



WAYFINDING CONSULTORES Portfolio

1. ABOUT US

FOUNDING PARTNERS

RODRIGO MORA
Commercial Director



Architect, University of Chile
MSc and PhD, University College
London.

Lecturer and researcher in the
Department of Architecture at the
University Diego Portales. His/her
research areas are related to Space
Syntax and wayfinding.

CAROLA ZUROB
Director of Research Area



Designer, Catholic University
Master's Degree, New York University

Professor at the School of Design
at UC. She has coordinated projects
related to Information Design and
Design Research,
such as Transantiago and SERNATUR.

JOSÉ MANUEL ALLARD
Creative Director



BFA, The Corcoran School of Art
MFA, California Institute of the Arts
PhD, Politecnico di Milano.

Director of the UC School of Design,
where he also works as a designer,
professor, and researcher, leading
various projects and consultancy work in
information design.



ABOUT US

With over 400,000 m² implemented, we are the only consulting firm in Chile specialized exclusively in wayfinding systems.

-2

VERDE

ESTACIONAMIENTO
PARIS-RIPLEY



ABOUT US

We take complex spaces and transform them into memorable and easy-to-navigate places.



ABOUT US

We design effective signage strategies that enhance the customer experience. A happy customer is a returning customer.



OUR CLIENTS

We have clients from various sectors, including education, industry, culture, and retail, where we have the most expertise.



2.

WHAT WE DO



WHAT WE DO

SPACE ANALYSIS



Optimization
of flows



WHAT WE DO

SYSTEM OF ORIENTATION AND SIGNAGE



Improves the
Customer
experience


BAÑO ↗
DISCAPACITADOS
Accessible Restroom


← **BAÑOS**
Restrooms


← **BAÑO NIÑOS**
Children Restroom



WHAT WE DO

BRANDING & ENVIRONMENTAL GRAPHICS



Boost
mark for
build loyalty
customer

WHAT WE DO

We plan efficiently, optimizing your resources



We design comprehensive solutions tailored to you



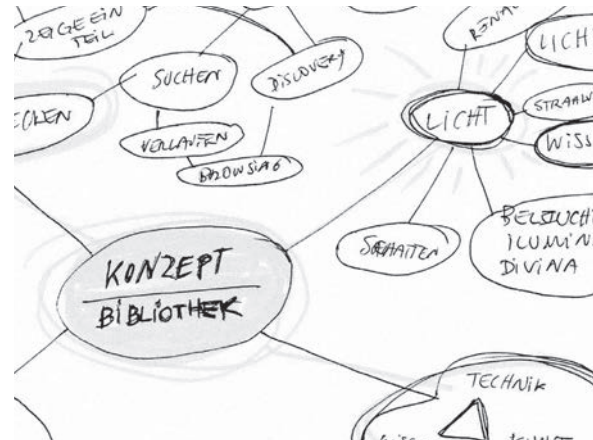
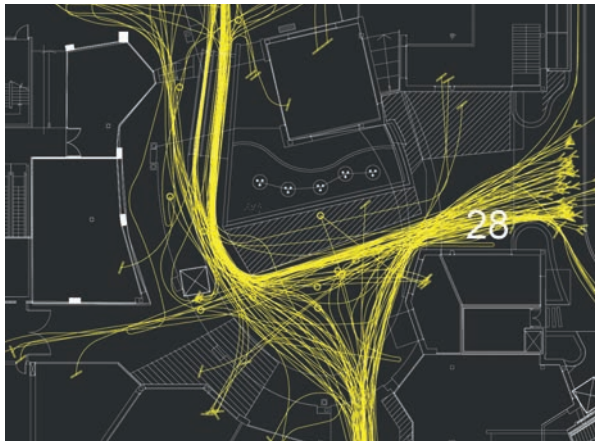
We create memorable spaces that enhance your brand identity



3.

OUR METHODOLOGY

PRELIMINARY DESIGN - STAGE I



1. Analysis

- Study of the current state of the location.
- Architectural and route analysis.
- Operational analysis of the counterpart.
- Definition of the target audience.
- Problem detection.
- Definition of specific objectives.
- Gantt chart planning.

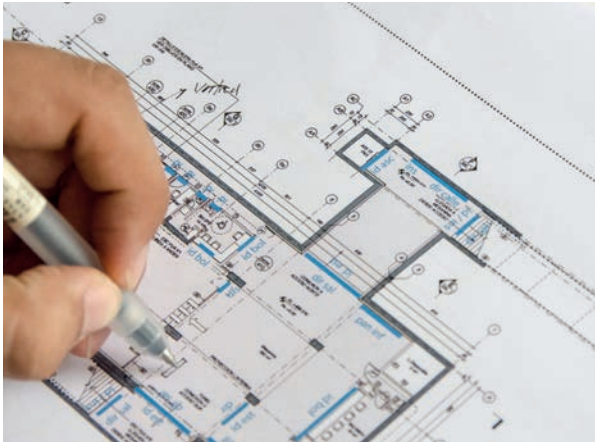
2. Concept

- Case studies.
- Signage strategy.
- Graphic proposal, including the selection of: typography, colors, pictograms, and other graphic and environmental resources.
- Development of the sign family.
- Development of photomontages and visualizations.

3. Mockup

- Material selection.
- Testing of key components.
- Request for quotations.
- Originals for testing.
- On-site testing.
- Report with results.
- Size and material adjustments

PROJECT - STAGE II



4. Content

- Route and naming strategy.
- Location of signs on the plan.
- Content proposal.
- Review of content and locations with the client.
- Final definition of content and sign locations.
- Final review.



5. Itemization

- Field measurements.
- Final determination of support sizes.
- Excel document with quantity, size, and materiality of pieces.
- Request for quotations.
- Development of bidding documents.
- Graphic standards manual*.



6. Original Files

- Development of original files.
- Sheets with implementation criteria for the supplier.
- Delivery of files and sheets to the supplier.

IMPLEMENTATION - STAGE III



7. Implementation

- Review of original files with the supplier.
- Approval and testing of materials and colors.
- Site visits to review the implementation status.
- Report with observations.
- Correction of signs by the supplier.



8. Update and Maintenance

- Analysis, development, and graphic solutions related to: content updates, positioning, materials, or redirection strategies.
- Development of a new proposal.
- Update of original files and plans.



WHAT SETS US APART FROM OTHER OFFICES?

Through various types of studies, we analyze your customer's behavior in the space they move in, in order to design tailored solutions for you.



WHAT SETS US APART FROM OTHER OFFICES?

We optimize production costs; we help you generate precise information by placing it in key points, avoiding an excess of signs.



WHAT SETS US APART FROM OTHER OFFICES?

We look out for your interests, ensuring that the project is installed while respecting the quality of materials, the correct placement of the pieces, etc.

4. JOBS

Cementerio General

Year 2014

Implementation 2016

Client Cementerio General, Sernatur
Collaboration with Ingenova
Consultores

Signage system with tourist routes at Santiago's Cementerio General. A durable, timeless, and neutral proposal was designed to complement the diverse architecture of the location.



Centro Innovación UC

Year 2014

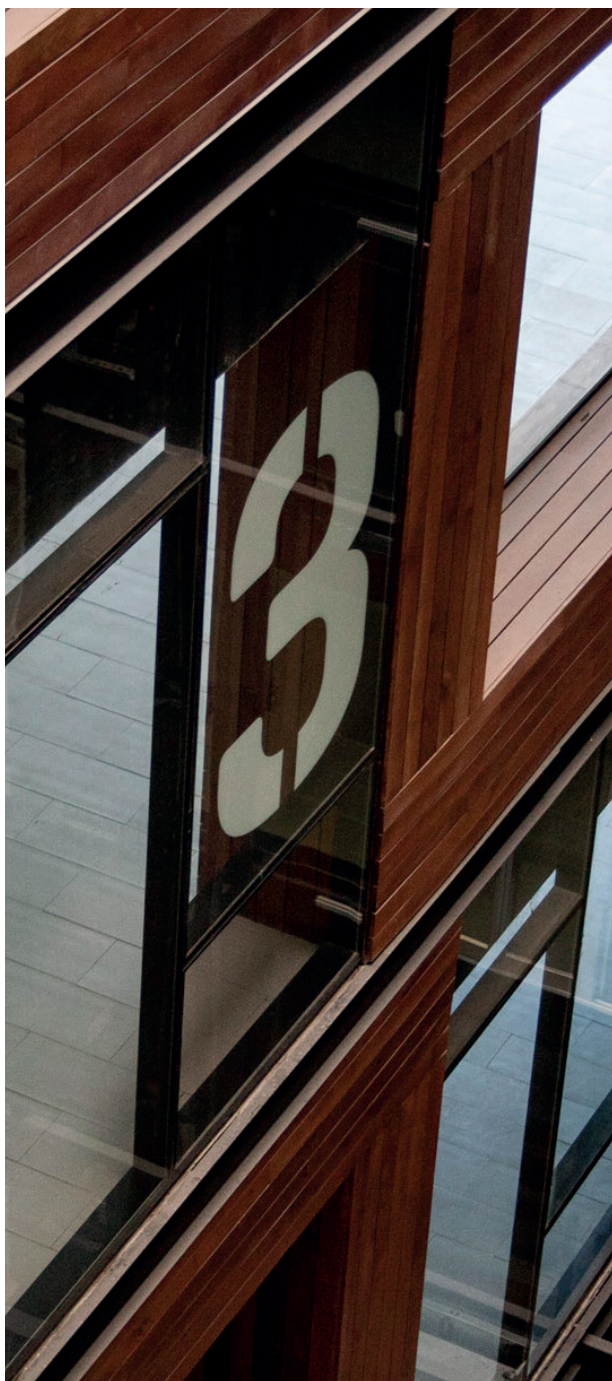
Implementation 2014

Client Centro de Innovación UC

Scope 8,000 m²

Signage system for the Anacleto Angelini UC Innovation Center, a building designed by the 2016 Pritzker Prize-winning architect, Alejandro Aravena.





Museo Histórico Nacional

Year 2015

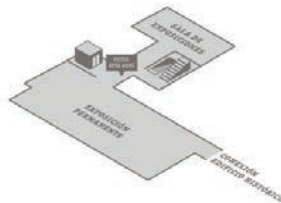
Implementation 2014

Client MHN

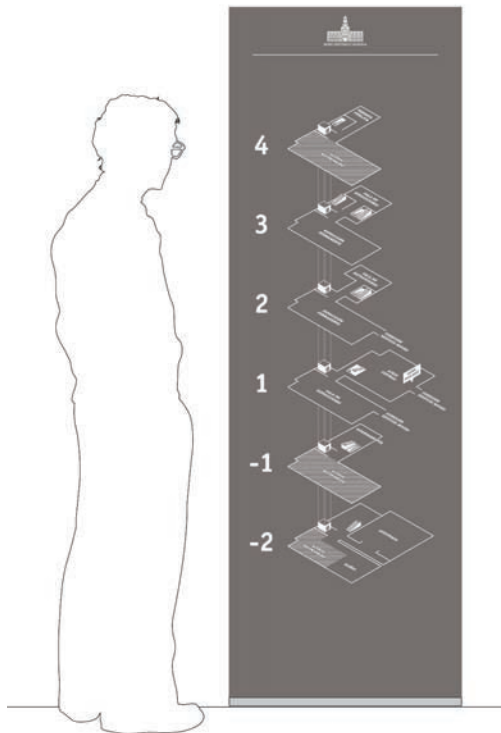
Scope 2,625 m²

Collaboration with Aguilo + Pedraza Arquitectos

Signage system for the recently expanded National Historical Museum (MHN).



- ← Sala de Exposiciones
Exposition Room
- ← Escaleras
Stairs
- Exposición Permanente →
Permanent Exposition
- Conexión Edificio Histórico →
Conexion to Historic Building



Estaciones Tren EFE Tramo Santiago - Melipilla

Year 2015
Client IDOM

Design of a signage system for the EFE stations on the new Santiago-Melipilla train route



Alameda



Estación Central 2



Lo Errázuriz



Américo Vespucio



Pajaritos



Tres Poniente



Ciudad



Padre



Malloco



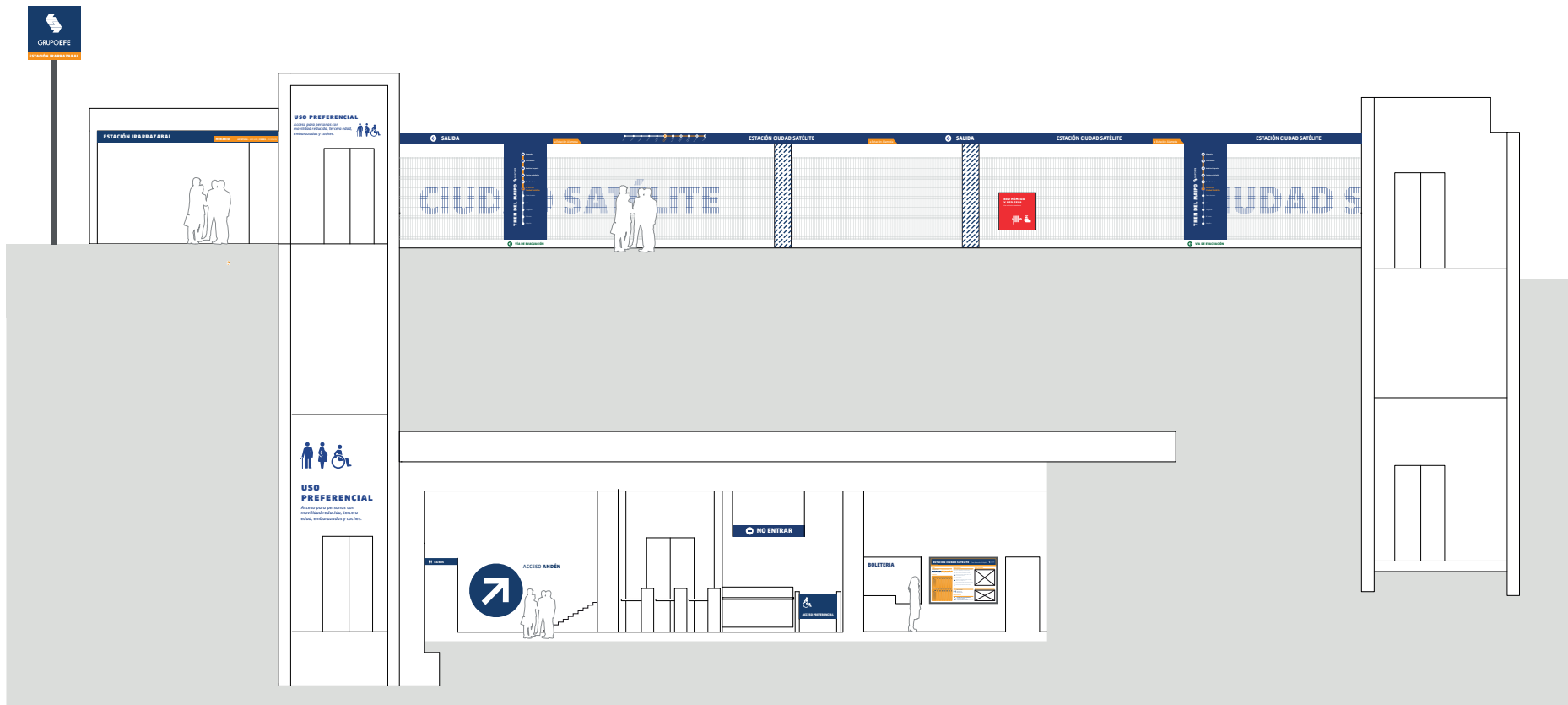
Talcaante



El Monte



Melipilla



Edificio Académico Facultad de Medicina

Year 2016

Client Facultad de Medicina UC

Scope 10,355 m²

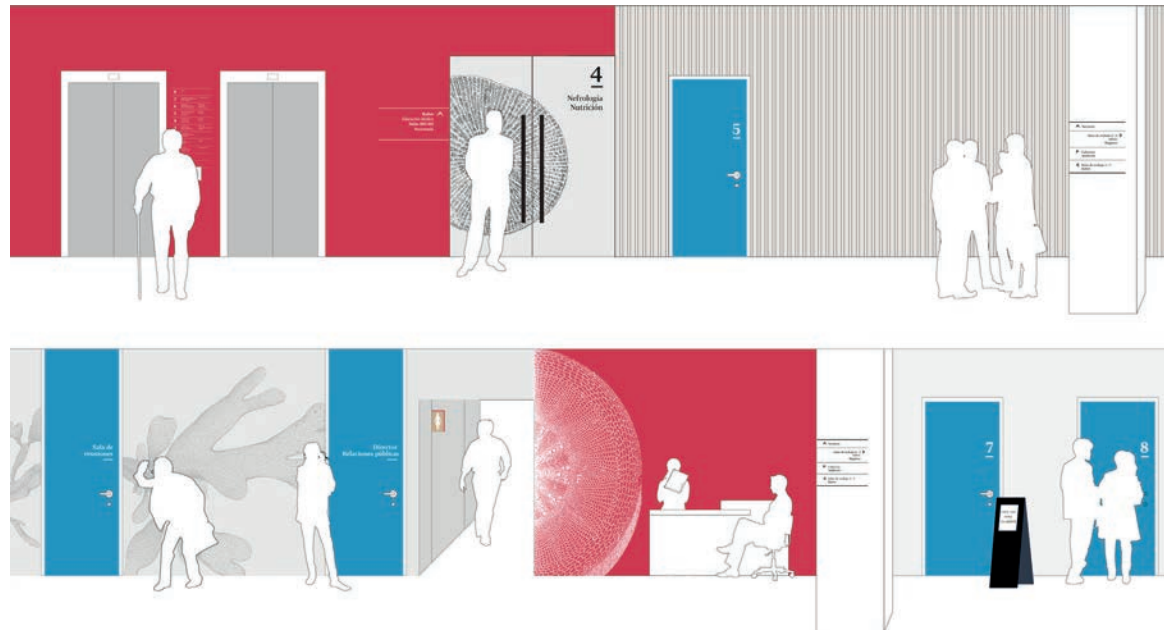
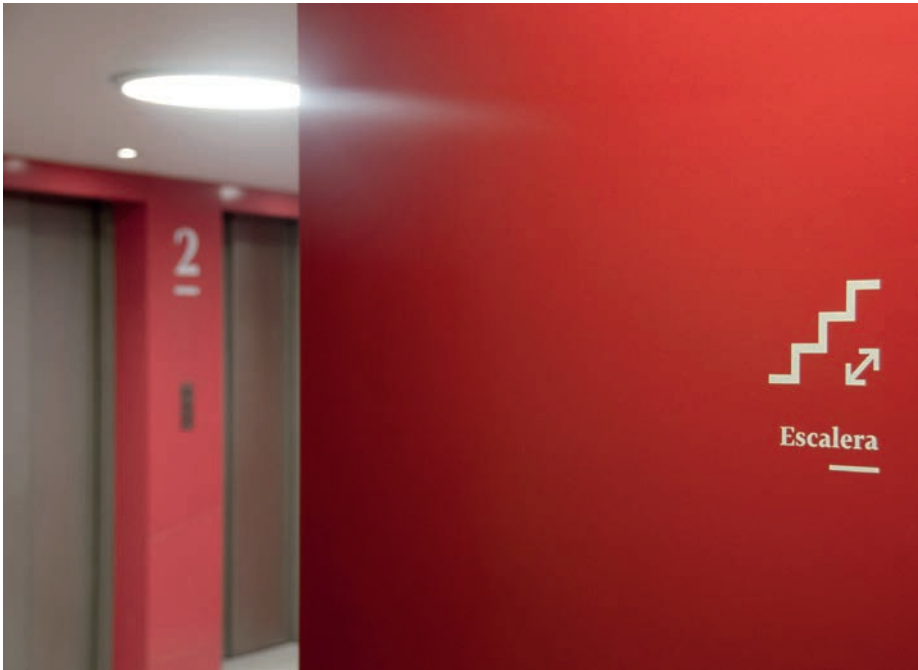
This building houses the offices of the faculty's academics, so a traditional system was designed to highlight the architecture of the place, bringing life to the space.



SELECTED PROJECT
Awards IGDEA 2017



SELECTED PROJECT
Awards IGDEA 2017



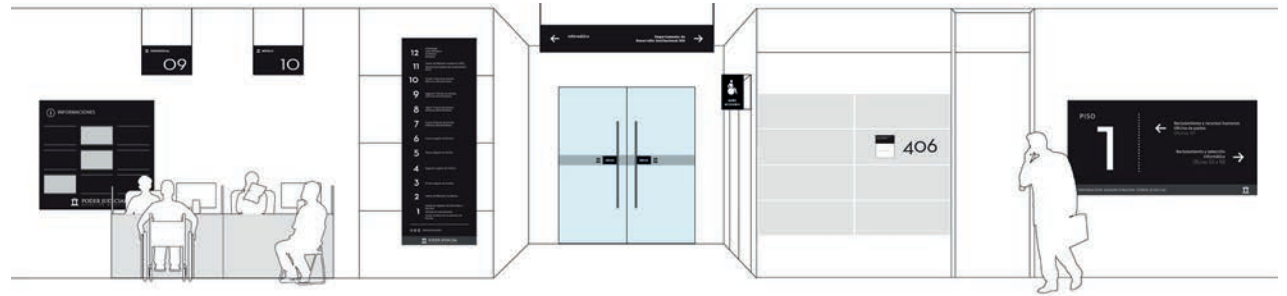
Corporación Poder Judicial y Tribunales de Familia

Implementation 2017

Client Corporación del Poder Judicial y Tribunales de Familia de Santiago

Scope 48,000 m²

A system was designed to convey the solemnity and trustworthiness of the institution through noble and robust materials.



Zoológico Chile Nativo

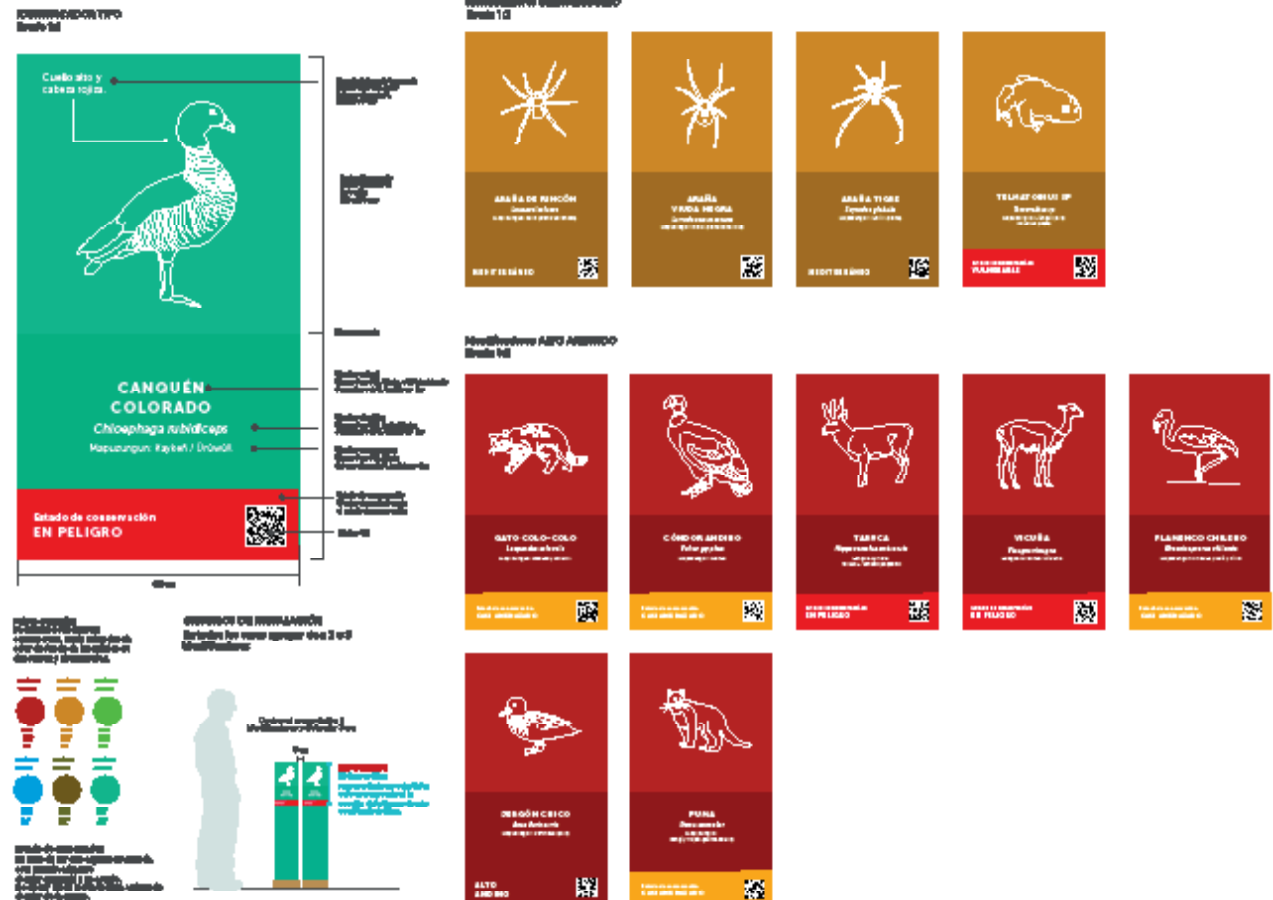
Year 2021

Implementation ejecución

Client Parquemet

Scope 4,350 m²

Signage system for the new zoo located in Santiago, Chile. Chile Nativo offers a new way of interaction between people and the way we interact with flora and fauna.



CONSEJO REGIONAL DE LA ZONA III
SALTA

El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.

El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.

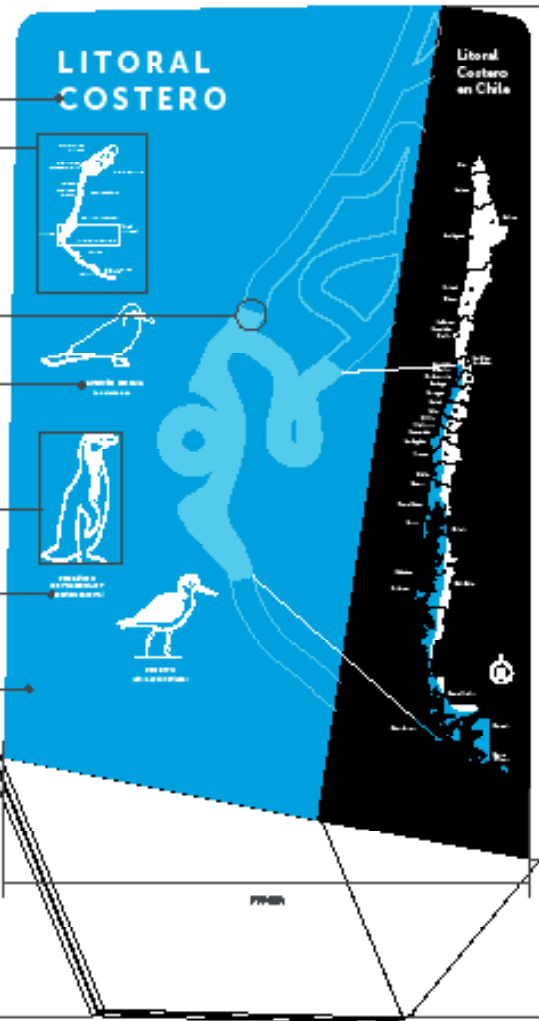
El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.

El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.

El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.

El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.

El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.



Mapa de Chile
El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.

Directorio de aves
-ZONA TEMPLADO
Zona III



Directorio de aves
-ZONA COSTERO
Zona III



Directorio de aves
Zona III

Directorio de aves
Zona III

Directorio de aves
Zona III

Directorio de aves
Zona III



NOTAS:
El presente mapa muestra la distribución de las especies de aves que habitan en el territorio de la Zona III de Salta.

Sistema de señalización Rutas Patrimoniales

Year 2021

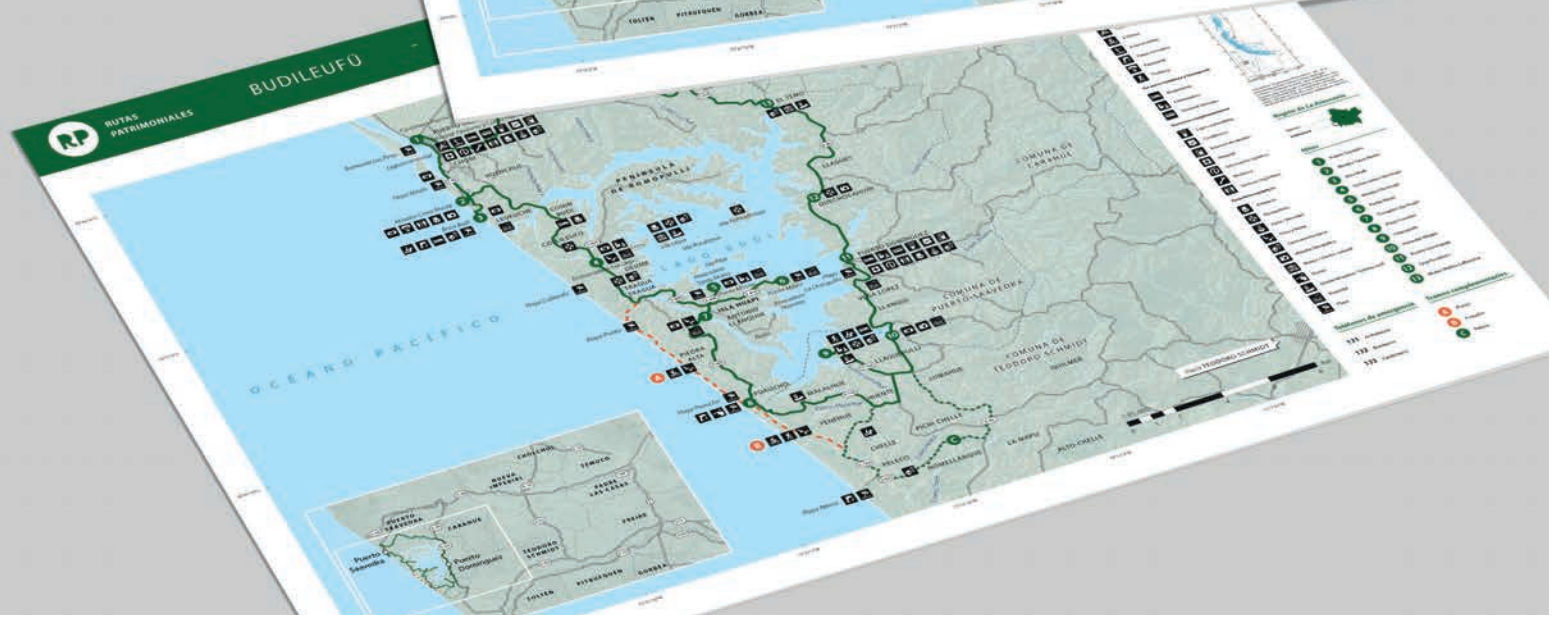
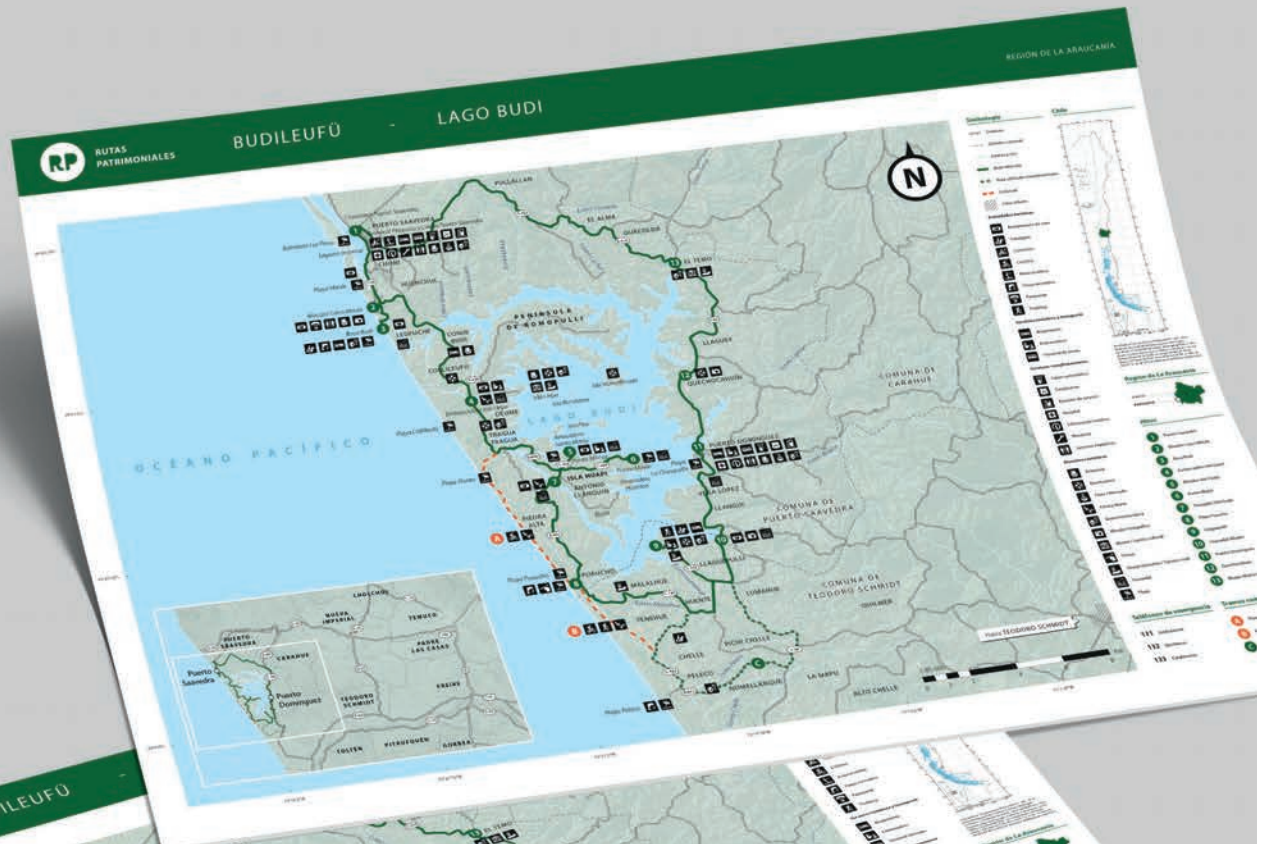
Implementation Execution

Client Ministerio de Bienes Nacionales

Scope Development of 4 routes across Chile.

Signage system to identify the 76 Routes throughout Chile. The system included signage proposals, corporate image development, printed materials, navigation maps, videos, and audio guides with indigenous and English relevance.





Direccionales turísticas



Identificadores de hitos



Paneles interpretativos



Direccionales peatonales en circuitos técnicos



Restrictivas



Sistema de señalización Hospital Curicó

Year 2021

Implementation and execution

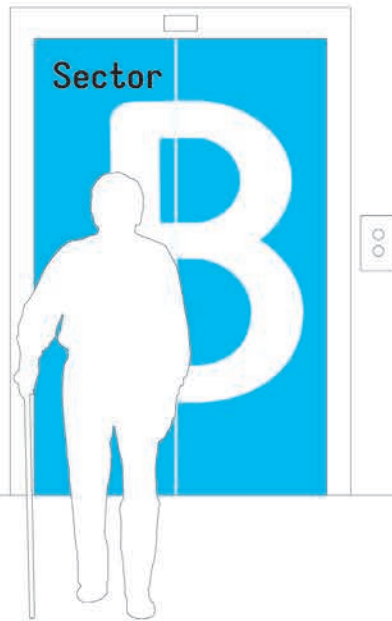
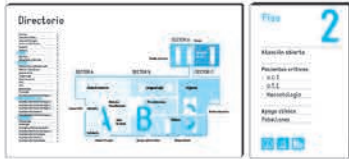
Client Ministerio de Salud

Signage system for Curicó
Hospital.





HOSPITAL DE CURICÓ



Signage is the brand's voice
brought into the space

You can review more of our work at
www.wayfinding.cl



contacto@wayfinding.cl



[wayfinding.consultores](https://www.instagram.com/wayfinding.consultores)



[@wayfinding.cl](https://www.pinterest.com/wayfinding.cl)



El contenido integro de los bocetos, planos, diseños y demás antecedentes de los proyectos que contiene esta presentación se encuentra protegidos por la ley N17.336 sobre propiedad intelectual, a favor de sus creadores y particularmente Wayfinding Consultores. Cualquier uso indebido de los mismos o su reproducción total o imparcial, en cualquiera de sus formas, sin el consentimiento y la expresa autorización de Wayfinding Consultores dará derecho a esta a ejercer las acciones legales que establece referida la ley.