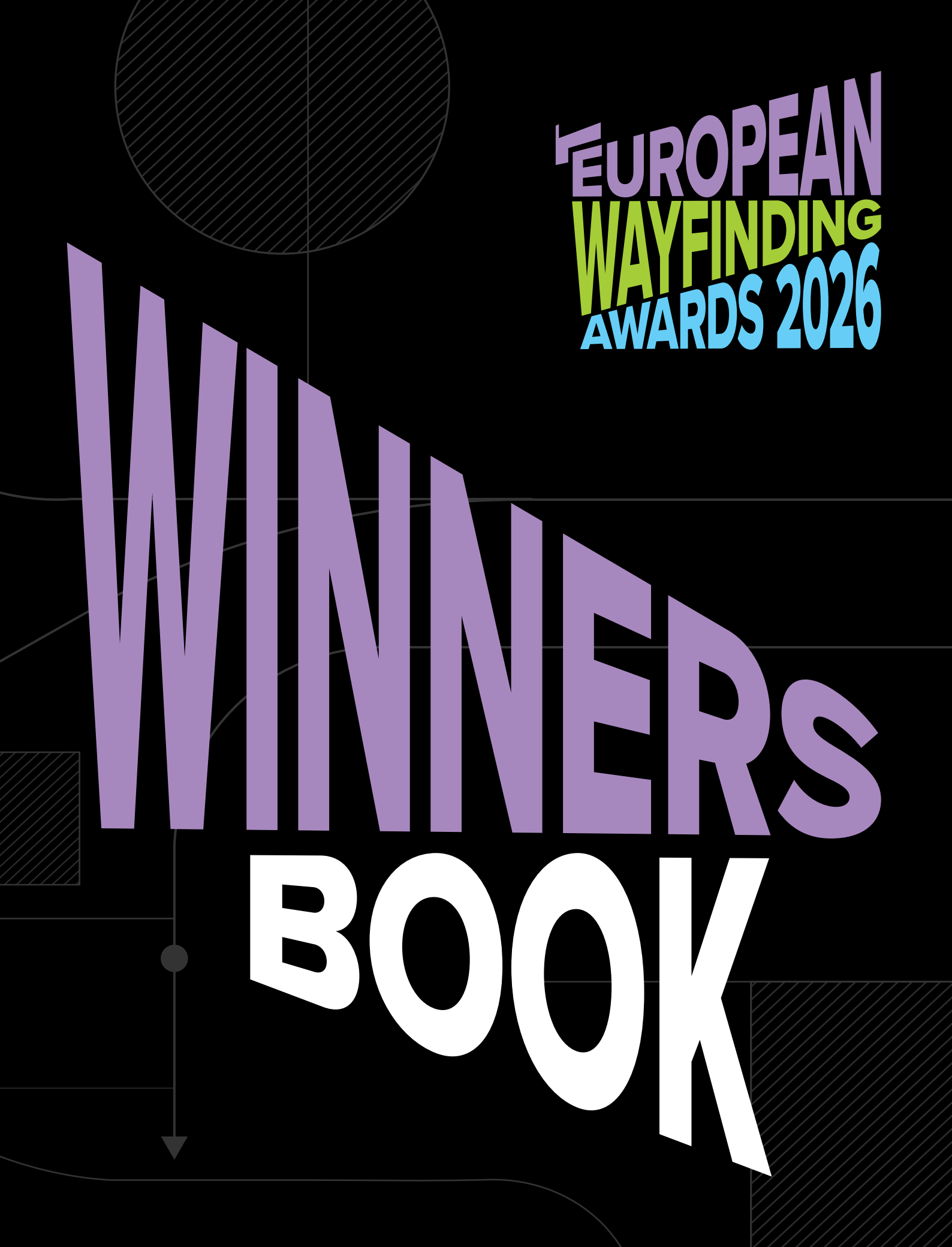




EUROPEAN
WAYFINDING
AWARDS 2026

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NOTE FROM THE EDITOR



Jack Cousins
Editor
Transform magazine

Welcome to the inaugural European Wayfinding Awards! Tonight is an exciting celebration of how important wayfinding and navigational design have become across Europe.

In recent years, I have seen fantastic wayfinding projects entered into the Transform Awards Europe, so I am delighted that there is now an awards programme completely dedicated to this crucial area of design. It was therefore unsurprising that there was no shortage of excellent projects shortlisted for our inaugural edition. From residential and healthcare to transport and workplaces, the breadth of projects entered demonstrated just how far-reaching the discipline has become.

But congratulations are especially due to our winners. Everton FC, Endpoint and BDP Pattern delivered a project that pushed the art of wayfinding to new levels. It set an exceptionally high bar for the years ahead and was a thoroughly deserved winner of our highest accolade, the 'Grand Prix.'

I know our judges were highly impressed by the calibre of work, which bodes extremely well for the future of wayfinding. Everyone shortlisted for the 2026 edition should be incredibly proud of their achievement.

MEET THE JUDGES



David Crittenden
Senior wayfinding designer
AtkinsRéalis

David is a senior wayfinding designer at AtkinsRéalis, where he has spent the past three years delivering projects including Government Property Agency workplace schemes, masterplan wayfinding for NEOM OXAGON and managing the rollout of the 2023 Network Rail signage across Avanti West Coast stations. Previously, he worked in HOK's San Francisco office as part of the Experience design team, contributing to wayfinding projects for Seattle Airport and the Miami University Cancer Research building. David has also worked on multiple airport projects at Pascal + Watson.



Onandi Elliott
Wayfinding and graphic designer
HOST Hospital Service + Technik

Onandi is a creative design lead specialising in wayfinding within healthcare environments. Based at Frankfurt University Hospital, he is responsible for the development and evolution of the hospital's wayfinding system across 100 buildings. His work focuses on integrating physical signage and digital systems into an accessible navigation experience that supports patients, visitors and staff in unfamiliar environments. Working within the realities of a live hospital environment, he approaches wayfinding from a user perspective, balancing spatial complexity with everyday needs of the people.



Lizzy Whirrity
Head of visitor experience
Imperial War Museums

Lizzy is a visitor experience specialist with a passion for how wayfinding shapes the stories people encounter in museums and public spaces. Currently she is head of visitor experience at Imperial War Museums, leading a multi-year, multi-site programme focused on making their spaces clearer, welcoming and easier to explore. She believes wayfinding is a key ingredient in accessibility, engagement and organisational confidence. Her approach blends strategic thinking with hands on delivery, always rooted in understanding what people need and how they move.



Ian Whybrow
Founder
Whybrow Studio

A founding member of the UK Sign Design Society and current co-chair of the Society for Experiential Graphic Design (SEGD), Ian has spent decades championing clarity in a world that often prefers noise. He speaks on panels and stages and is known for his refreshingly straight-talking, no-fluff approach: say it clearly, design it properly, make it work. For more than 30 years, Ian has led award-winning wayfinding projects from first ethnographic study to final bolt in the wall. He founded Whybrow Studio in 2003 with a simple belief: good design should include everyone. Not as an afterthought, but as a starting point.



Katie Wray
Director
Deloitte

Katie is a director within Deloitte's Real Estate team. She is a town planner and heritage consultant specialising in placemaking and regeneration. She leads on large mixed-use regeneration areas for a range of private and public sector clients, including Manchester City Council, Landsec and MEPC. She is involved from concept masterplanning and drafting regeneration frameworks, through to delivering major planning consents, listed building consent and Environmental Impact Assessment; and then to facilitating tenants moving in through discharge of conditions.

MEET THE WINNERS

SECTOR SPECIFIC

BEST WAYFINDING FOR HEALTHCARE ENVIRONMENTS

Gold - Sydney Children's Hospital and Frost*collective

Silver - Fulda Hospital and Catchup Applications

BEST WAYFINDING FOR HOSPITALITY, TOURISM AND CULTURAL DESTINATIONS

Gold - Qiddiya Investment Company with Endpoint and Dewan Architects + Engineers

Silver - Artis and Mijksenaar

Bronze - Concret and Blank Studio

Bronze - Hernö Gin Hotel and Modulex Group

BEST WAYFINDING FOR RESIDENTIAL OR MIXED-USE DEVELOPMENTS

Gold - Barnet Council and Related Argent with Portland Design Associates

Silver - Goodstone Living and f.r.a.

Silver - SAO Investments | Resi4Rent and Blank Studio

Bronze - The Loop and Modulex Group

BEST WAYFINDING FOR RETAIL AND LEISURE DESTINATIONS

Gold - PIXEL XL and Blank Studio

Silver - Real Madrid CF and Legends International and Roam Studio

Bronze - HEMA and Total Design

BEST WAYFINDING FOR SPORTS, ENTERTAINMENT, MICE AND TEMPORARY EVENT VENUES

Gold - Everton FC with Endpoint and BDP Pattern

Silver - Real Madrid CF and SIGNES

Bronze - International Holding Company and Teneo

BEST WAYFINDING FOR TRANSPORT AND URBAN PUBLIC REALM

Gold - Barnet Council and Related Argent with Portland Design Associates

Gold - Canterbury City Council and Maynard with Trueform

Silver - Denbighshire County Council and f.r.a.

Bronze - Mareterra with Endpoint and Noë & Associates

Bronze - West of England Mayoral Combined Authority and AtkinsRéalis

BEST WAYFINDING FOR WORKPLACES

Gold - AUTODOC and Sentiform

Gold - General Projects and Page Studio

Silver - Fourth (formerly Workplace) | Lipton Teas and Infusions and Blank Studio

Silver - Stanhope and Thomas White Oxford with Endpoint and Fletcher Priest Architects

Bronze - British Land & Royal London Asset Management with Frost*collective

Bronze - Travers Smith and DNCO

Bronze - Winston Taylor Project and GRAPHIC:SR

CRAFT AND INNOVATION

BEST USE OF TYPOGRAPHY FOR WAYFINDING

Gold - A Residential Client and f.r.a.

Silver - Vastint and Blank Studio

Bronze - ATAL and Blank Studio

BEST INNOVATION IN DIGITAL WAYFINDING AND SMART NAVIGATION

Gold - Battersea Power Station and f.r.a.

Silver - Hospital in Denmark and Modulex Group

BEST INTEGRATION OF WAYFINDING WITH ARCHITECTURE AND INTERIORS

Gold - General Projects and Page Studio

Silver - Winston Taylor Project and GRAPHIC:SR

Bronze - Vastint and Blank Studio

BEST SUSTAINABLE WAYFINDING

Gold - A Residential Client and f.r.a.

BEST USE OF DATA AND RESEARCH IN WAYFINDING

Gold - Mijksenaar, P. Wienk and B. De Bruin

Silver - Battersea Power Station and f.r.a.

STRATEGY AND PEOPLE-FOCUSED

BEST ACCESSIBILITY AND INCLUSIVITY IN WAYFINDING

Silver - Denbighshire County Council
and f.r.a.

BEST REBRAND OR REFRESH OF AN EXISTING WAYFINDING SYSTEM

Gold - Artis and Mijksenaar
Silver - Battersea Power Station
and f.r.a.

GRAND ACCOLADE

GRAND PRIX

**Everton FC with
Endpoint and
BDP Pattern**
Winner

BEST WAYFINDING FOR HEALTHCARE ENVIRONMENTS

GOLD



SYDNEY CHILDREN'S HOSPITAL AND FROST*COLLECTIVE

Crafting the wayfinding system for a major, 12-storey paediatric hospital that accommodates diverse user groups, offers overlapping functions and has strict operational requirements is no mean feat. Yet that was the task that faced Frost*collective on behalf of Sydney Children's Hospital. To combat the stress and confusion many visitors face, Frost* designed a clear information hierarchy that combines established wayfinding principles with a distinctly paediatric lens. In practice, this meant organising the 12 floors into three environmental zones: Sand Dunes, Sea Cliffs and Wetlands. Each floor's hero animal, paired with smart spatial logic and legible directional messaging, allowed the hospital's friendly new companions to provide memorable and emotionally resonant cues for children.

Along with visitors reporting greater confidence navigating the building, judges were highly impressed by the whole wayfinding system. One commented, "They transformed an environment that naturally could be scary for children into a place that is playful and inviting."

BEST WAYFINDING FOR HEALTHCARE ENVIRONMENTS

FULDA HOSPITAL AND CATCHUP APPLICATIONS

Klinikum Fulda in Germany, a maximum-care hospital that treats over 100,000 patients a year across its 150,000 m² of interior space, needed a way for its patients and visitors to find any destination independently. The solution by Catchup Applications was a fully digital indoor wayfinding system that supports the whole healthcare journey. One judge described the hospital's smartphone app as "effective."



BEST WAYFINDING FOR HOSPITALITY, TOURISM AND CULTURAL DESTINATIONS



QIDDIYA INVESTMENT COMPANY WITH ENDPOINT AND DEWAN ARCHITECTS + ENGINEERS

Within Qiddiya, Saudi Arabia's new destination for entertainment, sport and culture, lies the flagship water theme park Aquarabia. Endpoint and Dewan Architects + Engineers were tasked with bringing Qiddiya's "Now We Play" brand philosophy to life across the cornerstone attraction's wayfinding system. Directional, identification and informational elements were created for its eight themed precincts, allowing visitors to build a mental map of the park over time. Along with the precincts receiving distinctive visual identities inspired by native animals, all signage was externally lit using bespoke themed lighting fixtures to improve visibility at night.

Now an essential part of the Aquarabia visitor experience, judges were impressed by the "highly creative design." "I loved this," added another judge. "It fitted in with the surroundings and complemented the natural ecology of the site. The outcome also considers all demographics and levels of accessibility."

BEST WAYFINDING FOR HOSPITALITY, TOURISM AND CULTURAL DESTINATIONS

ARTIS AND MIJKSENAAR

The much-loved Artis Natura Magistra zoo in central Amsterdam needed a refreshed system to truly connect with its younger visitors. Through the use of vivid colour and visual storytelling, Mijksenaar designed digitally friendly wayfinding that allows for greater visibility. "The use of colour and pictograms are very effective," said one judge, while another described the outcome as "fun."



BRONZE



CONCRET AND BLANK STUDIO

With a plethora of functionalities and areas within its walls, the Municipal Cultural Centre (Miejski Dom Kultury) in Katowice, Poland needed clear, legible and adaptable signage for its many users. Along with ticking that box, Blank Studio's design also adds character to the building through its perfectly contrasting colour palette and Fason typeface. One judge described the project as "strong, playful and detailed."

BEST WAYFINDING FOR HOSPITALITY, TOURISM AND CULTURAL DESTINATIONS

HERNÖ GIN HOTEL AND MODULEX GROUP

Aiming to be the physical extension of one of the world's most awarded gin brands, Hernö Gin Hotel needed an interior wayfinding programme that supports guest navigation and reinforces the hotel's premium identity. Combining bespoke pictograms, tactile materials and subtle detailing, Modulex Group's resulting system was felt to be appropriately high-end by one judge.



BEST WAYFINDING FOR RESIDENTIAL OR MIXED-USE DEVELOPMENTS



BARNET COUNCIL AND RELATED ARGENT WITH PORTLAND DESIGN ASSOCIATES

Set to evolve over more than two decades, the ambitious Brent Cross Town regeneration project presented a challenging question for Barnet Council: how do you design legibility for a place that does not yet fully exist, but must already operate as a destination? Portland Design Associates set about encouraging curiosity with its design, presenting the town as a connected whole. Its ribbon concept cleverly provides a unifying logic across touchpoints, while new destinations and information can easily be added over time.

With the help of totems and fingerposts that function as orientation points, the wayfinding has improved legibility across the fragmented site. "This is a playful, creative and unique design that stands out," praised one judge.

BEST WAYFINDING FOR RESIDENTIAL OR MIXED-USE DEVELOPMENTS

GOODSTONE LIVING AND F.R.A.

Dockside, a landmark residential development on Edinburgh's Leith waterfront, required f.r.a. to devise a wayfinding system that would support its wellbeing strategies. Inspired by the waterfront setting, the project successfully translated the port's industrial and nautical character into a refined visual language, highlighting local landmarks, walking routes and points of interest to encourage active travel. "Good end result," noted one judge.



SAO INVESTMENTS | RESI4RENT AND BLANK STUDIO

Resi4Rent's Romanowicza rental apartment complex in Kraków, Poland is tailored to students and other temporary residents. The aim for Blank Studio was therefore to devise a wayfinding system that feels comfortable and welcome. This was achieved by making use of plywood, painted surfaces and stickered elements to add depth and warmth. "The wayfinding and placemaking really stands out and lifts the space," said one judge.

BEST WAYFINDING FOR RESIDENTIAL OR MIXED-USE DEVELOPMENTS

THE LOOP AND MODULEX GROUP

The Loop, a high-profile, multi-use innovation building in Sweden, sought the help of Modulex Group to craft a cohesive interior and exterior system to support a diverse audience, including tenants, researchers, conference attendees and visitors. Offering a restrained palette, clear typographic hierarchy and sculptural elements, judges felt the project to be “clean” and “high quality.”



BEST WAYFINDING FOR RETAIL AND LEISURE DESTINATIONS



GOLD

PIXEL XL AND BLANK STUDIO

PIXEL XL, a unique gaming centre that redefines the way players interact with games, offered Blank Studio the perfect opportunity to blend the nostalgic atmosphere of the 1980s and 1990s with modern technologies in its wayfinding system. The signage relies primarily on large, illuminated lightboxes, offering a stunning design aesthetic that emphasises the hall's interior character. Elsewhere, graphic elements utilise the unique BC Liguria typeface, complemented by a set of custom, pixelated pictograms.

With the wayfinding and signage system aimed at enhancing the PIXEL XL experience for its players, judges were very impressed by the outcome. "Bright, playful, fun and effective," said one judge. "It offers a creative design without compromising on functionality, and it's very well integrated with the environment."

BEST WAYFINDING FOR RETAIL AND LEISURE DESTINATIONS

REAL MADRID CF AND LEGENDS INTERNATIONAL AND ROAM STUDIO

European football giants Real Madrid CF commissioned Roam Studio to design the wayfinding system for the club's new flagship retail destination. With the destination serving a highly diverse audience, the project integrated navigation, placemaking and storytelling into a single cohesive experience. This was achieved through destination naming, customer journey mapping and bespoke iconography, which one judge described as "impactful."



BRONZE



HEMA AND TOTAL DESIGN

In a bid to redefine the role of its physical stores for its 100th anniversary, HEMA needed to overhaul their overly clinical feel. Total Design solved this problem by refining the company's brand identity around the idea of "Exceptional Simplicity." The new wayfinding system was reimagined as a careful balance of functionality, aesthetic appeal and optimism, prompting one judge to praise the work as "nice and simple."

BEST WAYFINDING FOR SPORTS, ENTERTAINMENT, MICE AND TEMPORARY EVENT VENUES

GOLD



EVERTON FC WITH ENDPOINT AND BDP PATTERN

After leaving the historic Goodison Park stadium for its new waterfront home at Bramley-Moore Dock, Everton FC needed a wayfinding system capable of supporting the movement of tens of thousands of fans and ensuring the new stadium still felt unmistakably Everton. Endpoint met this challenge by crafting a smart coding system based on numbers and letters, allowing fans to follow a clear sequence of information from arrival through to their seat. The design also anchors the experience within the industrial heritage of Bramley-Moore Dock and the legacy of Goodison Park. For instance, totems and fingerposts draw on the site's industrial language, while blue turnstile numbers inside the stadium reinterpret familiar elements from Everton's old ground.

Clear and confident, the wayfinding system impressed judges. "This is a very good project that clearly integrates the history of the old site," said one judge. Another added, "The end result is excellent. Overall, this is a standout project."

BEST WAYFINDING FOR SPORTS, ENTERTAINMENT, MICE AND TEMPORARY EVENT VENUES

REAL MADRID CF AND SIGNES

As part of its latest revamp, Real Madrid CF's iconic Bernabéu Stadium presented a significant wayfinding challenge for SIGNES. The system needed to deliver an intuitive navigation experience across multiple configurations and event formats. The remedy was an intuitive and legible system that enables fast and effortless navigation. Combining physical signage, illuminated elements and colour coding tailored to different user groups, the project was hailed as "proficient" by one judge.



BRONZE



INTERNATIONAL HOLDING COMPANY AND TENEO

The 2025 IHC House @ Davos required a full retrofit into a modern multimedia event space. Teneo's strategy revolved around designing a space that not only reflected IHC's brand narrative, but also acted as a convening space for stakeholders. Wayfinding and branded signage elements included large, circle graphics in translucent blue, resulting in an immediate, cohesive branded feel for the building.

BEST WAYFINDING FOR TRANSPORT AND URBAN PUBLIC REALM



BARNET COUNCIL AND RELATED ARGENT WITH PORTLAND DESIGN ASSOCIATES

Portland Design Associates paid particular attention to how people engage with a changing environment when crafting the wayfinding design for the ambitious Brent Cross Town regeneration project. Throughout parkland, playing fields, gardens, homes, workspace and landscaped public realm, the design supports people to flourish, aligning with Brent Cross Town's central pledge. The design took inspiration from the town's brand identity, which is reflected in the ribbon concept that provides a unifying logic across touchpoints. Crucially, the wayfinding is also capable of evolving as the area itself changes, ensuring continuity while reducing waste.

Having established a clear navigational framework for Brent Cross Town, judges were highly impressed with the "good strategic approach." Another judge added, "This was an exercise in wayfinding that puts the end user first."



CANTERBURY CITY COUNCIL AND MAYNARD WITH TRUEFORM

One of England's most historic cities, Canterbury required a new pedestrian wayfinding system and a suite of bespoke sign products that could bind the area under a single unified brand. Maynard translated the city's heritage, which includes one of the world's great cathedrals, into a contemporary, structured system. A beautiful hand-drawn and prepared feature of stained glass in the signage helps bring the story of Canterbury Cathedral to life, while the gothic-inspired Noctis typeface delivers high legibility.

This was a project that paid attention to the smallest of details, acting as a genuine civic investment for the long-term. "The end product is beautifully made and fits very well into the historic nature of the city," said one judge.

BEST WAYFINDING FOR TRANSPORT AND URBAN PUBLIC REALM

DENBIGHSHIRE COUNTY COUNCIL AND F.R.A.

Parc Bodelwyddan, a beloved and historically significant public space in North Wales, turned to f.r.a. to devise an inclusive and engaging wayfinding system. Along with guiding visitors through the landscape, the signage was also paired with locally sourced oak, creating a distinctive visual identity that honours both contemporary design and traditional craftsmanship. "This is very well executed and complementary to the surroundings," said one judge.



SILVER

BRONZE



MARETERRA WITH ENDPOINT AND NOË & ASSOCIATES

Monaco's new landmark waterfront district, Mareterra, needed to be open, accessible and pedestrian-focused. Endpoint and Noë & Associates developed a wayfinding strategy grounded in the district's central idea: the meeting of land and sea. Diverging from traditional signage, the solution adopted sculptural limestone monoliths inspired by Mediterranean pebbles. Judges were impressed by the highly integrated wayfinding system, with one praising its "beautiful sculptural pieces."



Supporting Seamless Navigation

An effective wayfinding and information strategy is the foundation of every successful wayfinding system.

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wayfinding@atkinsrealis.com

 **AtkinsRéalis**

BEST WAYFINDING FOR TRANSPORT AND URBAN PUBLIC REALM

WEST OF ENGLAND MAYORAL COMBINED AUTHORITY AND ATKINSRÉALIS

AtkinsRéalis delivered a new wayfinding system for the West of England Mayoral Combined Authority region's ten travel hubs that streamlines and simplifies the user experience. Highlights included the use of aluminium panels for the totem product design rather than toughened glass panels. This clever alteration improved accessibility by reducing glare from sunlight and ambient light.



BEST WAYFINDING FOR WORKPLACES



AUTODOC AND SENTIFORM

AUTODOC, an e-commerce company that sells auto parts, needed more than a mere navigation system for its new Berlin workplace. Sentiform was brought onboard to craft a wayfinding experience that reflected the culture of the people the company serves every day. The appropriate solution therefore was to develop "Hands & Heart," a wayfinding system inspired by mechanics, garage owners and repair professionals. For example, meeting rooms reference automotive pioneers, inventions and milestones. Spanning directional signage, room identification, environmental graphics, large-scale information elements and glass applications, the navigation was impressively integrated into the architecture.

Delivering a stronger connection between the company and its employees, the project was hailed as a "standout" by one judge. Another added, "This is a really special piece of work."



GENERAL PROJECTS AND PAGE STUDIO

London-based creative workplace campus Highgate Studios required a wayfinding strategy that would improve the everyday experience of people working on the campus, reduce friction in navigation and strengthen connection to place and identity. Page Studio crafted a place-led storytelling framework, where the history of the location's former wallpaper factory became a connective thread. The studio's production partners, Ascot Signs and Siant Creative, ensured elements like its sculptural A-frame structures were true to the site through their construction, application and materiality. A clear visual rhythm was achieved through the use of striking orange accents on totems and signage that cut through the industrial material palette.

A connected, people-centred workplace rooted in both heritage and contemporary use, Highgate Studios was praised by judges. "Excellent execution and well-produced wayfinding system," said one judge.

BEST WAYFINDING FOR WORKPLACES

FOURTH (FORMERLY WORKPLACE) | LIPTON TEAS AND INFUSIONS AND BLANK STUDIO

Blank Studio's wayfinding for Lipton Teas and Infusions' Global Services Hub in Katowice, Poland was described by one judge as "very fun and on brand." The project drew inspiration from three main sources: the tea brewing process, transparency and soft curves combined with natural textures. This resulted in a system that supports intuitive orientation and helps users understand spatial relationships between different zones.



SILVER

SILVER



STANHOPE AND THOMAS WHITE OXFORD WITH ENDPOINT AND FLETCHER PRIEST ARCHITECTS

Aimed at strengthening Oxford's position as a global centre for science and research, the new Oxford North district will provide one million square feet of laboratories, workplaces and other amenities. Endpoint and Fletcher Priest Architects' work allowed the district to feel like an extension of the city, with the intentionally unbranded wayfinding approach creating a visual identity designed for longevity and inclusivity. "This is a great multifaceted approach," said one judge.

BEST WAYFINDING FOR WORKPLACES

BRITISH LAND & ROYAL LONDON ASSET MANAGEMENT WITH FROST*COLLECTIVE

New landmark life sciences workplace in London, One Triton Square, required a wayfinding system capable of balancing technical precision with human warmth. Frost*collective met this challenge with a signage scheme that balances efficiency, precision and spatial logic with themes of biophilia and nature. Successfully reducing cognitive load and supporting the building's ambitious sustainability targets, the result by Frost* is a sophisticated, future-ready workplace wayfinding.



BRONZE



TRAVERS SMITH AND DNCO

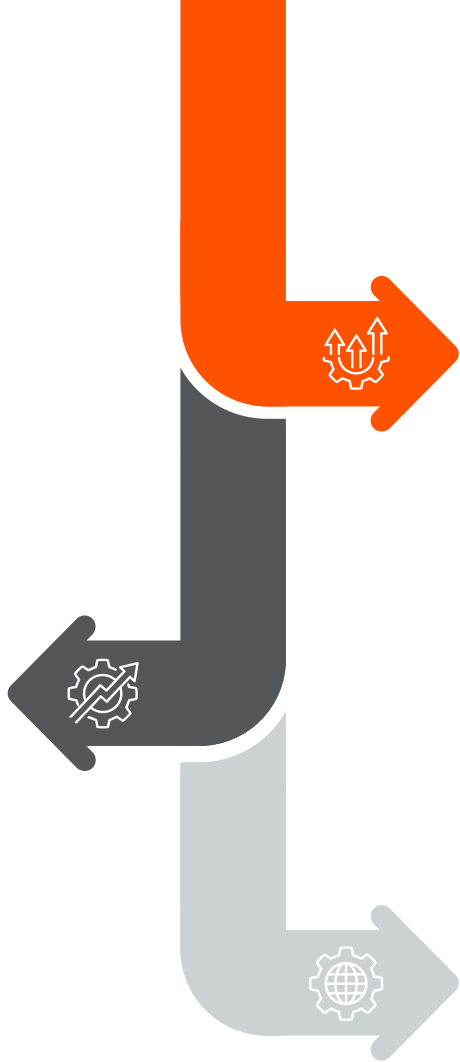
Corporate law firm Travers Smith turned to DNCO following its move to Stonecutter Court in the City of London. The landmark headquarters' wayfinding revolved around a beautifully crafted system using fine timber, subtly jointed with brass pins to articulate the firm's highly detailed approach. The outcome, which led to a harmonious client and employee experience, was praised by one judge for its simplicity.

BEST WAYFINDING FOR WORKPLACES

WINSTON TAYLOR PROJECT AND GRAPHIC:SR

Winston Taylor's impressive newly renovated London headquarters was reimagined under the key principle "Osmosis Learning" by GRAPHIC:SR. A wayfinding and map system, characterised by a modern and sophisticated palette, was devised that allows for ease of navigation. Other key design elements, including a bespoke pictogram suite, were praised by judges for successfully keeping to the feel of the building itself.





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You've invested time and expertise into developing a wayfinding strategy. Verifind helps you understand how people actually interact with it.

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Scan to learn how Verifind validates wayfinding systems with real user data.



on Based on Real User Data.

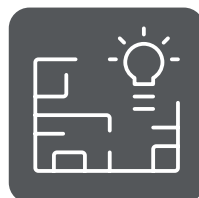


> What Verifind Delivers:



Eye-Tracking Analysis:

Measures where users look, what they miss, and what attracts attention.



Wayfinding Validation:

Tests whether navigation and signage work as intended.



Issue Identification:

Highlights missed information, decision-point challenges, and navigation barriers.



Evidence-Based Observations:

Provides data-driven insights to improve wayfinding performance.

BEST USE OF TYPOGRAPHY FOR WAYFINDING



A RESIDENTIAL CLIENT AND F.R.A.

A brand of student residences in London needed a unique feel for its latest location that could resonate with a younger audience. This was achieved by f.r.a, which devised a “natively 3D” typographic language that treated typography as a sculptural object. By utilising advanced video game 3D modelling software, the agency was able to refine characters that reflected the building’s architecture and brand ethos. The genuinely innovative design signalled to the gen Z and gen alpha audience that this residence does things differently in ways that matter to them, reflecting the brand’s ethos.

With the resulting system comprising nearly 1,500 signs across the 38-storey residence, one judge praised the “very interesting design.” Another added, “I admired the hard work they put in developing the typography.”

BEST USE OF TYPOGRAPHY FOR WAYFINDING

VASTINT AND BLANK STUDIO

Blank Studio used the elegant and distinguished NT Fabulous font, which was combined with the highly legible sans-serif Futura PT, for Gdynia's multifunctional complex, Waterfront. With the building's architecture rooted in modernism, judges were impressed with how well the typography aligned. "The look and feel of the typography worked well," said one judge.



BRONZE



ATAL AND BLANK STUDIO

Krakowska 37, a contemporary multifunctional building in the Polish city of Wrocław, had a wayfinding and signage system designed by Blank Studio that was in deliberate contrast to the interior architecture. The strong and visual Hardbop typeface was chosen to enhance both the legibility and impact of the overall system, successfully distinguishing the signage from the neutral interior architecture. One judge described the project as "very strong."

BEST INNOVATION IN DIGITAL WAYFINDING AND SMART NAVIGATION



BATTERSEA POWER STATION AND F.R.A.

As part of the project to strategically improve all aspects of wayfinding and customer experience across the iconic Battersea Power Station in London, f.r.a. replaced its digital wayfinding system. By developing an extensive UX strategy, f.r.a. needed to get visitors to understand the vertical nature of the site, which was achieved by crafting an easily recognisable isometric context map. The digital system also uses thoughtful screen sizes to maximise inclusivity and is fully compatible with mobile devices.

Along with launching on time and within the client's budget, the new system now covers an area 197% larger than the original. In addition, engagement on mobile devices now exceeds 100,000 interactions per month, prompting one judge to praise the digital system's clarity.

BEST INNOVATION IN DIGITAL WAYFINDING AND SMART NAVIGATION

HOSPITAL IN DENMARK AND MODULEX GROUP

Modulex Group crafted Verifind to battle ongoing confusion seen in a Danish hospital. Aiming to enhance the user experience for patients, visitors and staff, the technology identified visibility issues, decision points and hesitation points. It therefore successfully translated real user behaviour into practical observations for future wayfinding improvements.



BEST INTEGRATION OF **WAYFINDING** WITH **ARCHITECTURE AND INTERIORS**



GENERAL PROJECTS AND PAGE STUDIO

Highgate Studios, a 220,000 sq ft creative workplace campus in London, was formerly a collection of Victorian industrial buildings, including the former Sanderson wallpaper factory. Positioning its wayfinding as an extension of architecture rather than a separate communicative layer, Page Studio's strategy focused on the factory. This meant rooting Highgate Studios in craftsmanship, making and industrial geometry, which was achieved with the help of Ascot Signage. Meanwhile, Siant Creative helped embed the wayfinding within the fabric of the buildings by drawing inspiration from techniques that would once have been used on the site.

Judges praised the outcome: a system with improved legibility across the estate that supports intuitive movement between buildings and strengthens Highgate Studios as a cohesive creative workplace. "Excellent and beautifully produced," said one judge.

BEST INTEGRATION OF **WAYFINDING** WITH **ARCHITECTURE AND INTERIORS**

WINSTON TAYLOR PROJECT AND GRAPHIC:SR

The impressive, newly renovated 120,000 sq ft Winston Taylor London headquarters needed a graphics package to match. GRAPHIC:SR was responsible for crafting the new system, which carefully uses colour, particularly in social spaces, to communicate energy and humanness. Judges were impressed with the bespoke pattern for the feature staircase and reception area, with one describing the work as "very well integrated."



BRONZE



VASTINT AND BLANK STUDIO

With the architecture of Gdynia being strongly rooted in modernism, it was decided that multifunctional complex Waterfront should follow suit. Blank Studio devised elegant typography, simple pictograms and smooth graphic lines that align with this aesthetic, allowing the signage to become a subtle extension of the architecture. "Very sleek and stylish design," noted one judge.



BEST SUSTAINABLE WAYFINDING

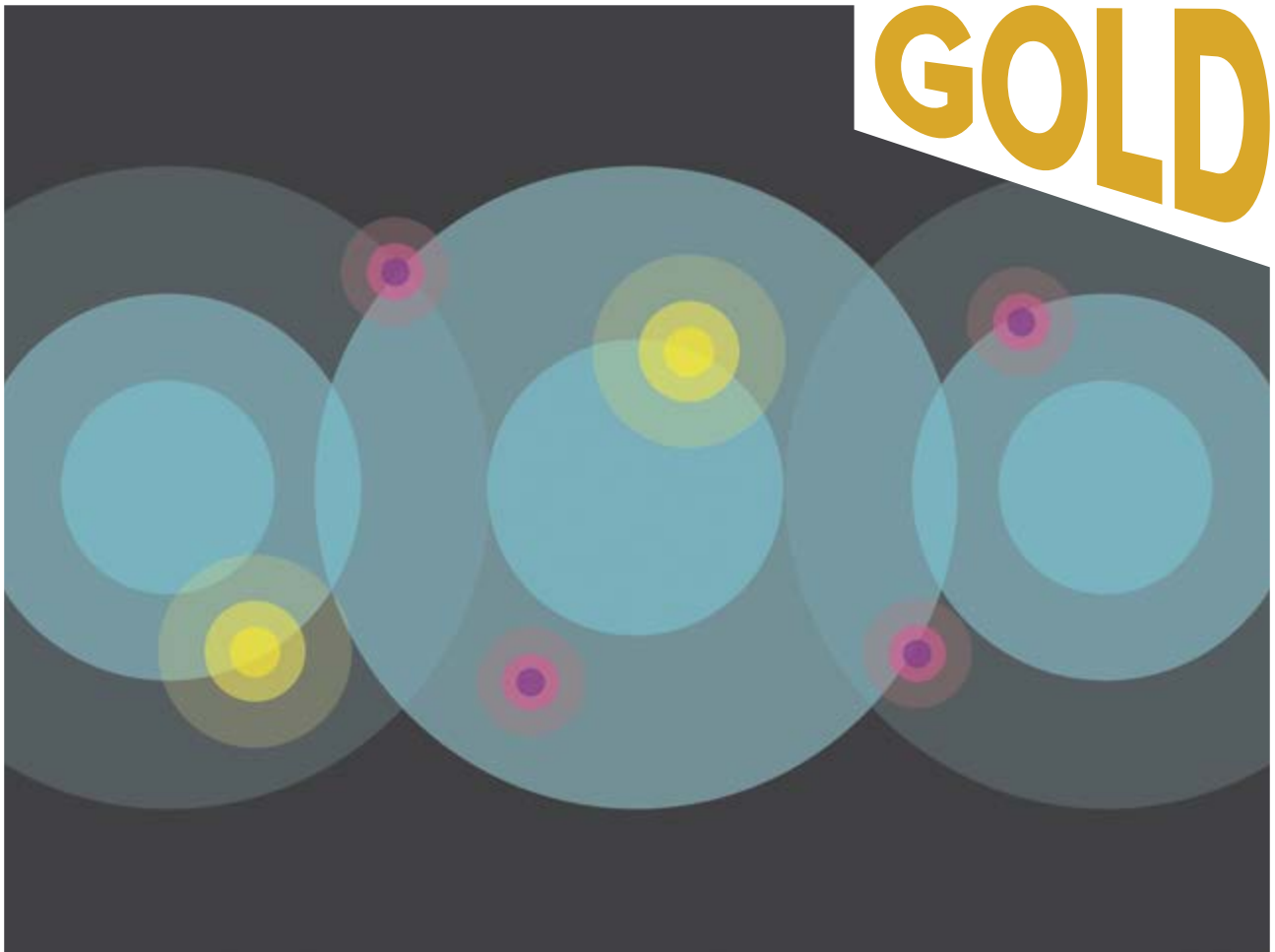


A RESIDENTIAL CLIENT AND F.R.A.

A social and culture-led student accommodation brand needed the help of f.r.a. to rethink its wayfinding and redefine its next stage. Aiming to craft something that could resonate with gen Z and gen alpha students, the agency reimagined signage through a “natively 3D” typographic language. The excellent outcome also adhered to environmentally responsible practices, as the 3D-printed signage produced minimal waste and consumed little power. The project worked hard to be sustainable, with emissions further reduced by partnering with a local filament manufacturer and leaving many signs in their raw, unpainted state.

The end result impressed judges for being innovative and easy on the eye, but also for its clear commitment to sustainable practices. “This project deserves credit for merging the innovative with the sustainable,” praised one judge.

BEST USE OF DATA AND RESEARCH IN WAYFINDING



MIJKSENAAR, P. WIENK AND B. DE BRUIN

Mijksenaar's research project Sound & Wayfinding explored how intentional sound design can improve the spatial legibility and navigability of public spaces. The project was extensive, featuring in-depth fieldwork with three blind experience experts, a research-through-design study with 66 sound design students at HKU University of the Arts and a citizen science study at four public museum events with 291 participants. The outcome was crucial insights into how sound can be deliberately designed to support orientation, navigation and spatial understanding. For instance, it found that blind travellers already use incidental sounds for orientation and navigation, and that newly designed gate signals outperformed existing ones on intuitive comprehension.

Judges immediately saw the potential benefits of this research project for improving accessibility and inclusivity. One commented, "This is an outstanding project in all areas and approaches data and research from a genuine, user-first perspective. Well done!"

BEST USE OF DATA AND RESEARCH IN WAYFINDING

BATTERSEA POWER STATION AND F.R.A.

To improve Battersea Power Station's wayfinding system, f.r.a. began the project by surveying its Guest Experience Team to define a strategic vision. From there, the results indicated customers are given inconsistent and sub-optimal directions between various points on the estate. This information then allowed the studio to successfully develop an extensive UX strategy for the site's digital wayfinding system.



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BEST ACCESSIBILITY AND INCLUSIVITY IN WAYFINDING

DENBIGHSHIRE COUNTY COUNCIL AND F.R.A.

With the new Parc Bodelwyddan serving a diverse community, f.r.a. needed to ensure its wayfinding design was appropriately inclusive and engaging. 3D sensory sign elements were utilised to invite tactile exploration, improving accessibility and visitors' knowledge of the site's biodiversity. One judge commented, "This is a clever solution that meets the needs of all visitors. Well done!"



BEST REBRAND OR REFRESH OF AN EXISTING WAYFINDING SYSTEM



ARTIS AND MIJKSENAAR

Despite being central Amsterdam's oldest zoo, Artis Natura Magistra's awkward wayfinding forced visitors to rely heavily on maps. To remedy this, Mijksenaar was brought onboard to engineer a system that improves clarity and legibility by standing out from the environment. The new design, built around the concept "Everyone Their Own Artis," leverages a colourful, expressive language inspired by concentric plant layers. Now divided into four distinct areas, biologically accurate pictograms depict animals, trees and objects throughout the zoo. The revised physical wayfinding is also intertwined with a digital system, allowing visitors to navigate with or without a smartphone.

"The introduction of colour is effective, and the use of colour and pictograms appeals to a younger target audience," commented one judge. Another judge praised the updated wayfinding for being "bright and colourful."

BEST REBRAND OR REFRESH OF AN EXISTING WAYFINDING SYSTEM

BATTERSEA POWER STATION AND F.R.A.

With a frequently failing system, Battersea Power Station called on f.r.a. to strategically improve all aspects of wayfinding and customer experience. During the project, f.r.a. aligned digital graphics with the physical wayfinding, added recognisable landmarks and emphasised the site's vertical journey. Receiving more than 100,000 mobile interactions each month, the revised website wayfinding map is now a top-performing page.



GRAND PRIX

WINNER



EVERTON FC WITH ENDPOINT AND BDP PATTERN

To win the 'Grand Prix' at the European Wayfinding Awards, a project must go above and beyond, pushing the art of wayfinding to new heights. Everton FC with Endpoint and BDP Pattern achieved just that for the Merseyside football club's new Hill Dickinson Stadium. But with 26 entrances, multiple concourses and tiered seating, the project faced real pressure to deliver a wayfinding system that allows fans to move from street to seat quickly and confidently under the time pressures of matchday.

The solution focused on creating a clear and intuitive matchday experience that revolved around a clever coding system based on numbers and letters. Forming the backbone of navigation, the system offers a clear sequence of information for fans, with a sophisticated signage system that means they are never more than seven metres from key information.

But the design wasn't just functional; it brims with the industrial heritage of Bramley-Moore Dock and the legacy of Everton's

former stadium, Goodison Park. For instance, totems and fingerposts are inspired by dock machinery and steelwork, while the concourses' visual language is unmistakably Everton.

During the club's inaugural season at the new stadium, the wayfinding system delivered clarity and confidence for fans on their matchday journey. However, what really impressed judges was how the system plays a meaningful role in shaping the emotional experience of the stadium. One commented, "The system speaks to the history of the city, with nods to the old stadium." Another judge added, "A modern design that's fitting for a new stadium, but also in keeping with its surroundings."

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ambition and collaboration.



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