CROSSING BOUNDARIES IN DESIGN:
ALTERNATIVE CAREERS IN DESIGN

Jan Lorenc, Chung Youl Yoo

LORENC+YOO DESIGN

February 27. 2008

The merging of two giants, Sony from Japan, strong in marketing, and Ericsson from Sweden strong in technology merging their cellular phone divisions to produce a powerful entity in the marketplace. The initiative was led from Japan and Sweden with American marketing participating in the brand launch in the USA and European marketing leading the European brand launch. Their intent was to produce a unified effort showing a single face to the worldwide public. The sensitivities of Europe and Japan came into play when the American marketing entered and attempted their temporal approach which was event orientated not brand orientated.
KOREA

Cultural Research and Market Definition
KOREA
Strategic Alliance with Box&Cox and GL Associates

Lorenc + Yoo Design formed an alliance with Box & Cox and GL Associates in 2000 in order to pursue projects in Korea and Asia.
4.5 개발비 고려사항

- 이용자의 인식과 제고를 위하여 정보의 위치를 설정하고 시설 위치별 수록정보의 차별화를 도입
- 고보간단위의 고유성과 구별이 어려운 공간, 색채, 텍스트의 기본형태를 적용함으로써
  이미지 동질화와 구독성의 충진을 도모
- 이용자의 위주로 Signage System 을 배치함으로써 이용의 편리성과 효율성 확보
- 안내와 길지 등의 구역적 표현에 요구되는 장소에는 주조색과 이에 조화를 이루는
  색채를 채택하여 교보간단위의 환경이미지 표현

- 안내체계 만족성 제고 측면의 고려사항

시각 Signage System 범위와의 관계

 lorenc-yoo design box & cox consortium

LEARNING THROUGH CONTEXT
Jack Nicklaus Golf Club of Korea
Gateway and Signage Design

As a part of the Incheon project called New Sondo City LYD is developing the vernacular for signage, materials, and water feature.
Samsung Rising Hand

Sculpture

Icon for major international airports to be an innovative brand communication medium.
DUBAI
Strategic Alliance with HQ Creative of Dubai

Lorenc+Yoo Design established an alliance with HQ Creative in 2003 to design projects in Dubai and in the Middle East.
TOWN OF NOTHING, AZ.
FOUNDED 1977. ELEVATION 3280'
THE STANCH CITIZENS OF NOTHING
ARE FULL OF HOPE, FAITH AND
BELIEVE IN THE WORK ETHIC.
THRU THE YEARS THESE DEDICATED
PEOPLE HAD FAITH IN NOTHING
HOPED FOR NOTHING, WORKED
AT NOTHING, FOR NOTHING.
Dubai Festival City: Gateways for Resort Community and Signage Design

Evaluate the character of the project and evolve a series of vernacular studies
ITEM 1: MAJOR ENTRANCE STATEMENT FROM AL RABAT STREET - SCHEME “A”

LEARNING THROUGH CONTEXT
Dubai International Financial Center: Communication Media for Dubai Stock Exchange and Financial Hub

Evaluate the existing architecture and how a media component can be added.
LEARNING THROUGH CONTEXT
Jumeirah Golf Estates: Architectural Character Development and Signage Design

Evaluate the character of the project and evolve a series of vernacular studies
Birmingham Airport Flight Sequence
Birmingham, AL
HOH/PBS&J Landscape Architects
Campus Gateway and Wayfinding Program for

NORTH CAROLINA STATE UNIVERSITY
PHASE 2: CONCEPT DESIGN: SET A TONE FOR DESIGN ATTITUDE WITH ALTERNATIVES PRESENTED
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PHASE 3: SCHEMATIC DESIGN: EVOLVE THE SINGLE DESIGN SCHEME
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VISITOR INFORMATIONAL & DIRECTIONAL

VISITOR ORIENTATION KIOSKS

STREET NAME AND BUS STOP IDENTIFICATION
PHASE 3: SCHEMATIC DESIGN: EVOLVE THE SINGLE DESIGN SCHEME

AREA/LOT IDENTIFICATION

BUILDING IDENTIFICATION

CENTENNIAL CAMPUS BUILDING IDENTIFICATION
PHASE 3: SCHEMATIC DESIGN: EVOLVE THE SINGLE DESIGN SCHEME

RETAIL IDENTIFICATION

ACCESSIBLE SIGNAGE SYSTEM

BUILDING MOUNTED ADDRESS NUMBER ID
NC STATE UNIVERSITY

PROTOTYPE BUILDING SIGNS
Design Intent Drawings (Sign Type 8A and 9C)

LORENC DESIGN

LEARNING THROUGH CONTEXT
PHASE 4: DESIGN DEVELOPMENT: REFINE THE DESIGN

LORENC+YOO DESIGN

LEARNING THROUGH CONTEXT
GEORGIA–PACIFIC : Distribution division Headquarters, Denver

110,000 sf overall call center by idea-span.

1,000 sf reception exhibit and scattered images and materials through the space.

Infuse the product and history of the division into the overall industrial like space with 24’ tall central space and 18’ tall overall space.
HAWORTH NEOCON SHOWROOM
LEARNING THROUGH CONTEXT
Word Spring
Visitors Center – Orlando, Florida

4,500 sf floor visitors center

30,000 sf masterplanned phase 2 center
LEARNING THROUGH CONTEXT
Mayo Clinic Heritage Hall

Museum Planning and Design
Rochester, Minnesota
The Exhibit Storyline
(Transformation begins with everyone)
*DRAM of Theatre is Heart of exhibit & states metaphorical message of exhibit on drum “The Ripple Effect” in theatre presentation — “The Heart of Maybloc is its spirit of philanthropy”

**Conceptual Diagram**

- **Temporary Exhibit** viewed from elevator corridor
- **Theatre Drum** seen from corridor
- **Unique Display** seen from corridor: TV/Media sculpture
- **Temporary Exhibit** / Light Box Storage & equipment
- Safety exit
- Seating as place to pause & reflect
- Axial view to bold graphics
- Slanted Timeline wall is Datum for exhibit & modulates sunlight to exhibit

**Utilize existing site walls & signage**

**Existing Need** for control (usually) take away materials

**Welcome by flowers & receptionist** See-through entrance to Bold Blue Colored Drum

**Corner view** to exhibit has 2-sided display - invites visitors inside

**Arrival** - "Wow"

**Exterior "Showstopper" view from outside**

**Direct exterior views to underground skylight**
Entrance Perspective – (Looking into AREA 1, philanthropy, and AREA 3, the time line, from the entrance)
Exhibit Perspective – (Looking into AREA 3, the time line, and AREA 4, the Mayo family, from the entrance to the theater)
LEARNING THROUGH CONTEXT
LEARNING THROUGH CONTEXT
LEARNING THROUGH CONTEXT
MAYO CLINIC
HERITAGE HALL

MAYO CLINIC HAS BEEN
A GOOD FRIEND TO OUR FAMILY
FOR MANY YEARS.
LEARNING THROUGH CONTEXT
When a client says, "This is us, this is our story!" we know that we have found the essence of the narrative. In many cases clients understand their own story, but are not able to communicate it’s essence in their built environmental narrative. Our task is to read between the lines and immerse ourselves in the overall story, to craft a narrative appropriate to their audience and to create the best expression for their story within the environment.
THANK YOU

LORENC+YOO DESIGN