



The Westerbegraafplaats is one of Ghent's largest and most beautiful cemeteries. It is a green oasis of rest and serenity. To show visitors the way, completely new signage has been installed, entirely in keeping with the atmosphere of the cemetery. Besides designing in the right atmosphere, customer friendliness was also important. The new range of information signs displays a clear intuitive wayfinding with attention to environment and visitor.



Authority

City of Ghent
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Location

Ghent, Belgium

Ghent Cemetery parks

Bruns, together with several other partners, implemented Bailleul Design Agency's design for the city of Ghent. The assignment consisted of signage, square markings and information signs with map of the Westerbegraafplaats in Ghent. From engineering, production to installation, Bruns was responsible.

Because the signage is for outdoor use, the project had some technical challenges. For example, the information signs have a special blue-steel treatment. In addition, one of the information signs has a hatch that can be easily opened and closed by elderly people. A robust mechanism that can withstand weather and is user-friendly has been developed for this purpose.

The recognisability of the signings has been enhanced by the inclusion of a large prominent yellow line in the form of a leaf vein. In addition, the information signs also have multi-coloured screen prints, creating a nice 3D effect in the symbols.



Destination

Cemetery park

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

Bailleul Ontwerpbureau

Burggravenlaan 321

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Start

November 2021

Delivery

November 2022