



WHERE DO WE GO FROM HERE?

Visual Look and Feel
Interpretation and Wayfinding



VISUAL LOOK AND FEEL - SEASON LAUNCH



BEFORE



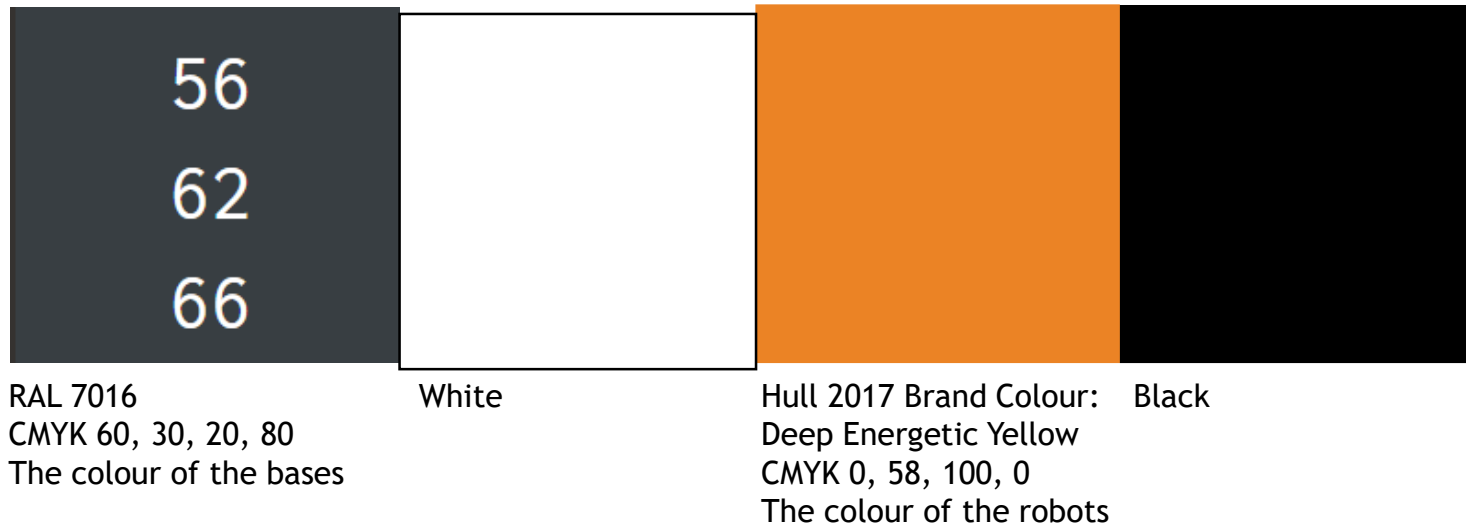
Transition from the season launch designs to the new look and feel

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 orange is a compost of the orange on the robots and that from the yellow on the original artwork



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

HULL 2017
UK City of Culture

WHERE DO WE GO FROM HERE?

BY JASON BRUGES STUDIO

1 Dec - 7 Jan
Hull Old Town
Free

INSTALLATION AND CONVERSATION

#Hull2017
hull2017.co.uk/gofromhere

HULL 2017
UK City of Culture

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

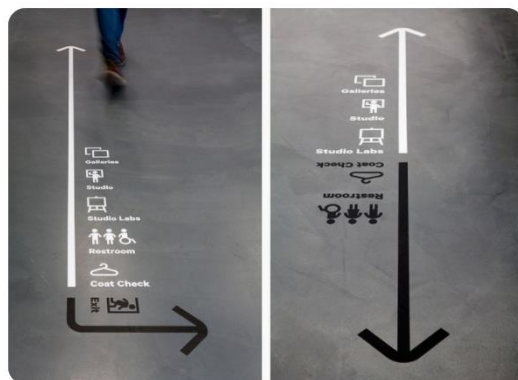
CONVERSATION AND INSTALLATION

#WhereDoWeGo
hull2017.co.uk/gofromhere

HULL CITY COUNCIL
ARTS COUNCIL ENGLAND
BBC
EAST RIDING
Funding related by The National Lottery
KCOM
KWL
SHEFFIELD HALLAM UNIVERSITY
ABP
ARCO
BRITISH COUNCIL
PICO
SIEMENS
WYELAND

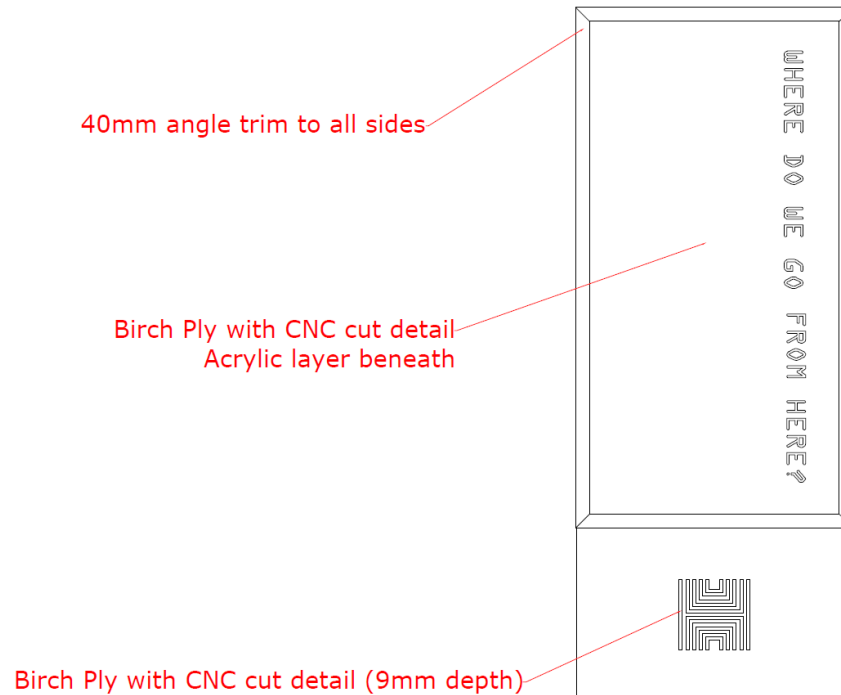
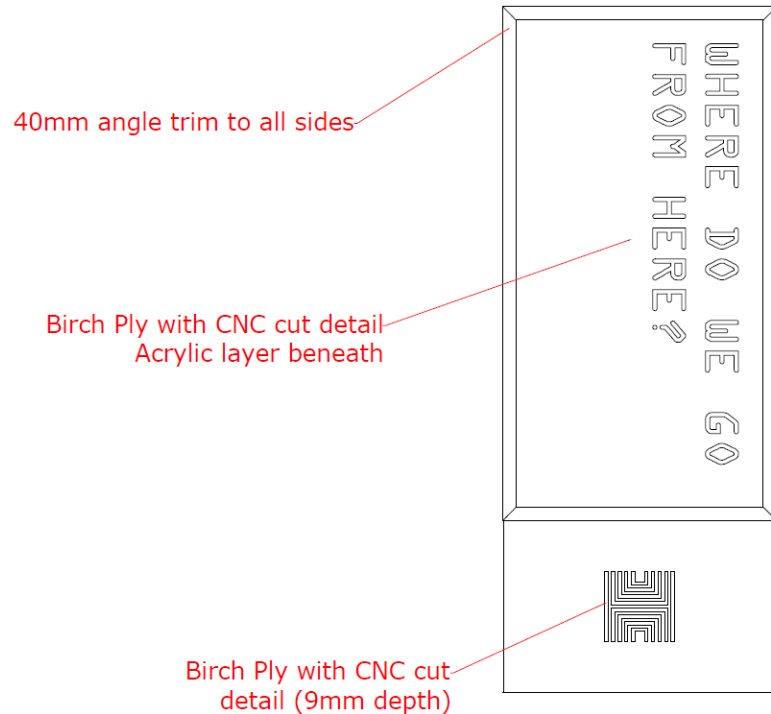


WAYFINDING INSPIRATION

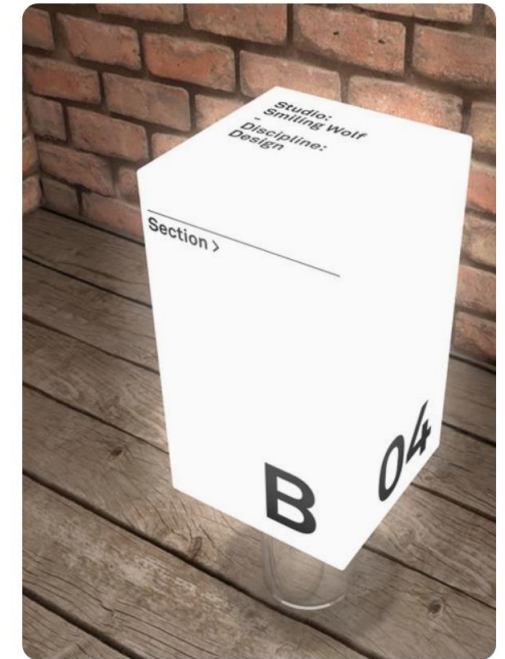


INTERPRETATION EXAMPLES

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

