology and locations



## Sants Estació Station

Start of railway station route  
 Flows and decision points

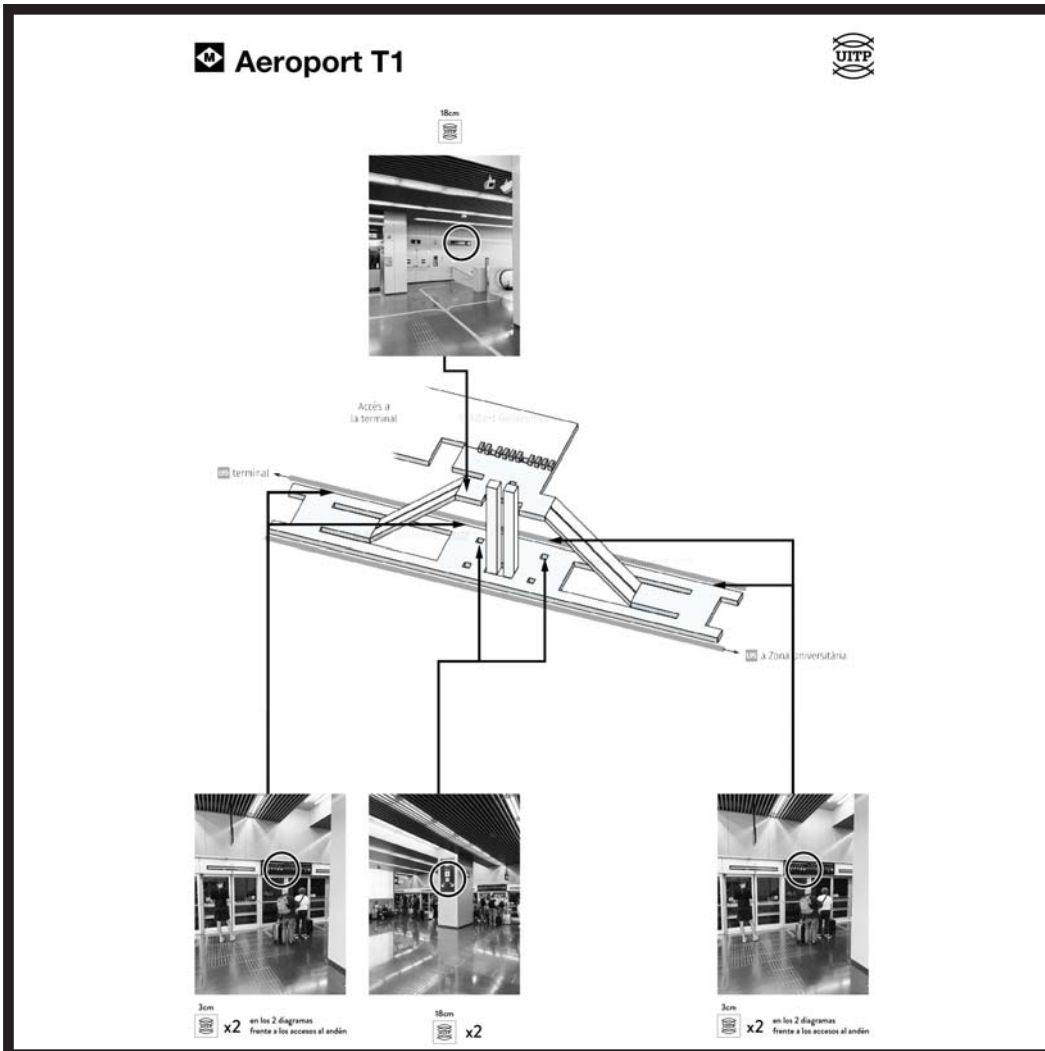




**Sants Estació Station**

Start of railway station route  
 Detailed signage typology and locations

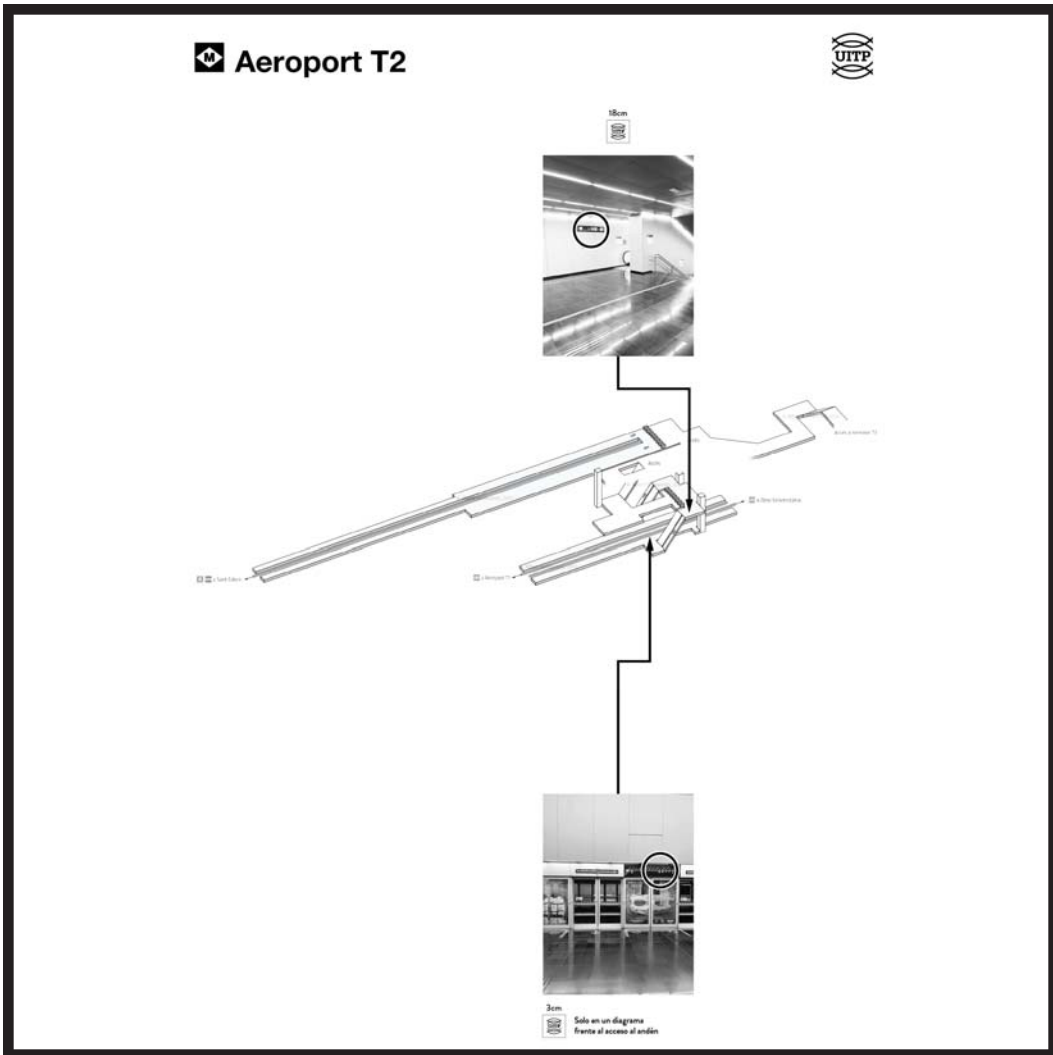




## Aeroport T1 Station

Start of airport route  
Detailed signage typology and locations





**Aeropuerto T2 Station**

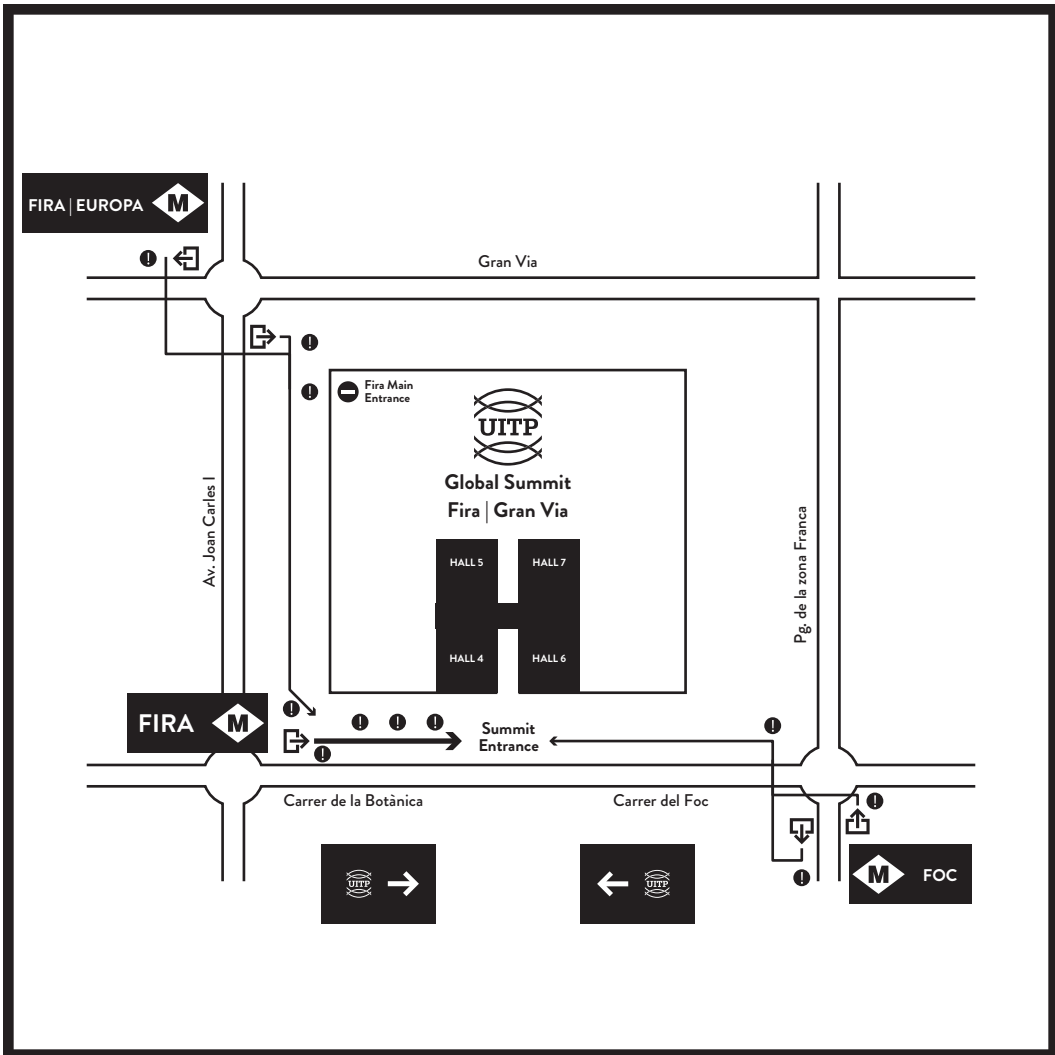
Start of airport route  
 Detailed signage typology and locations

LOCAL SCALE



## Outdoor Signage

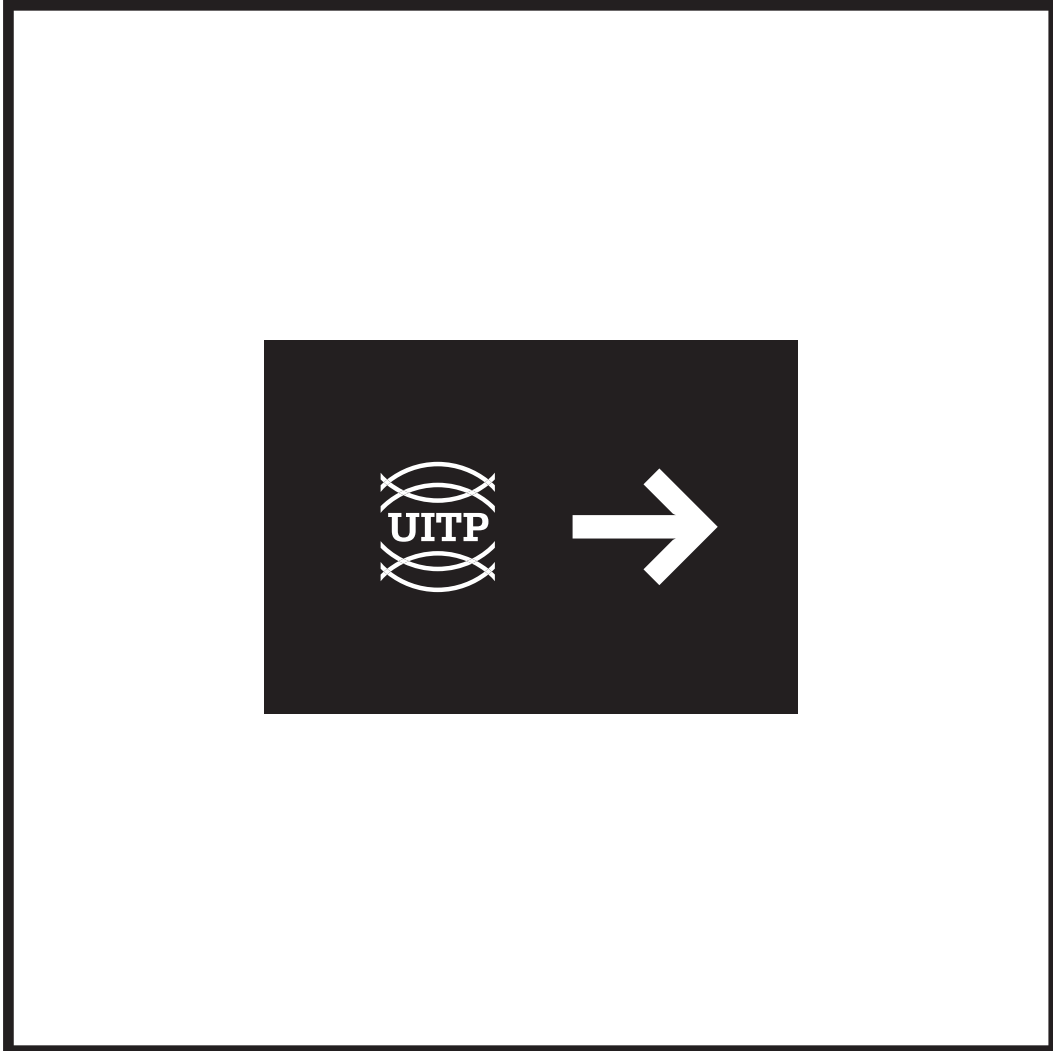
Guidance from metro stations to venue entrance



**Signage Matrix**

Map of outdoor signage locations and types





**Outdoor Signs**

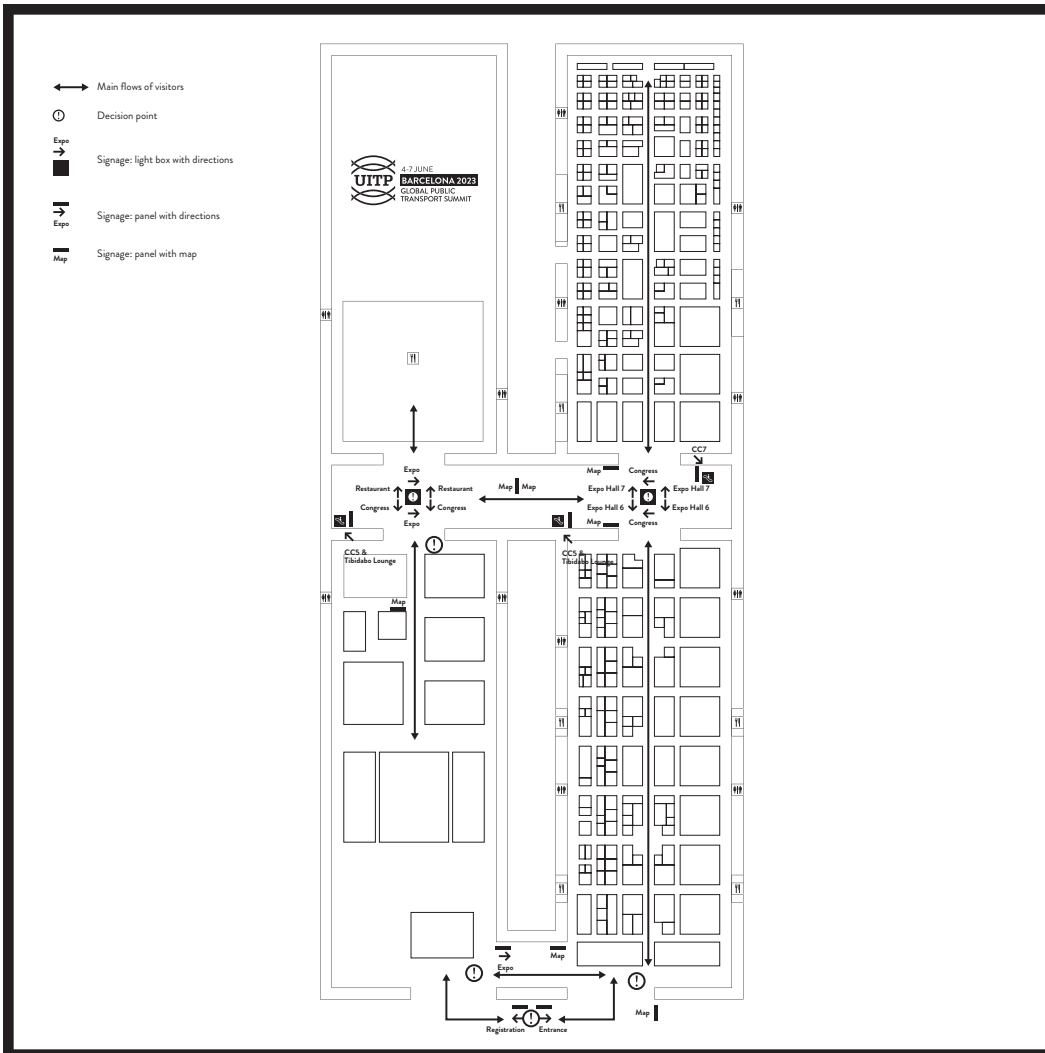
UITP logo + TMB arrow, printed on 100 x 70 cm forex panels

V E N U E   S C A L E



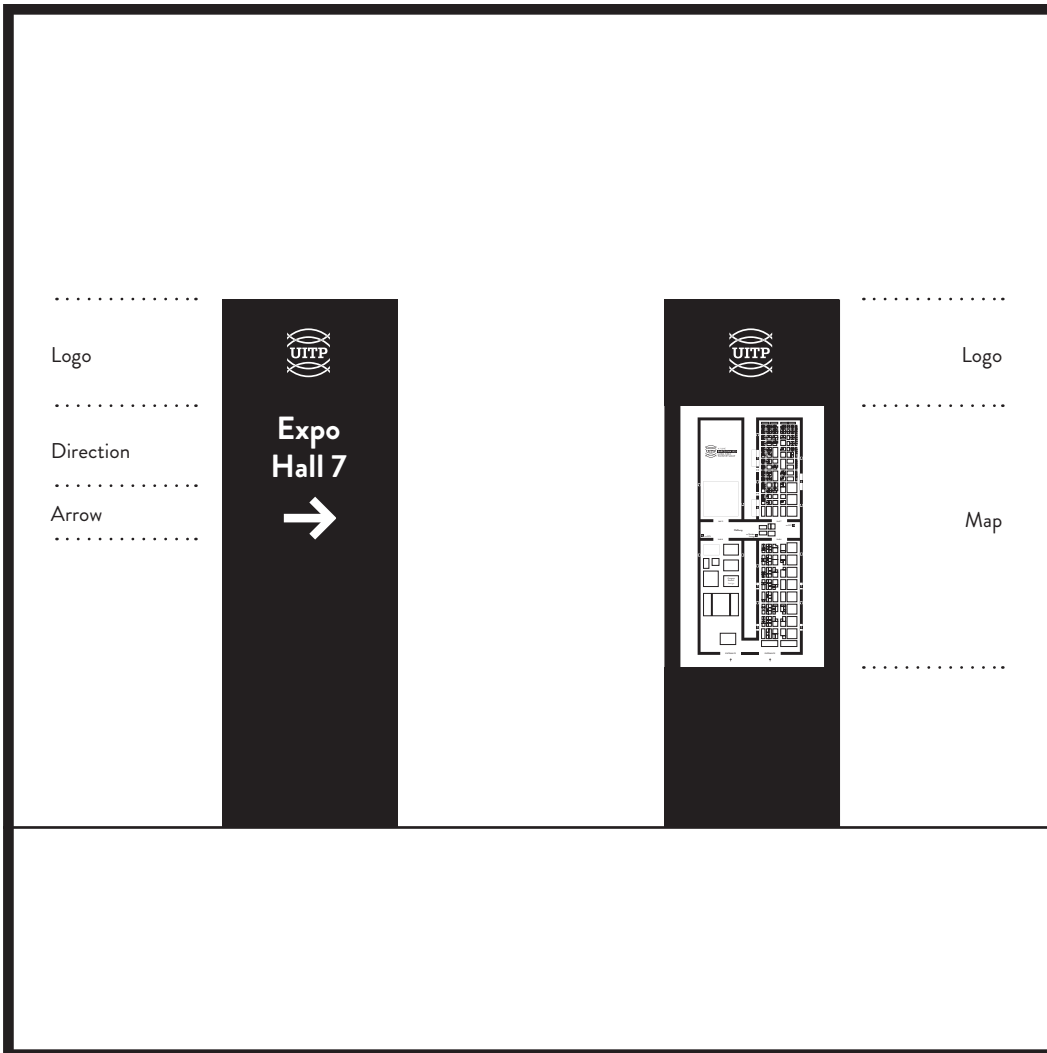
**Venue Map**

Stands, congress rooms and services



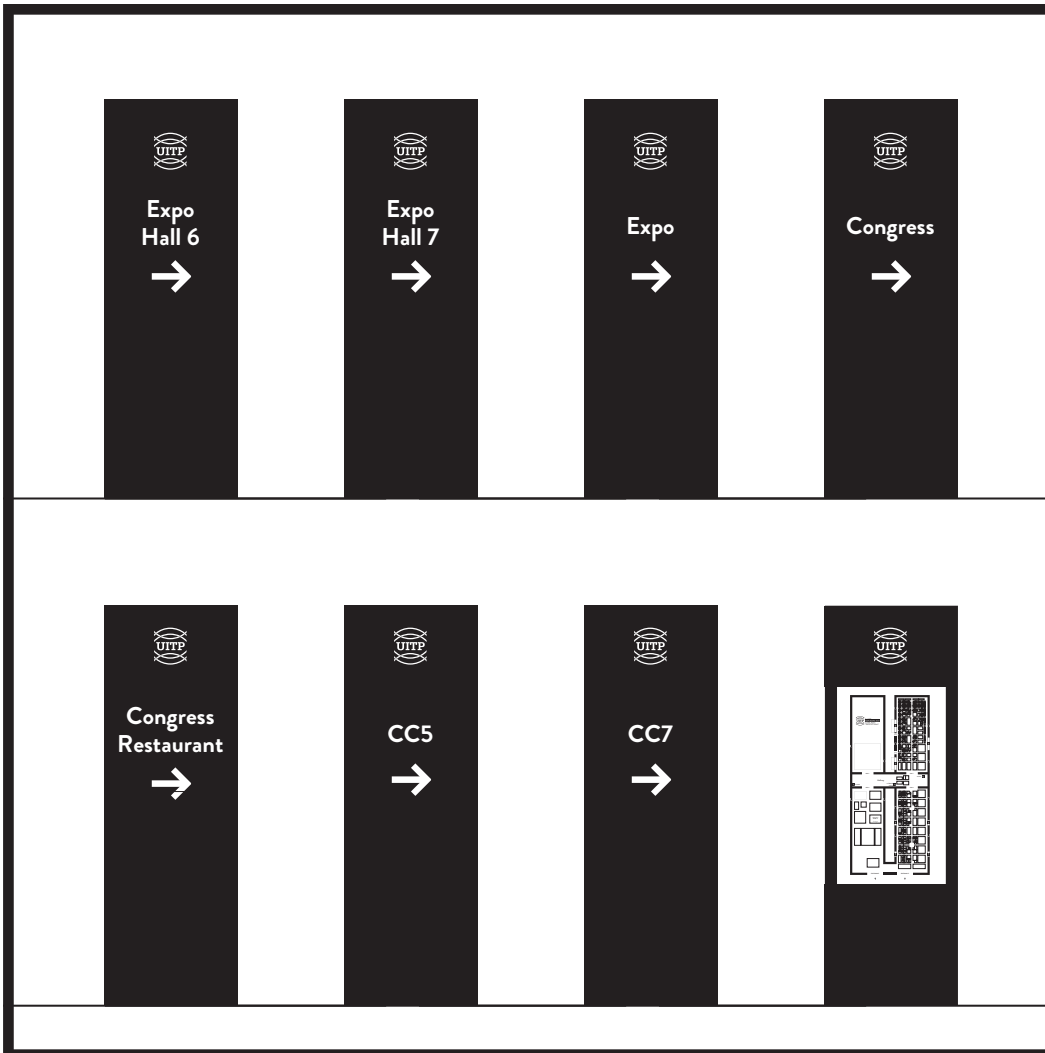
## Indoor Signage Matrix

Visitor flows, decision points, sign locations, signage type and content



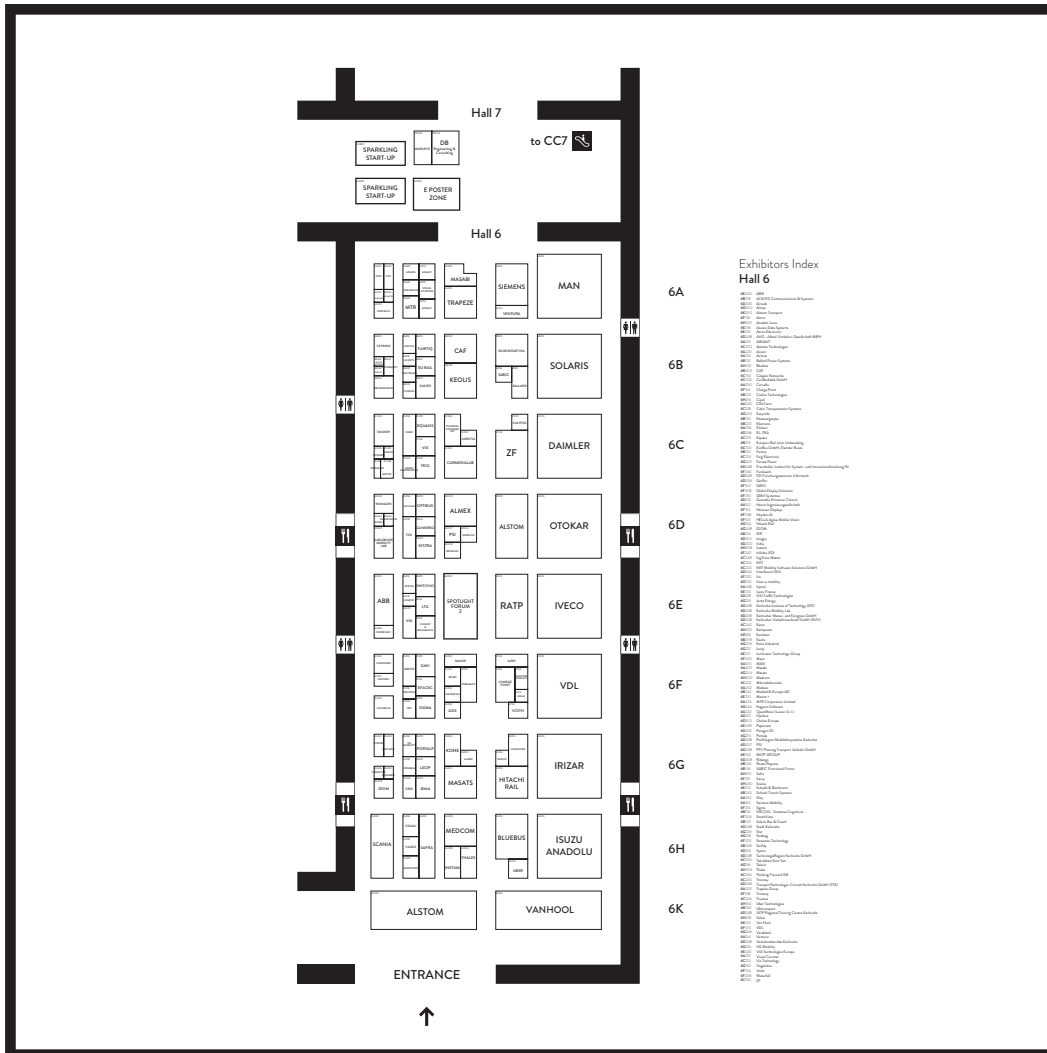
## Indoor Signage

Signage composition



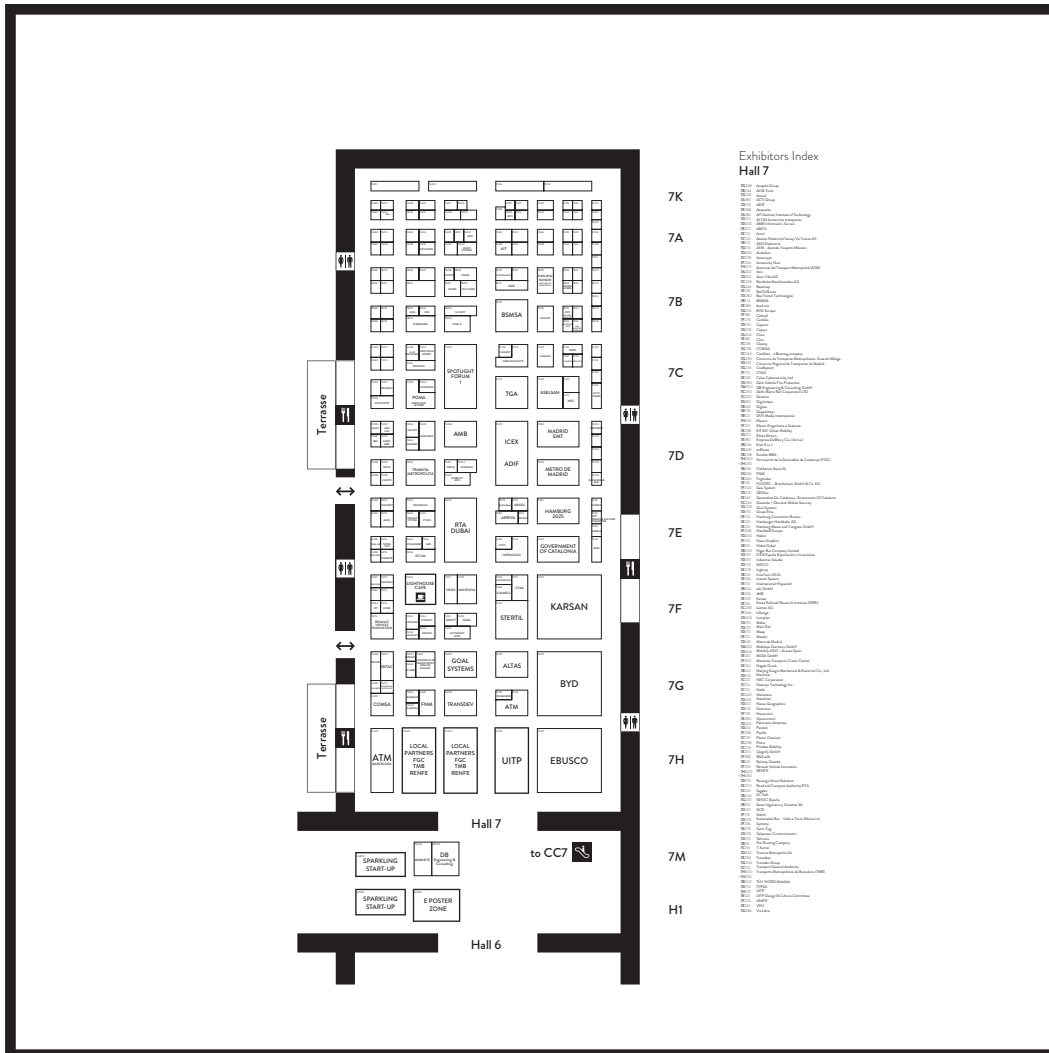
## Indoor Signage

Signage content



## Hall 6 Map

Expo map with stands and index

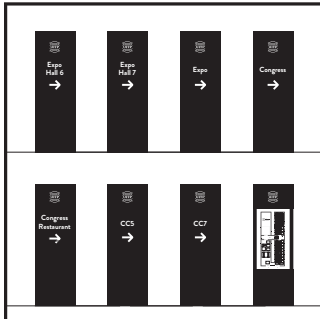
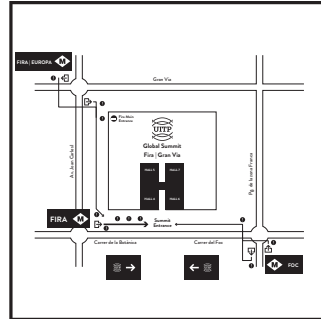
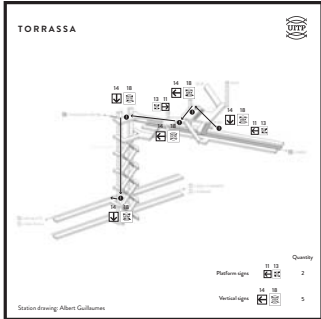
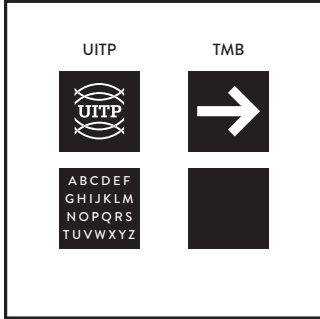


## Hall 7 Map

Expo map with stands and index



# SYSTEM OVERVIEW



PROJECT AUTHORS

## inat

**Inat** is a Mapping and Wayfinding consultancy founded by architect Jug Cerović. We create beautiful, efficient and intuitive maps.

We build comprehensive passenger information systems comprising wayfinding, signage, maps and architecture. Our beyond the edge work and research is setting industry standards worldwide.

We are partners with Dubai based wayfinding and signage consultancy DeziGNTechnic. Together we develop and implement cross-scale solutions for navigation and wayfinding, from a single building to a district or an entire metropolis.

**Inat** is member of the UITP and Jug Cerović is member of the UITP Design & Culture Committee.

[www.inat.fr](http://www.inat.fr)

## DezignTechnic

**DezignTechnic** is a full-service signage, mapping & wayfinding design firm based in Dubai, UAE with offices in the United Kingdom, Qatar, Lebanon and Egypt. Encompassing 21 years of experience, dezigntechnic has facilitated the communication needs of its clients through complex research and analysis to devise high quality and cost-effective wayfinding and placemaking solutions for sites and facilities.

Working on a variety of projects in healthcare, hospitality and leisure, we are a well-versed team when it comes to moving people in complex environments.

We have completed hundreds of mapping signage and wayfinding projects across the GCC and The Levant and expanding to the world stage.

[www.dezigntechnic.com](http://www.dezigntechnic.com)

## TMB

**Transports Metropolitans de Barcelona** (TMB) is the main public transport operator in The Barcelona metropolitan area.

TMB moves every day for you, to take you wherever you want to go in Barcelona and to further ten towns in the metropolitan area. As the main public transport operator in Barcelona, and part of the daily routine of thousands of citizens, we provide two transport networks (bus—surface transport—and metro—underground—) and several leisure transport services in order to:

- Meet your mobility needs and make your journeys to work, shopping, a friend's house... faster and more comfortable
- Offer a public service that is accessible to all.
- Improve quality of life in the Barcelona metropolitan area, shortening distances between towns and help you and yours to save time.

[www.tmb.cat](http://www.tmb.cat)

## UITP

**UITP** (Union Internationale des Transports Publics) is the International Association of Public Transport and a passionate champion of sustainable urban mobility.

Established in 1885, with more than 135 years of history, it is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.

Across the globe and every day, people rely on public transport to bring them to school, to work, to sports clubs and cafés. In using public transport millions travel more sustainably, safer and actively while bringing economic benefit to their community.

UITP supports the entire sector to ultimately guarantee that public transport and its workers continue to bring cities to life.

[www.uitp.org](http://www.uitp.org)

**BRIGHT LIGHT**

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