



UNITING CHARLESTOWN

Signage & Wayfinding

External Signage — Initial Thoughts

17.05.23

Form–A Studio

Content

Prepared by
Form—A Studio *for*

Uniting

- 01 Introduction
—
- 02 Observations
—
- 03 Narrative
—
- 04 Design Principles
—
- 05 Wayfinding Experience
—
- 06 Next Steps

01 Introduction

Introduction

This document represents the first phase of our work in the definition of the external Wayfinding Strategy for **Uniting Care Charlestown**. It is a phase of observation, research and reflection on Country, Context and Architectural intent.



02 Observations

Context

A natural treasure

Nestled within the captivating convergence of the serene Lake Macquarie and the majestic expanse of the ocean, this area represents a luscious sanctuary where the natural elements orchestrate a symphony of inspiring grandeur.

This scheme embraces the powers of natural forces to bring to life the underlying energy between expansive and restrictive natures. We sense a strong yet serene atmosphere, balancing a shattered order and purposeful chaos between freshwater and saltwater.

Conveniently situated within a suburban residential area, the site enjoys excellent connectivity to key points of interest, transportation, bustling commercial activities, and the Charlestown Square shopping centre.



Architecture

Responding through the built form

The architectural response of the project seamlessly integrates with the environment, skilfully harnessing the natural surroundings to its advantage.

The diverse brickwork creates a rhythmic pattern that enhances the external ambience, while the sculptural façades open horizontally and vertically. The incorporation of warm textures celebrates the site's richness and also reflects the intention to create an inclusive design that appeals to people of all generations. By utilising warm materials, the project pays homage to its Connection with Country, inviting a sense of welcome and belonging.

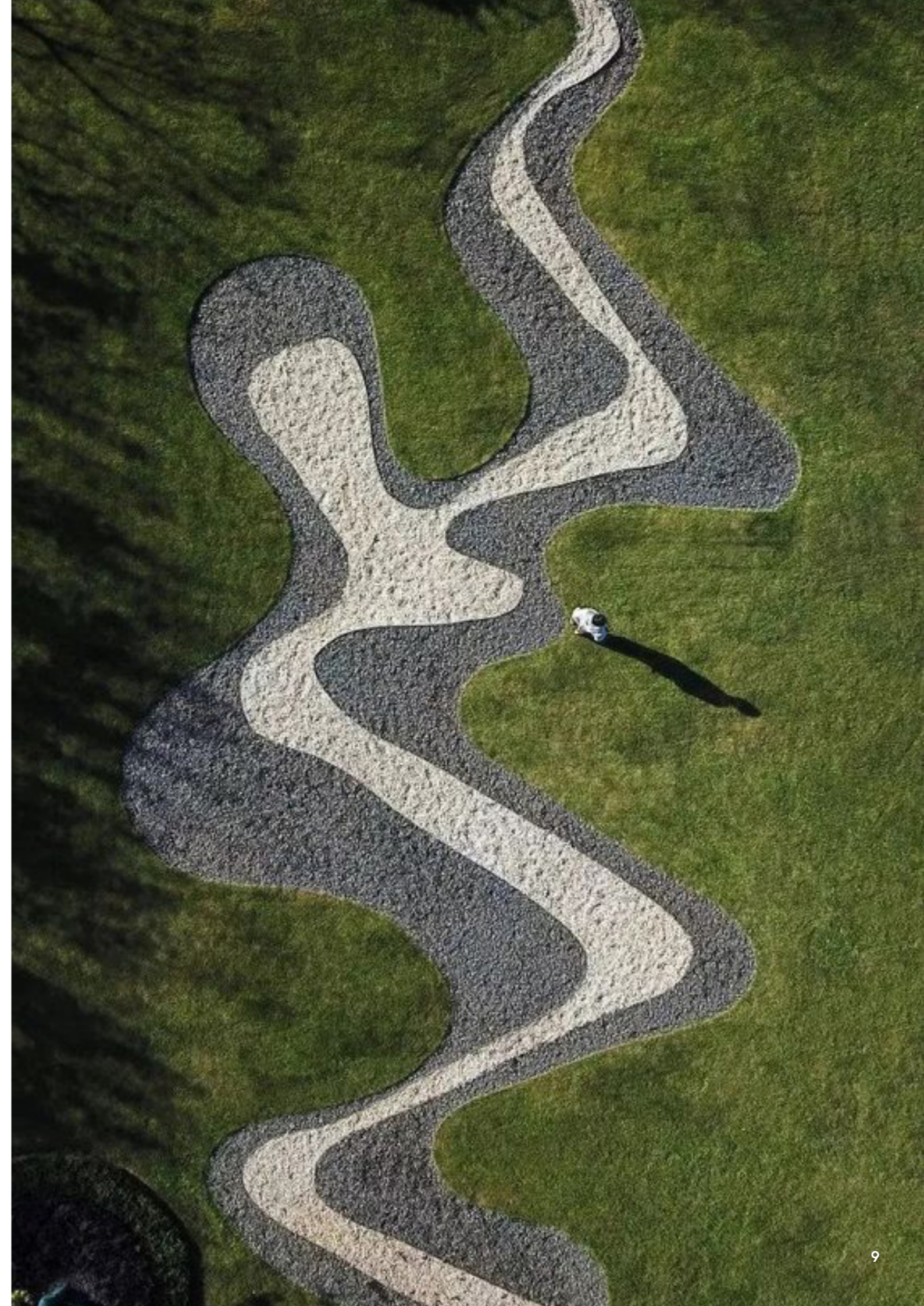


Landscape

Connecting to Country

The landscape approach exemplifies a profound connection to Country, place, and the future community of the development. This is achieved through a thoughtful selection of materials that minimise reflectivity, ensuring the comfort of senior community members, while also weaving a narrative of healing by utilisation of native species and through Indigenous storytelling opportunities.

The material palette respects the site's heritage and embraces a sustainable vision for the future, fostering a sense of belonging in all areas of the development.



Wayfinding

A new journey

As wayfinding designers, our intention is to build upon the narrative established by these approaches.

We aim to provide a seamless and intuitive wayfinding strategy that aligns harmoniously with the architecture, while also contributing to the healing of Country through storytelling and creating opportunities for contemplation and reflection upon place.

Our objective is to create a cohesive and meaningful experience for all who navigate the space, fostering a deeper connection to the environment and enhancing the overall sense of place.



03 Narrative

From Country

Drawing inspiration from the timeless wisdom embedded within Country, we attentively listen to its ancient voice.

At the core of our design concept, we honour the profound spiritual connection between the land and the Awabakal People. Guided by the **dynamic interplay of salt water and freshwater energies**, we embrace the **transformative power of natural elements**, allowing their **forces to shape every form and infuse our design with vitality.**





From
COUNTRY

LAND

WATER

WIND

From *Architecture*

Informed by the architectural intent, we embrace and respect the established **rhythm of the structure**, as well as the **sculptural forms** that define the architecture.

By breathing life into the materiality, we seek to create a harmonious connection between the physical environment and the individuals navigating it.

With empathy at the core of our design philosophy, we aim to **craft a wayfinding system** that guides and engages, resonating with the users, and **enhancing their overall experience.**



From
ARCHITECTURE

MATERIALITY

STRUCTURE

RHYTHM

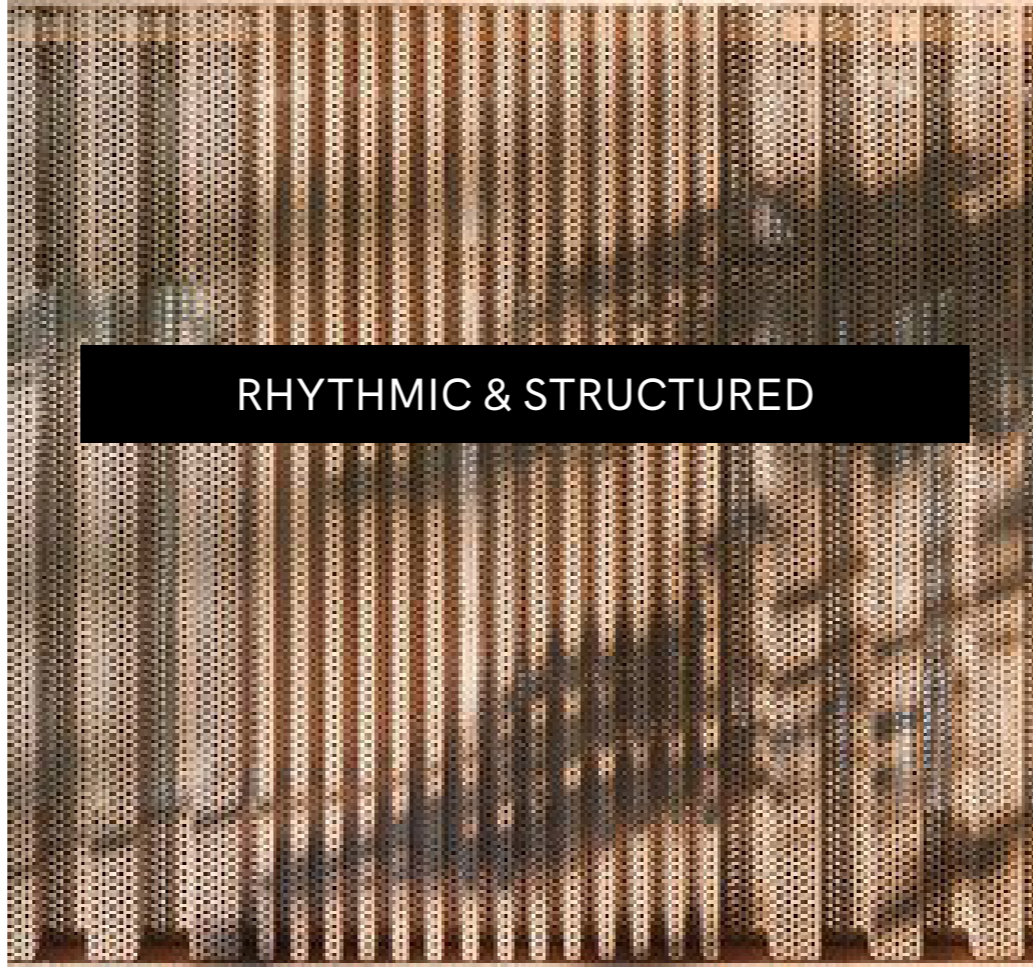
04 Design Principles



IN HARMONY WITH COUNTRY



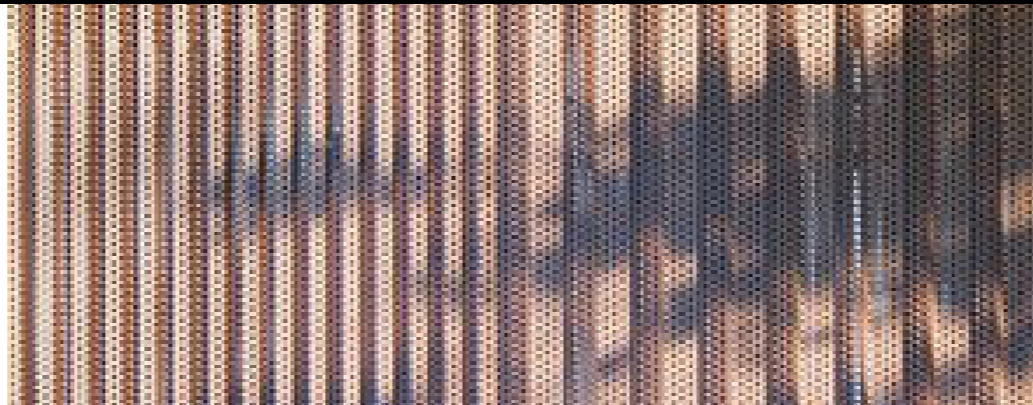
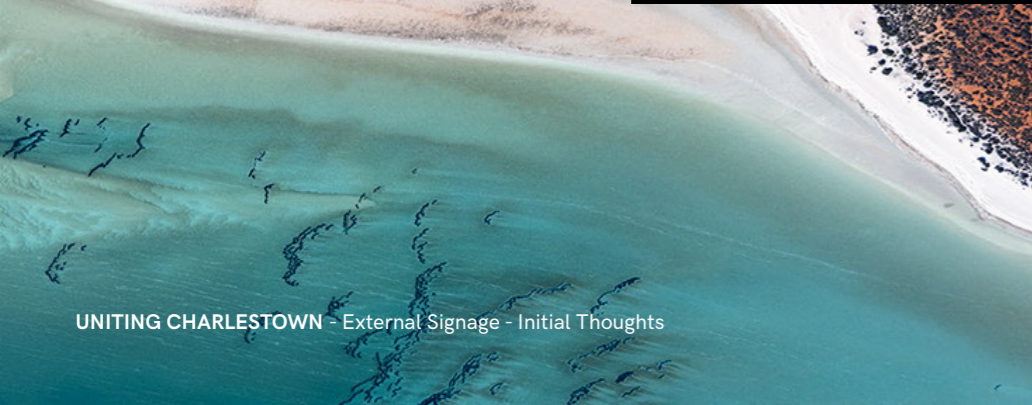
RHYTHMIC & STRUCTURED



INCLUSIVE & WELCOMING



How our principles inform our wayfinding intent.



IN HARMONY WITH COUNTRY

Inspired by forces of Nature:

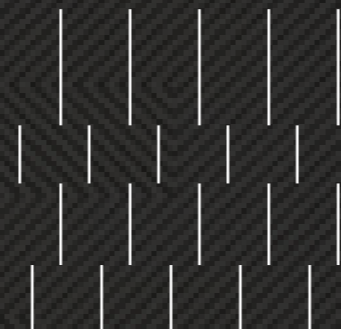
We will draw inspiration from the natural elements and the inherent connection between the land and its people. By incorporating **organic shapes, colours, and materials** that resonate with the surrounding environment, our wayfinding design will seamlessly celebrate the Awabakal People, evoking a **sense of unity and respect**. We look forward to connecting with your appointed Consultant to ensure authenticity in our approach.



RHYTHMIC & STRUCTURED

Uplifted by the architectural momentum:

Building upon the architectural rhythm and structure, our **wayfinding design will embrace the established flow within the space.** Through carefully crafted placement, repetition, and sequencing of signage and visual cues, we will create a **cohesive and intuitive wayfinding system that seamlessly integrates with the architecture,** enhancing the overall spatial experience.



INCLUSIVE & WELCOMING

Aimed to create a new community:

Our wayfinding design will **prioritise inclusivity to engage and guide all users, regardless of age, abilities or background.** By incorporating interactive elements, storytelling, and meaningful moments of reflection, we will foster a **sense of immersion and belonging.** Through clear and approachable signage, we will ensure that everyone feels welcome and empowered to navigate the space confidently, fostering a strong sense of community.



05 Wayfinding Experience

Wayfinding

Intention

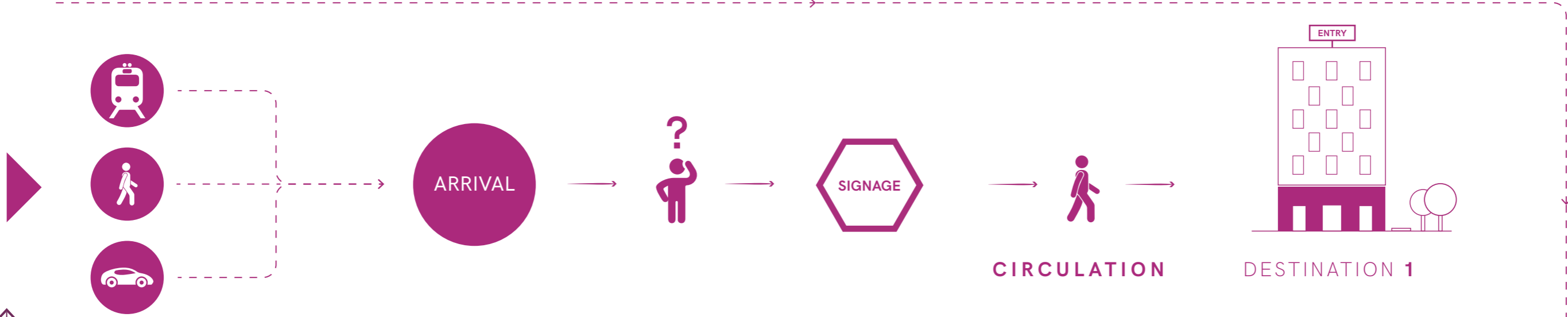
Our approach to wayfinding goes beyond functional navigation. We recognise that thoughtful design and clear signage contribute to the overall liveability of a place. By providing intuitive wayfinding solutions, we enhance the experience of residents, visitors, and users of the space, making it more accessible, convenient, and enjoyable.

Through engaging storytelling and carefully crafted spaces for reflection and learning about Country. Wayfinding becomes a means to honour the rich cultural heritage, creating opportunities for individuals to connect with the environment and reflect upon their sense of place.

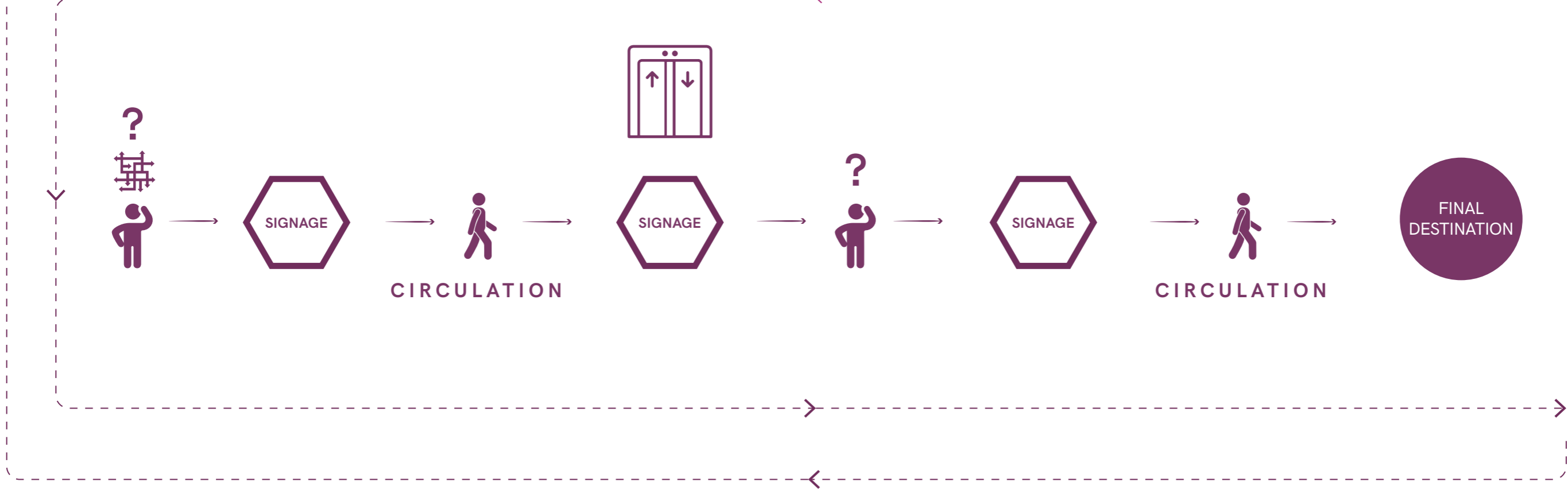


Wayfinding Experience

EXTERNAL



INTERNAL



RETURN

Design Direction

Inspired by energy and rhythm

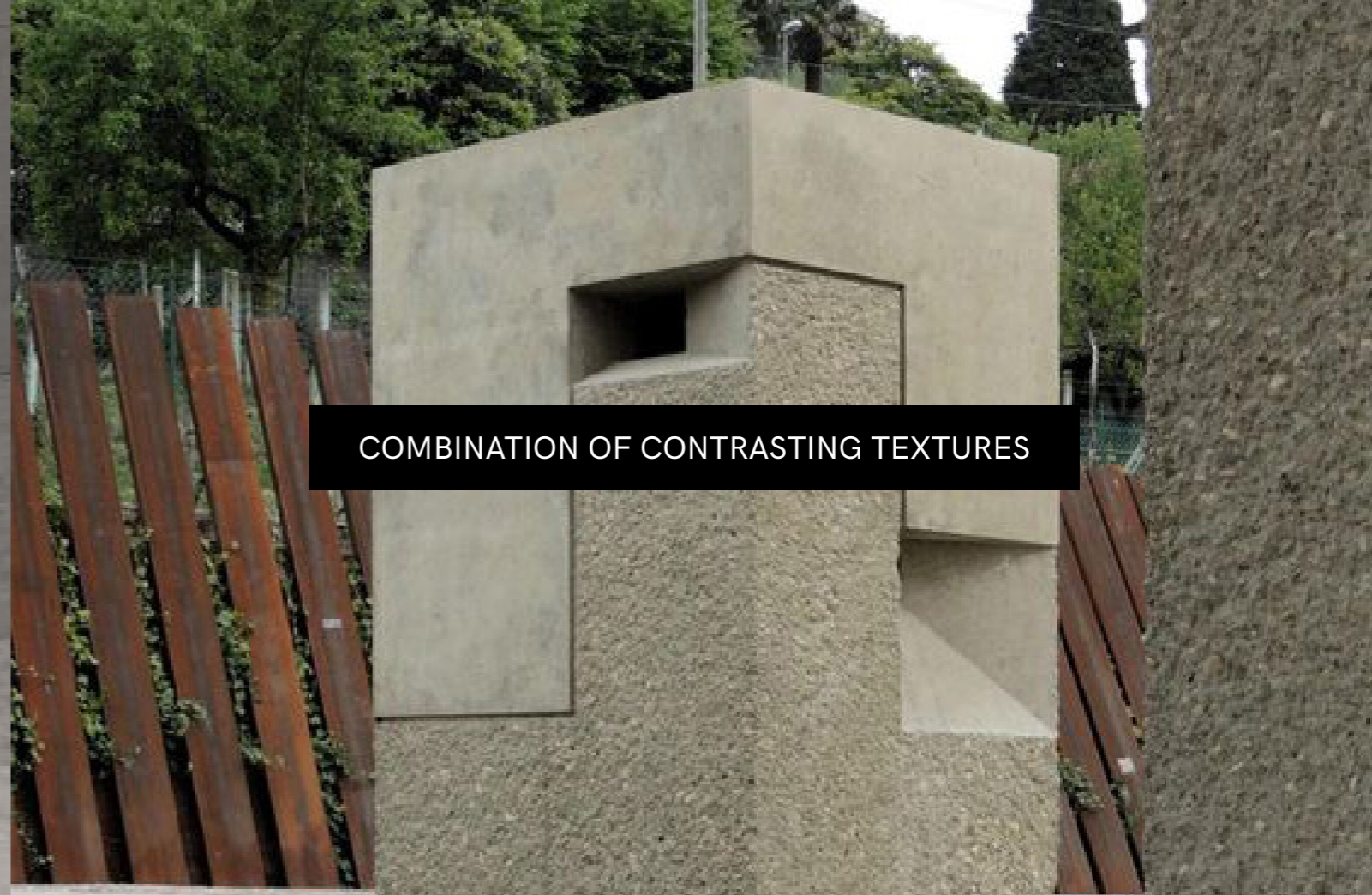
Following research and reflection, our design intent is rooted in a narrative inspired by Country and the dynamic energies of nature, harmonising with the rhythm inherent in the architecture. Warm tones and natural materials will be employed to support this vision, working in unison with the lush vegetation to enhance the overall sense of place. The integration of art and architecture will be carefully considered, creating a wayfinding journey that is intuitive and contributes to the aesthetic beauty of the spaces.



Erosion of Forms and Layering of Time



TRANSLATING LAYERING



COMBINATION OF CONTRASTING TEXTURES



OFFSETTING FORMS



JUXTAPOSITION OF MATERIALS



SCULPTURAL BEAUTY




REVEALING DETAILS



ELEGANT TONES





A Dialogue with the Architecture

16
—
28



SIGNAGE INTEGRATION



CELEBRATING RHYTHM



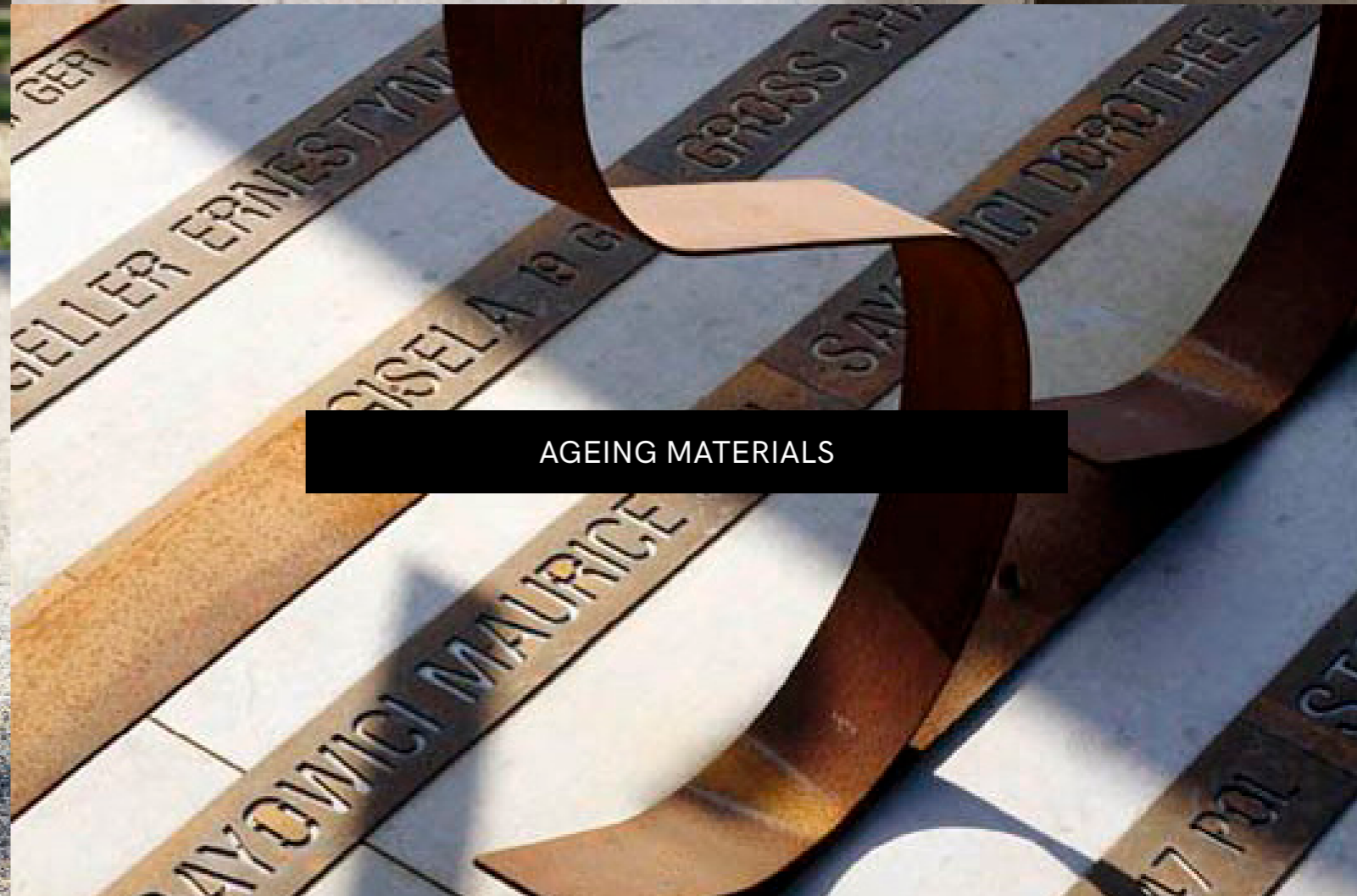
POSITIVE & NEGATIVE



EMBRACING THE LANDSCAPE PALETTE



REFINED DETAILS



AGEING MATERIALS



A Welcoming Portal



PHIL HARDBERGER PAI

BUILDING IDENTIFICATION & ART INTEGRATION



NATURE & HUMAN INTERACTION



FRAMING THE ENTRIES



CELEBRATING PLACE



EXPOSING DETAILS



PLAY WITH RHYTHM

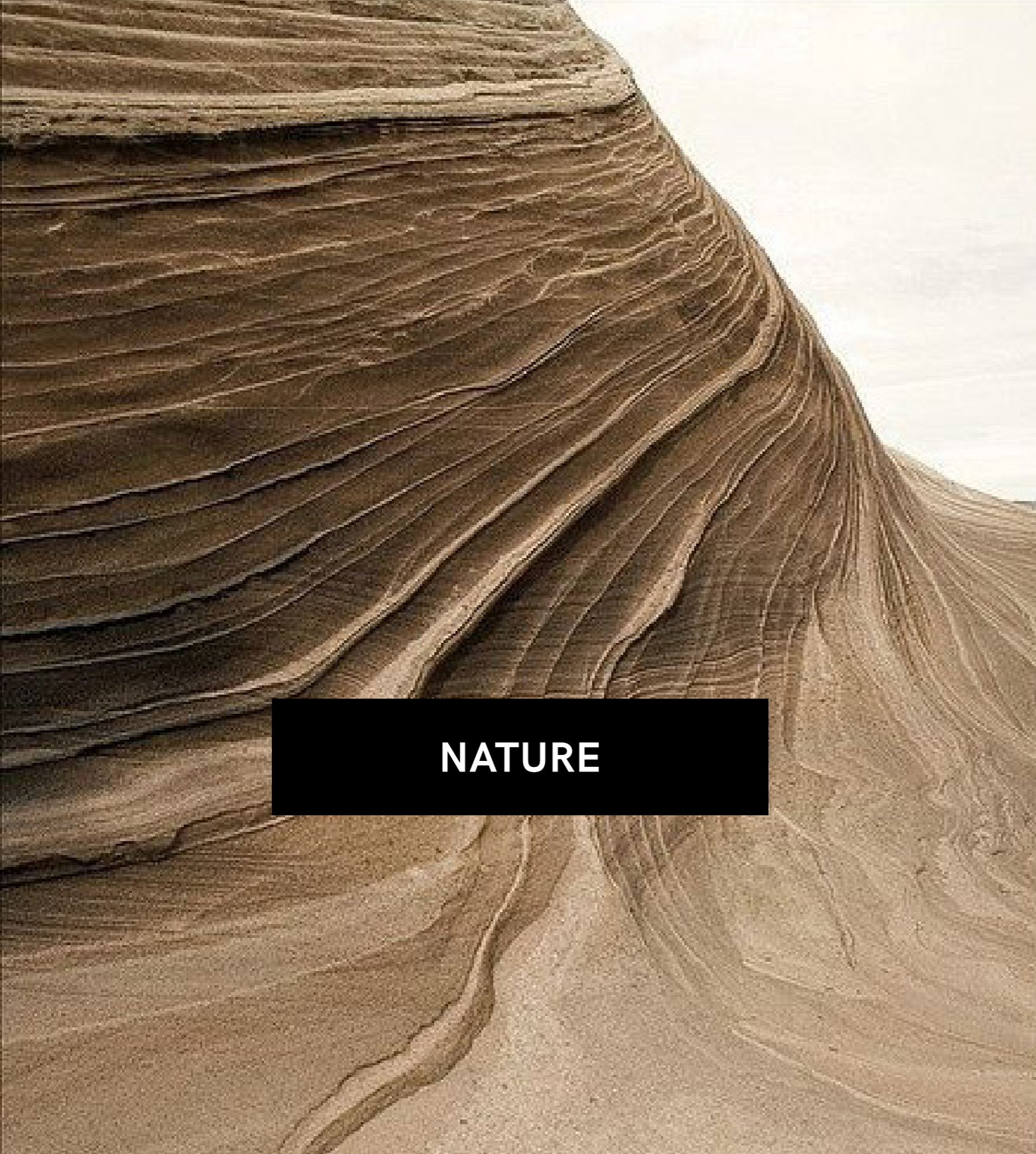


ROUGH



SMOOTH

We reflect on the contrast between the energies of the two environments and their textures

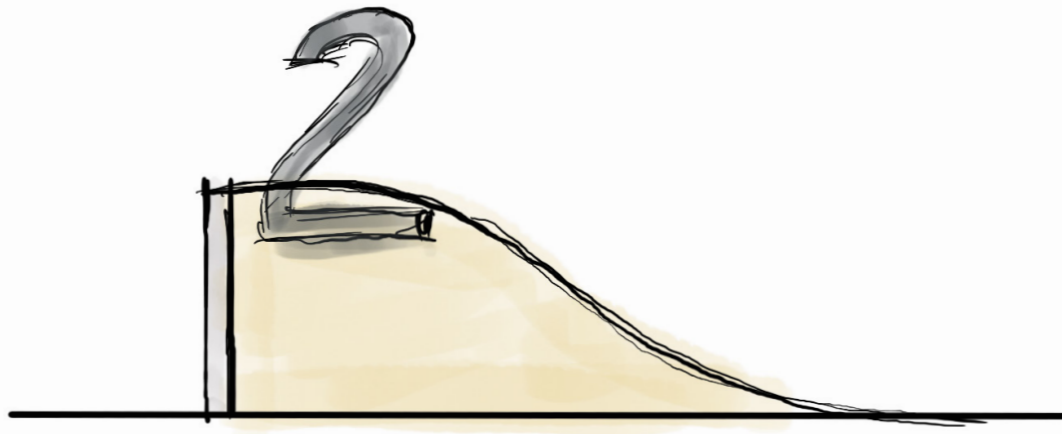


NATURE

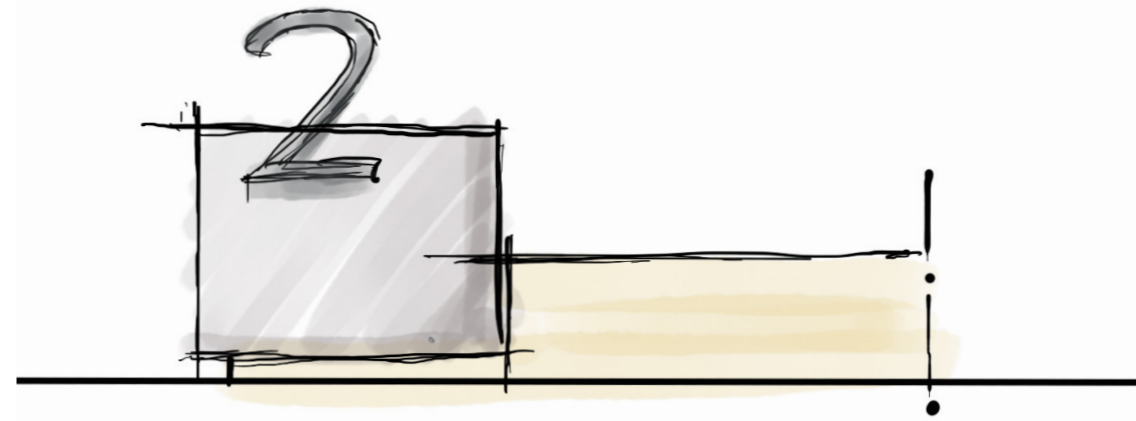


HUMAN INTERVENTION

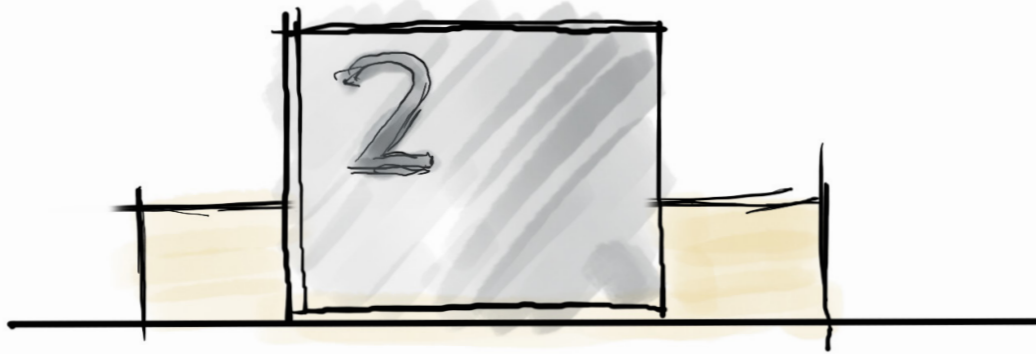
We reflect on the constant dialogue between the natural surrounding and the human presence



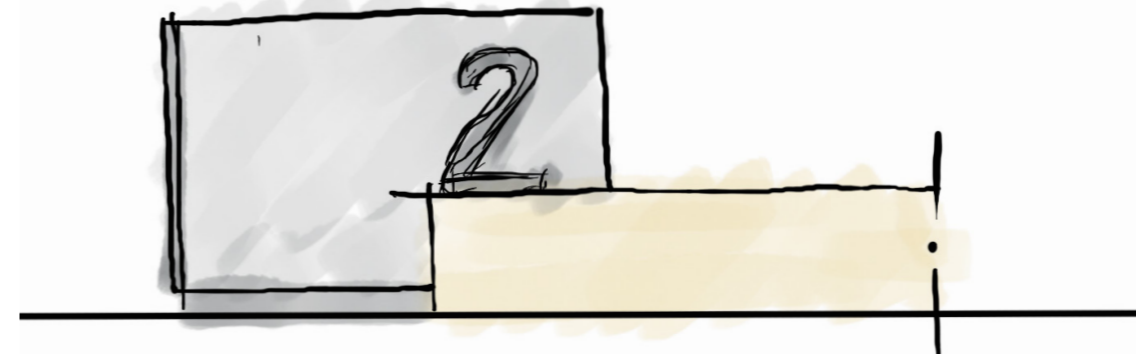
EMERGE



INTEGRATE

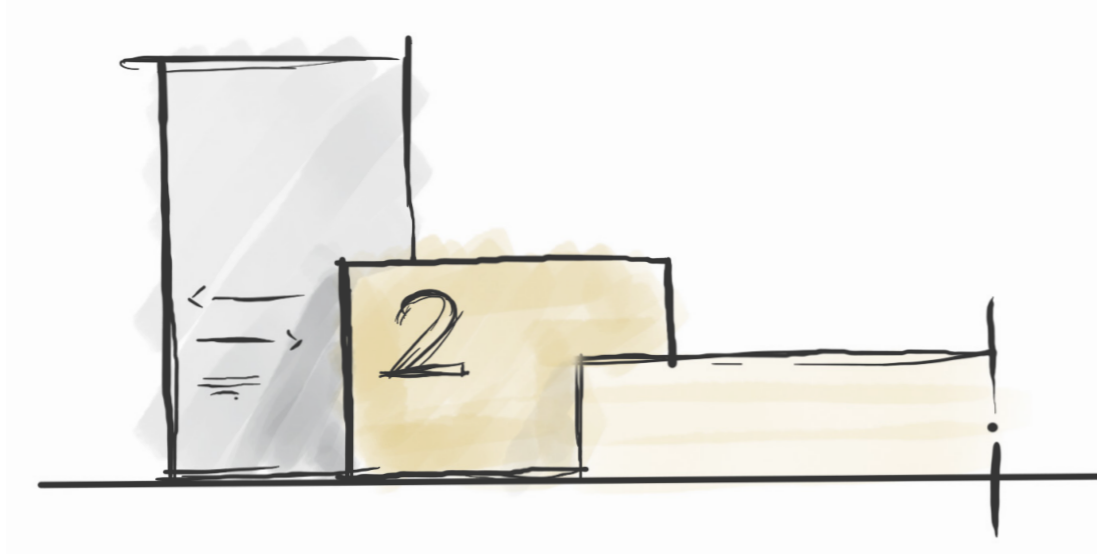


INSERT

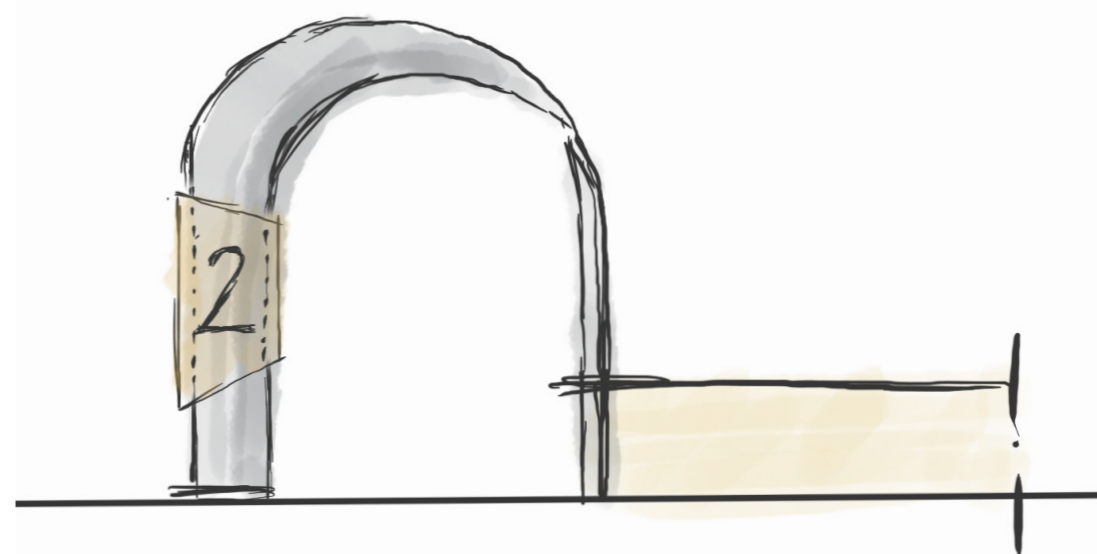


WRAP

DESIGN STUDY



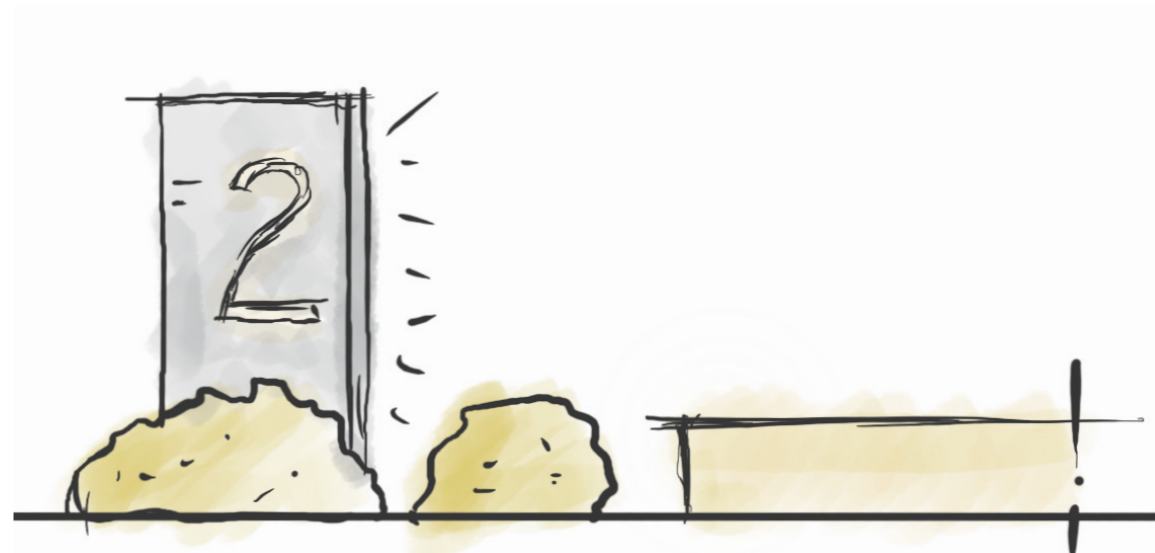
COMBINE



PORTAL



PORTAL DIALOGUE



CONTRAST

DESIGN STUDY



DESIGN STUDY

06 Next Steps

Form-A Studio