

Application No. 628: Facade signage

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Attach wayfinding flags to the facade

My conceptual project:

When I was charged with designing the signage for the 2012 Gerrit Rietveld Graduation Show, I had the idea of using fabric flags for that purpose. I wanted to hang them up on the facades of the Rietveld and the Crouwel buildings, so people could see from afar where which departments were located.



Flag design:

Each of the wayfinding flags showed a certain letter for direction. All flags were blue and white to highlight the common bond of the two buildings. If there were two different departments on the same floor, I separated them visually by reversing the letter and flag colours.



Attaching the flags:

On the Rietveld building I could use magnets to attach the flags (due to the aluminium coating on the Crouwel building I had to find an alternative). 6 people mounted the flags within a day. Thanks to the sewn-in block magnets Q-20-04-03-N (www.supermagnete.de/eng/Q-20-04-03-N) (5 per flag) the flags could easily be attached to the Rietveld building. The magnets were strong enough to hold up the flags for 9 days, even during bad weather.



Stairwell banner:

In addition to the smaller flags on the facades of the two buildings, I hung up a huge banner in the stairwell of the Rietveld building. Although it was 22 long, 10 block magnets Q-20-04-03-N (www.supermagnete.de/eng/Q-20-04-03-N) were sufficient to hold it up. This banner was also an orientation guide for visitors.



Note from the supermagnete team:

Neodymium magnets will start to rust when used outdoors for longer periods of time. The sole exception are rubberised neodymium magnets (www.supermagnete.de/eng/group/rubber_coated), which are completely waterproof. Please review the following tips for using magnets outdoors (www.supermagnete.de/eng/faq/outdoor).



Articles used

Q-20-04-03-N: Block magnet 20 x 4 x 3 mm (www.supermagnete.de/eng/Q-20-04-03-N)

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