



Chief Andrew Isaac Health Center

LOCATION: NEW YORK CITY, NEW YORK
DESIGN: SIGNAGE & WAYFINDING, EXPERIENTIAL GRAPHICS

The Tanana Chiefs Conference (TCC), a group of tribal Chiefs in the Interior Alaska regions, sought to bring additional cultural engagement with unique graphics displayed throughout an expansion building that would offer oncology and urgent care.

- Worked along side the TCC Cultural Committee, a group of tribal elders, to developed a design concept that would highlight their community's traditions of healing with Medicinal plants.
- Used botanical research provided by the CC, to create a series of beautiful hand-crafted graphics with a different medicinal plant representing each department and life-size tree graphic in the stairwell.
- Used the current sign standards to maintain a cohesive wayfinding solution between both buildings, department plant icons and a new "blueberry blue" accent color were added on all interior signage in the expansion building.



Project Responsibilities: project design lead, department wall graphic artist, department icon selection, department story layout, and signage programming lead, design intent documentation co-author

CHIEF ANDREW ISAAC HEALTH CENTER

LEVEL ONE

- HEMATOLOGY AND ONCOLOGY
- URGENT CARE
- DIAGNOSTIC IMAGING



1. Rose Hips
rosa acicularis



2. Juniper
juniperus communis



3. Fireweed
epilobium angustifolium



4. Willow
salix sp.

CHIEF ANDREW ISAAC HEALTH CENTER

FIREWEED

PUBLIC LOBBY



WILLOW

DIAG. IMAGING



WHITE SPRUCE

SURGERY CENTER



CROWBERRY

SPEC. CLINICS



JUNIPER

URGENT CARE



ROSE HIPS

HEMA & ONCOLOGY



CHIEF ANDREW ISAAC HEALTH CENTER



Native Name *
Choose 1 name from the word document for title

Plant Icon *
Icon will match room signage

Geographic Region
This will match chosen Native Name's region in word document

Additional Native Name *
If desired, choose up to two (2) additional Native name and region to be shown on graphic

English and Scientific Name

Body Copy *
Choose what recorded medicinal uses to feature in graphic.

Character count not to exceed 475

All copy has been paraphrased for brevity from "Medicinal Flora of the Alaska Natives," by Ann Garibaldi.

Native Name

Geographic Region

Additional Native name (region)
Additional Native name (region)

Rose Hips.

Rosaceae

Symptoms treated with rose hips were colds/flu, eye problems, fever, menstrual problems and stomach troubles with infusions and decoctions.

Dena'ina recorded uses:
The bark of rose stems was prepared as a tea and drunk to treat colds. Thorns were burned off the stem and scraped, and inner and outer bark was steeped and prepared as tea as a treatment for colds, fever, menstrual and stomach cramps. Rose tea was one of a series of steps to treat serious colds with pneumonia potential.

For sore eyes, an eye wash can be prepared by soaking rose petals in hot water and then cooling the liquid.

"Medicinal Flora of the Alaska Natives" by Ann Garibaldi



CHIEF ANDREW ISAAC HEALTH CENTER

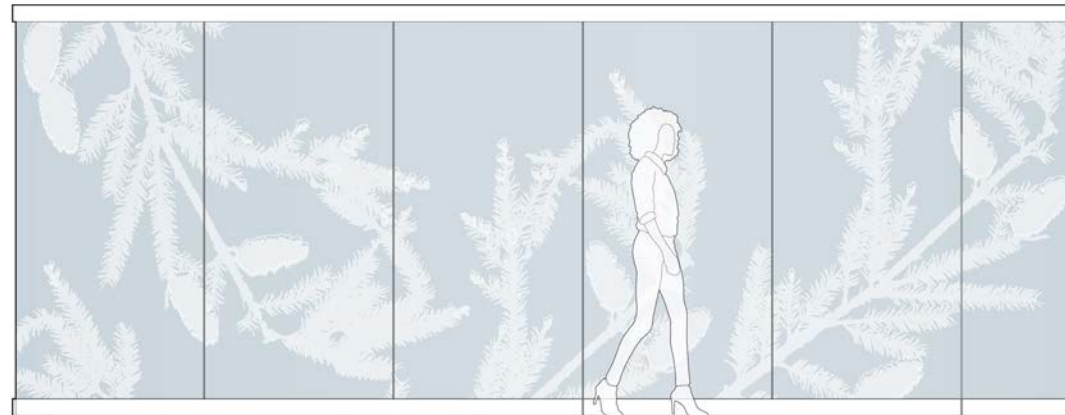


Rosehip Consult Room

B1-234



CHIEF ANDREW ISAAC HEALTH CENTER



CHIEF ANDREW ISAAC HEALTH CENTER



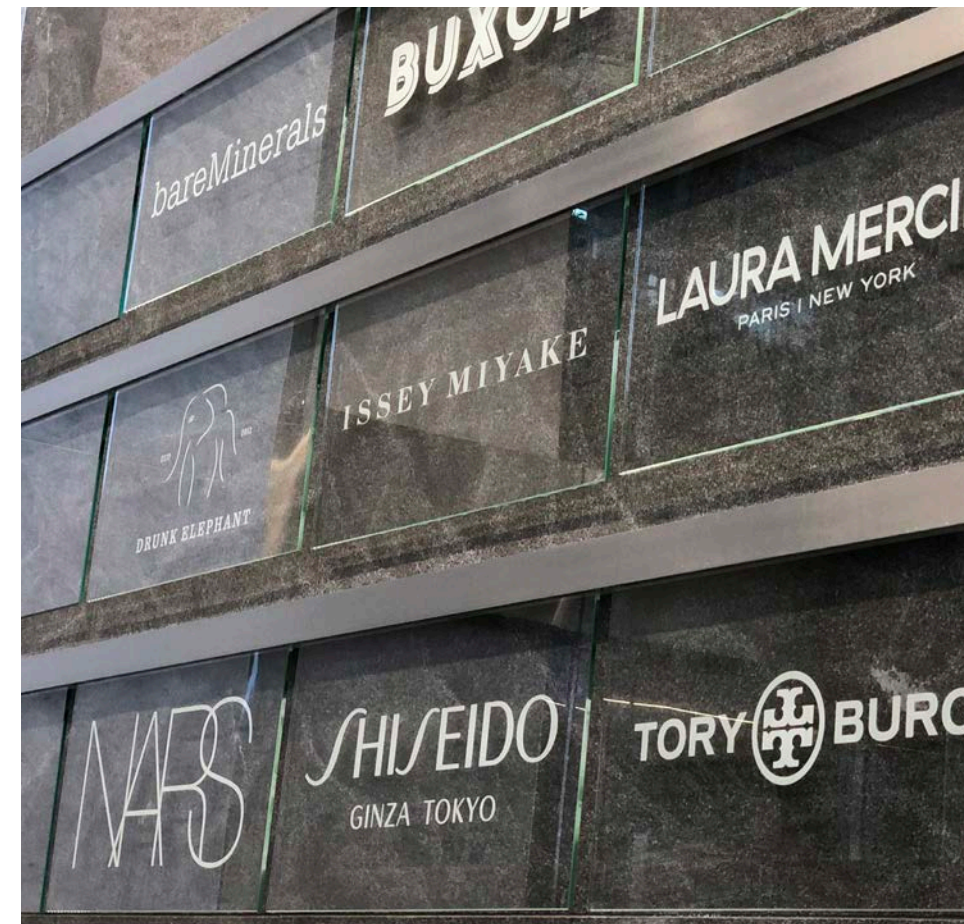
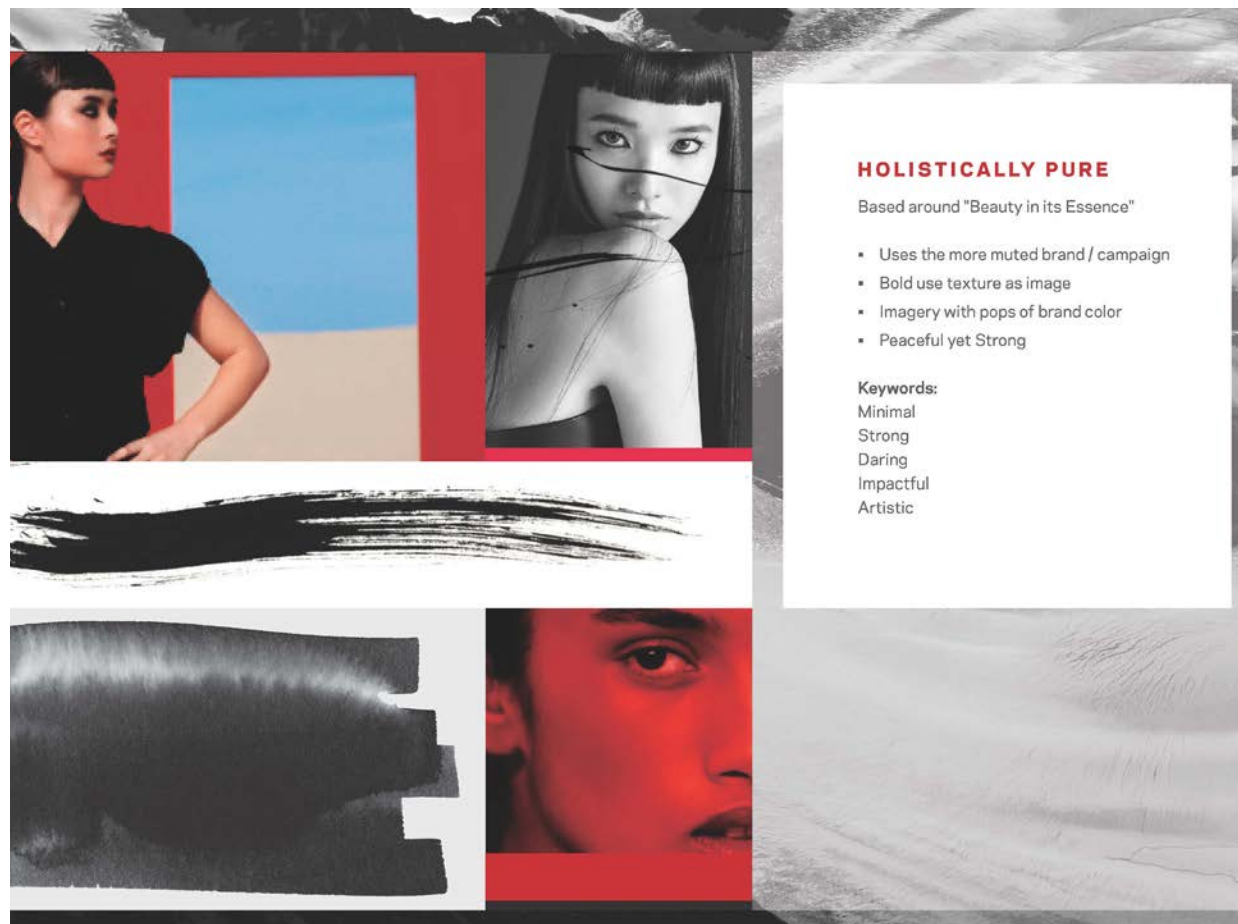
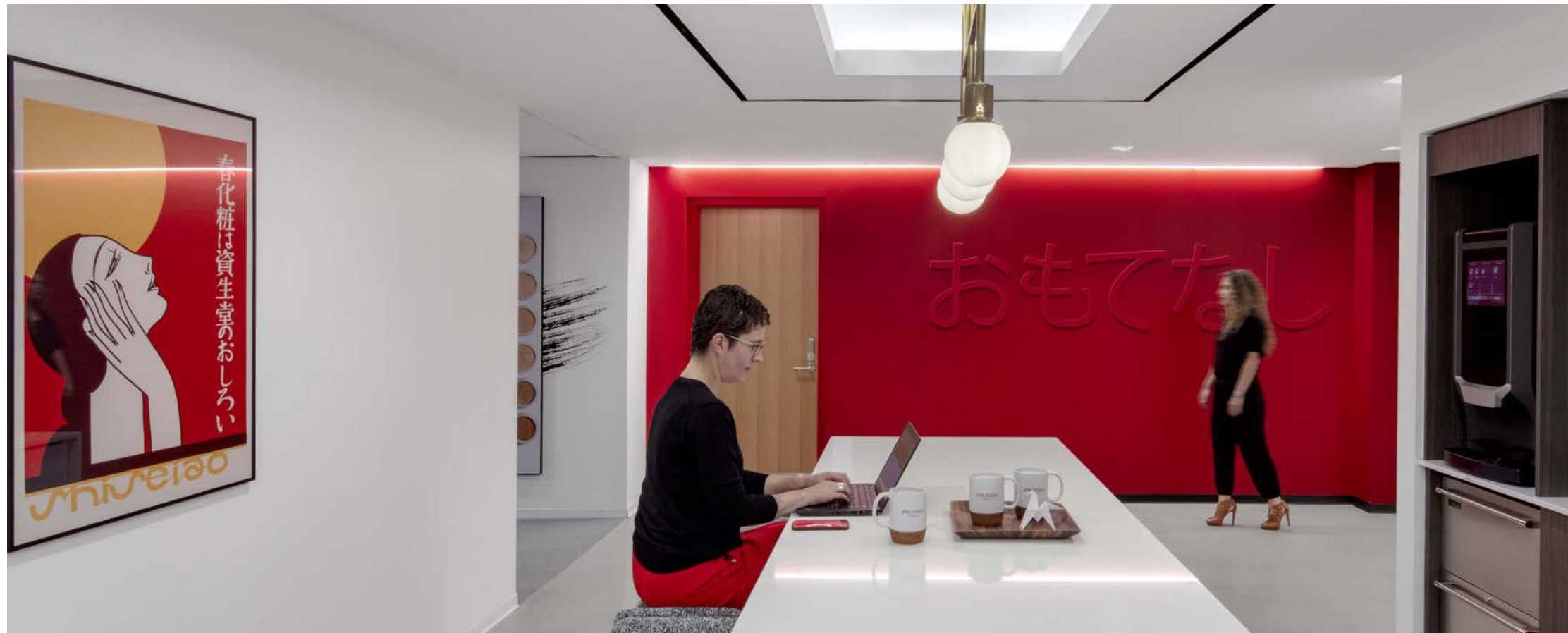
Shiseido NY Headquarters

LOCATION: NEW YORK CITY, NEW YORK
DESIGN: SIGNAGE & WAYFINDING, EXPERIENTIAL GRAPHICS

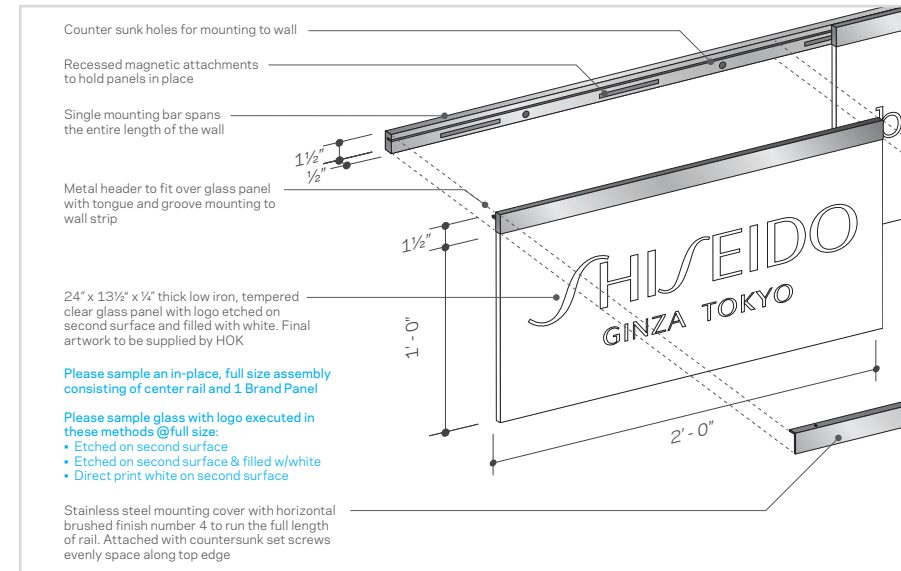
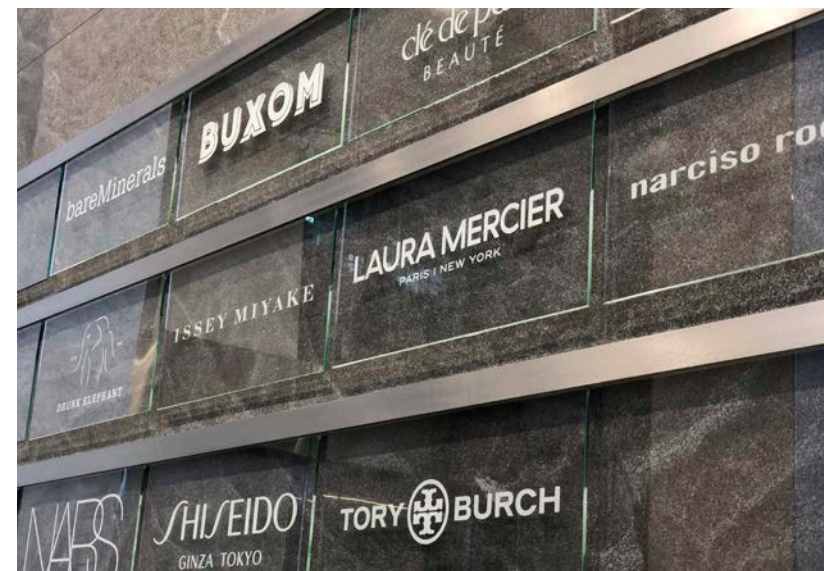
The new headquarters brings together a dozen Shiseido beauty and cosmetics brands that had been spread across multiple buildings together to 8 floors at 390 Madison Avenue.

- We created custom artwork that honors the heritage of Shiseido, supports its vision for the future, and complements a minimal and sophisticated design. The use of graphic calligraphic brush strokes throughout provide a backdrop to the retail brand artwork and act as a connective tissue between the creativity of makeup and Shiseido's Japanese heritage.
- Each typical workspace floor offers dedicated collaborative zones for each brand, which are customized with changeable displays to evoke their unique character. Inspired by the luxury retail experience, we implemented a system of flexible displays with magnetic artwork that offer quick changeability for new quarterly campaigns and products.
- Celebrated Shiseido's 140+ year history with a curated vintage ad showcase from 19th and 20th century archives.
- Lobby area has floating glass signage system allowing for easy updateability as company continues to grow.

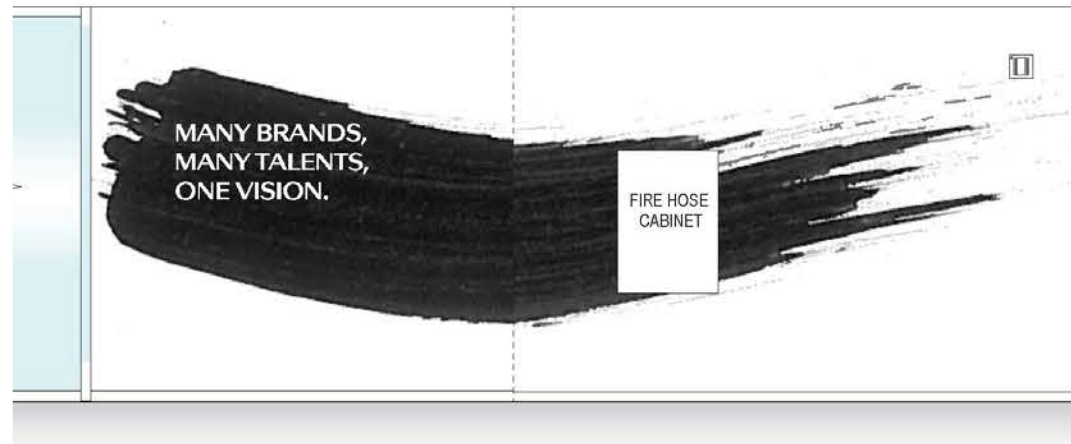
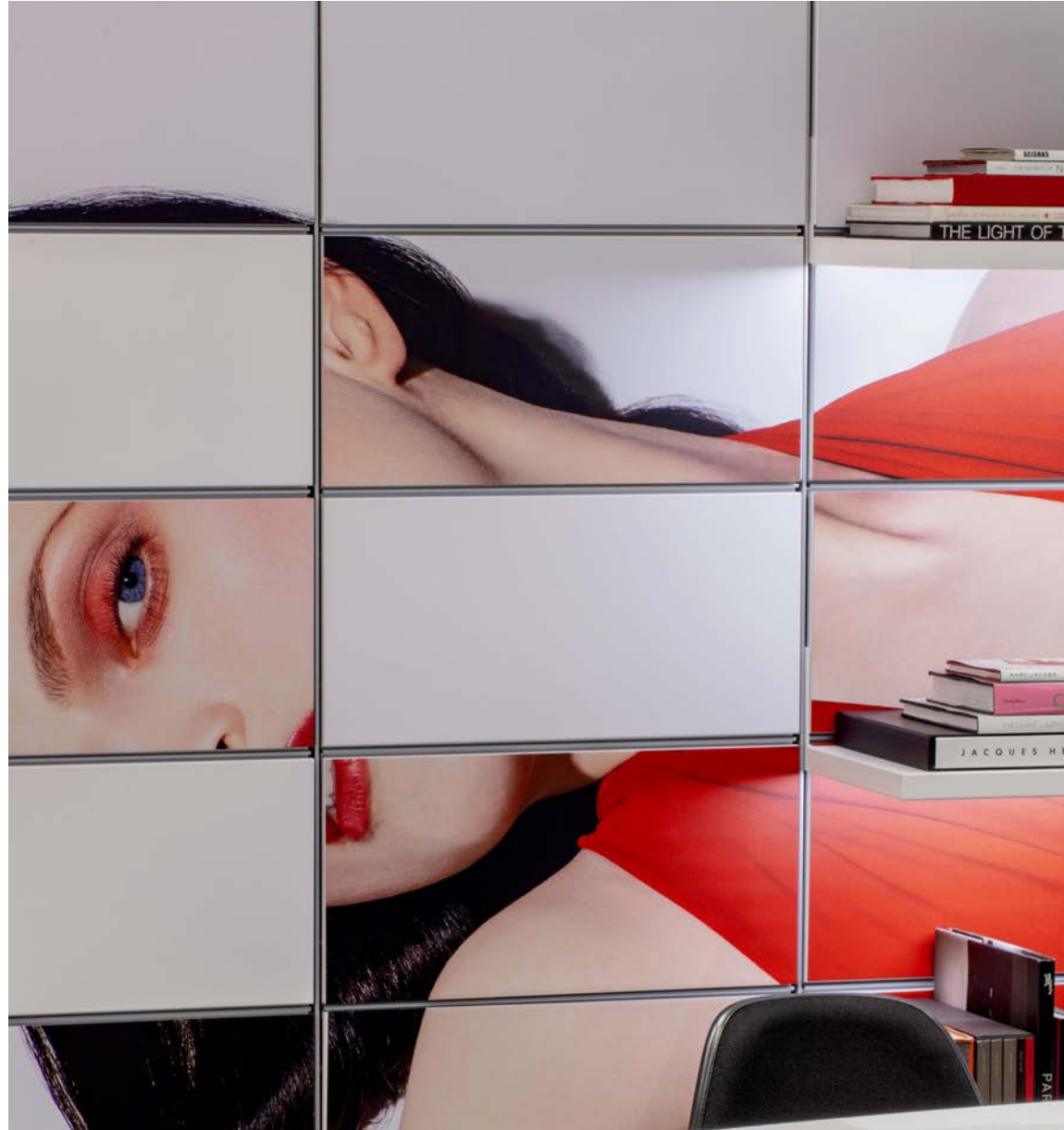
Project Responsibilities: project design lead, brand signage design and programming lead, brush stroke illustrator, design intent documentation co-author



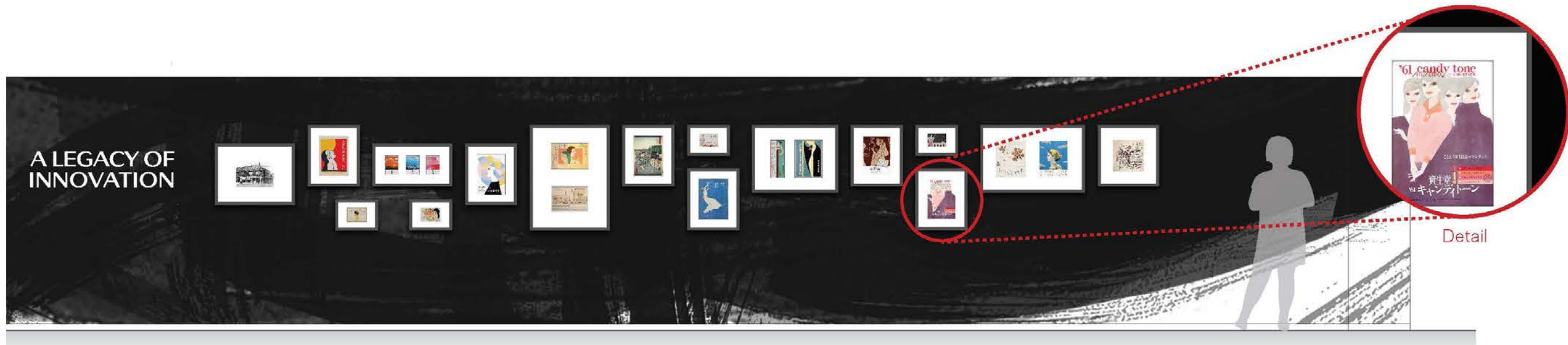
SHISEIDO NY HQ



SHISEIDO NY HQ



SHISEIDO NY HQ

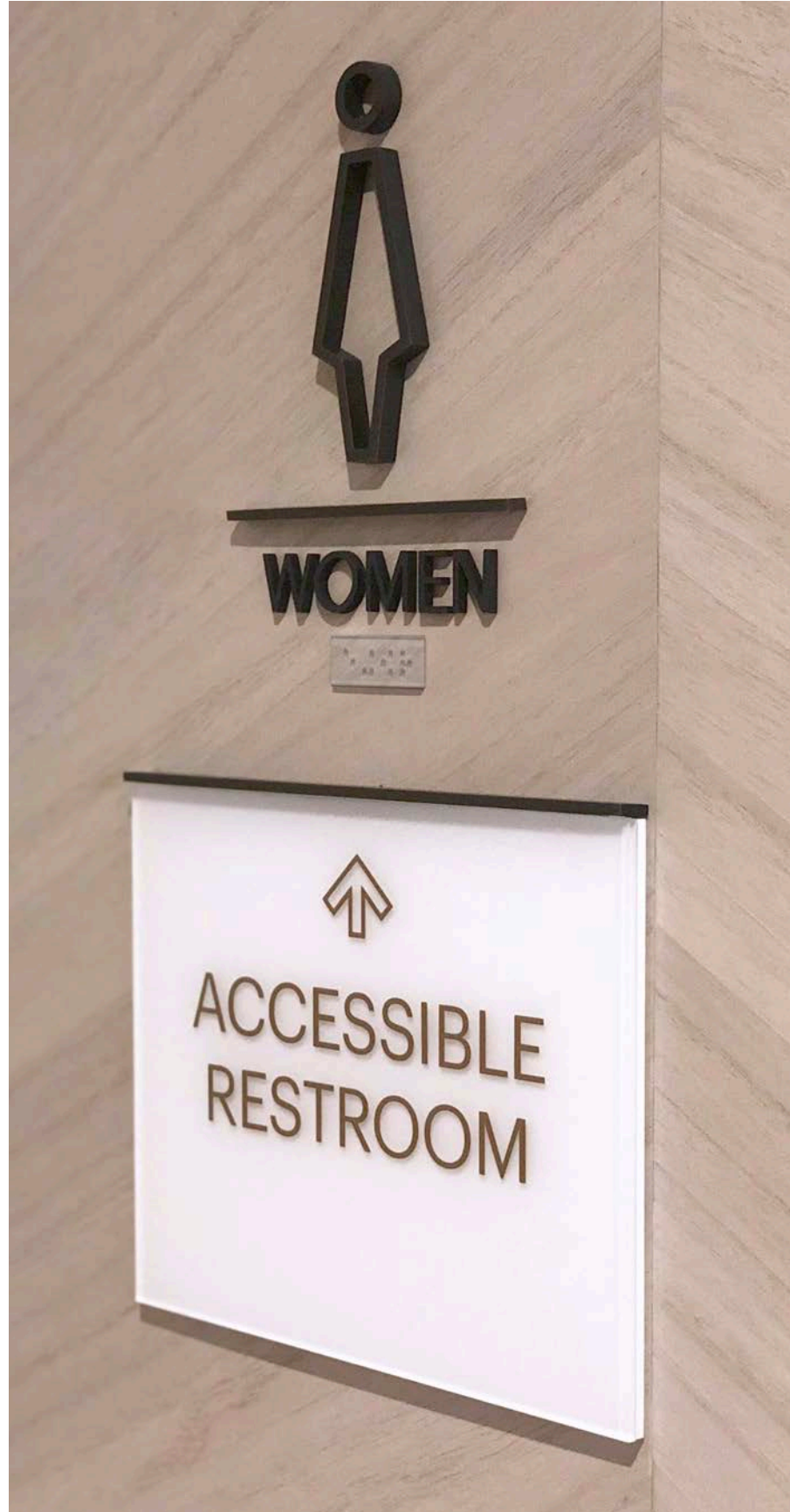




Apollo Global Management Headquarters

LOCATION: ATLANTA, GEORGIA
DESIGN: SIGNAGE & WAYFINDING,
EXPERIENTIAL GRAPHICS

Project Responsibilities: custom signage design and programming lead, design intent documentation co-author





STANDARD ROOM ID

- PANEL — Layered clear (on top) backed with frosted opaque white acrylic panel (on back)
- PANEL DETAIL — Bronze metal bar detail cleanly tops the sign panel
- FLOATING TEXT — Bronze metal color to match metal bar element

Room ID	Room ID with Scheduler	Office ID	Workstation ID with Insert	Restroom ID	Stair ID	Elevator Jamb ID	Elevator Lobby Egress

Standardized Return to Office signage

LOCATION: N/A
DESIGN: SIGNAGE

This turnkey return to office signage system was designed to be approachable, but direct. It was created to adapt to a wide variety of environments through the use of clean white panels with bold yet friendly graphics. A complete system of messages and sign types were created at a variety of production price points. A comprehensive catalog was available.

Most of the messaging was predetermined, while others may be customized by the local office manager. All tie into the larger communications plan, and contribute to a consistent and trusting environment for those returning to the workplace from sheltering in place.

Project Responsibilities: custom signage designer, icon designer, guideline designer

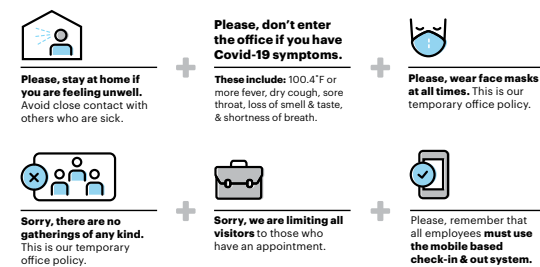
Hello!

We're glad you're here.

We're making room to physical distance.



We're supporting safe practices.



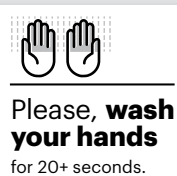
Etiquette Station Sign Example

Pantry Safety

We're supporting safe practices.



forward together.



Pantry Signage Examples



Please, wait here for assistance.

Please, wait here.

Please, wait here.

Physical spacing floor graphic examples



Please, wear a face covering at all times.

5

Person Maximum
Masks are required in the elevators.

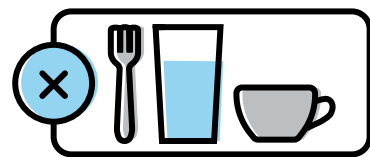
Health & Occupancy Signage Examples



Sorry, this is closed for now so we can observe physical distancing.



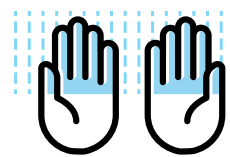
We're supporting safe practices.



Metal cutlery, glassware & dishes are temporarily not in use.



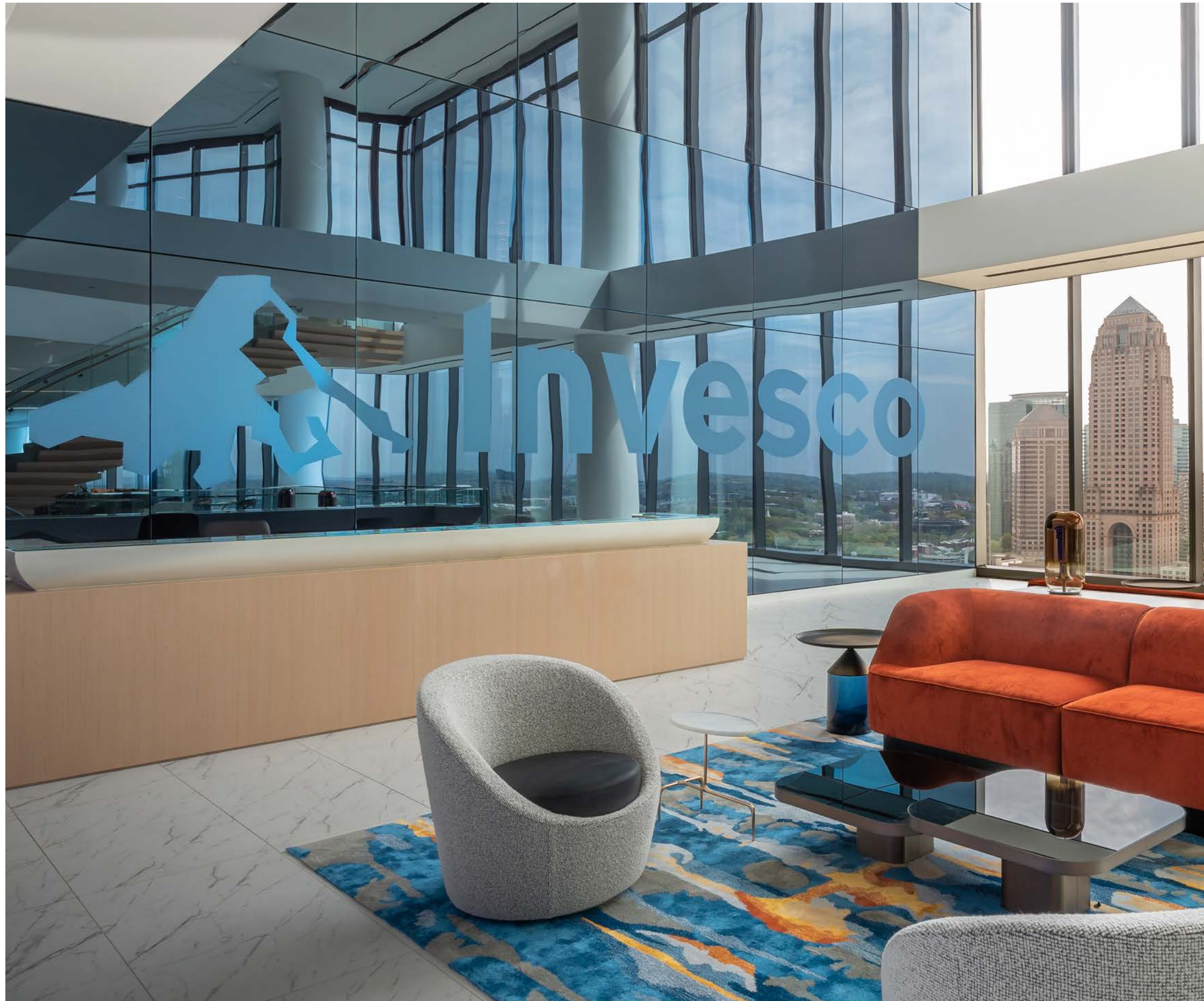
We are only supplying compostable single use pantry products. This is our temporary office policy.



Wash your hands often, especially before & after eating. Hand sanitizer is available around the office.



Please, clean surfaces like coffee station, counters & handles after use.

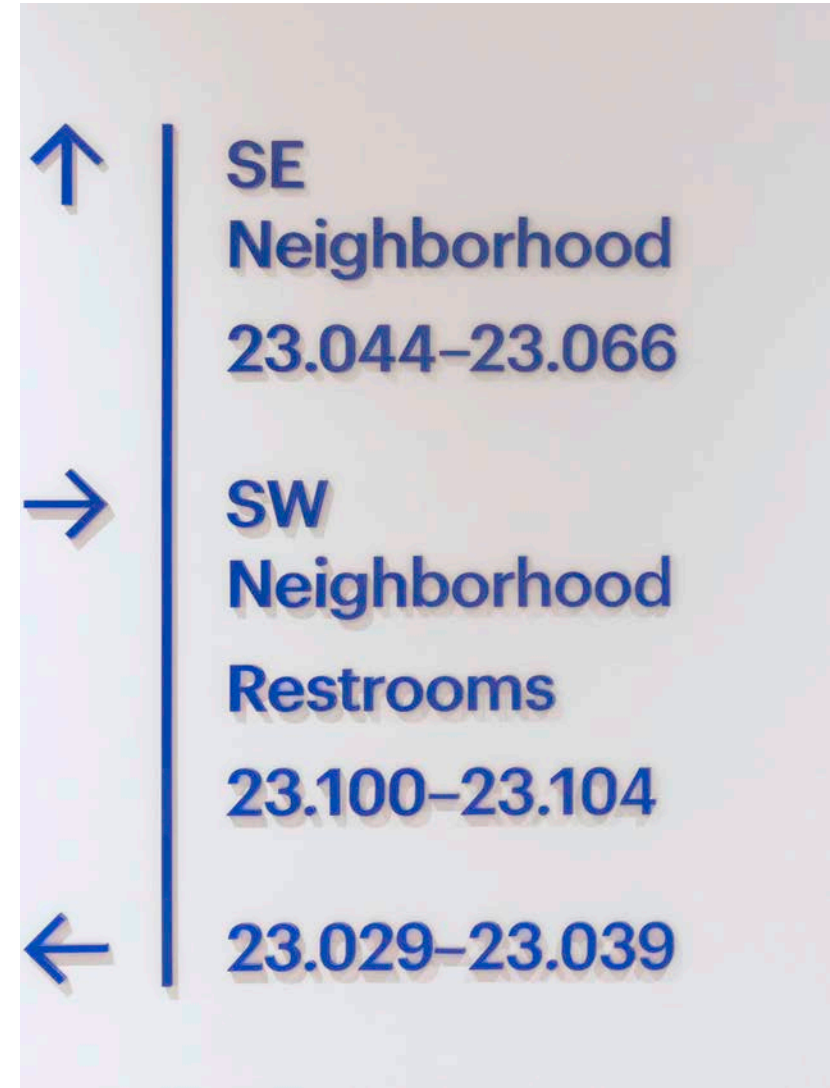
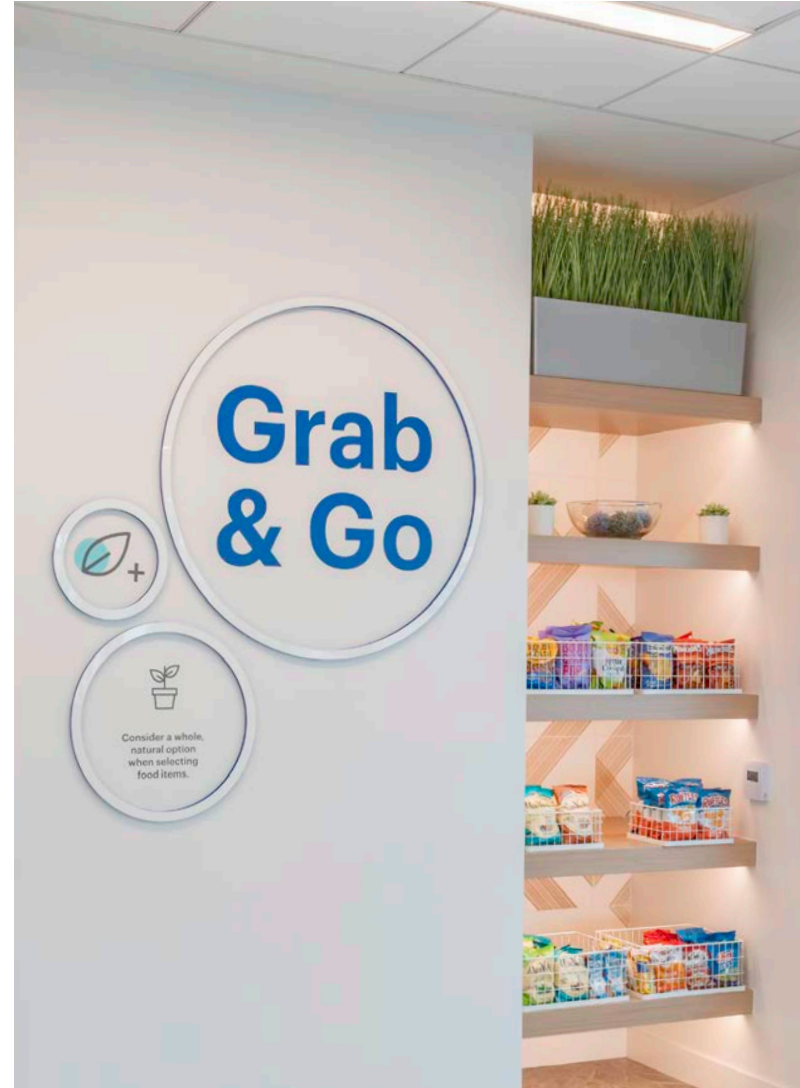
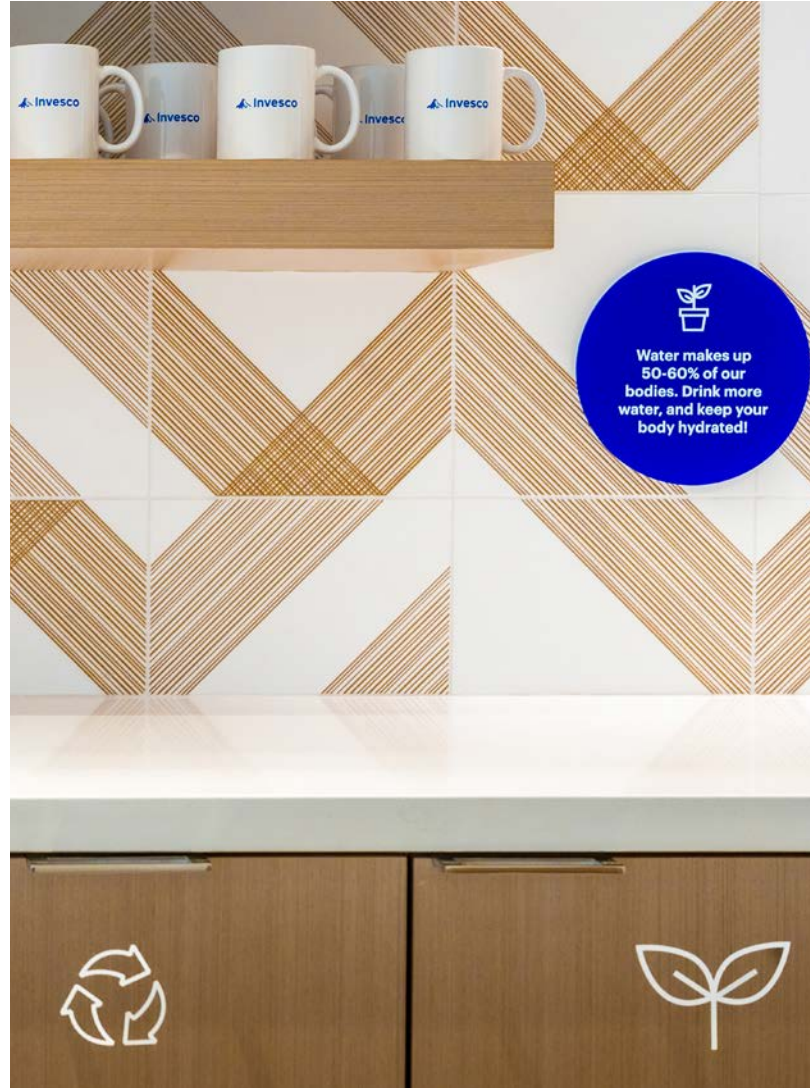


Invesco Headquarters

LOCATION: ATLANTA, GEORGIA
DESIGN: SIGNAGE & WAYFINDING, ARTWORK,
EXPERIENTIAL GRAPHICS

Project Responsibilities: co-project design lead, signage and wayfinding designer, light based wall installation designer, map graphic art, design intent documentation co-author

INVESCO HEADQUARTERS



Signage + Wayfinding

TYPICAL ROOM ID

TYPICAL RESTROOM SIGN

TYPICAL OFFICE STAIR SIGN

TYPICAL NEIGHBORHOOD ID FLAG SIGN

SIDE VIEW

DIRECTIONAL - SW TYPICAL

DIRECTIONAL - SW TYPICAL

INVESCO HEADQUARTERS

