

Castle Museum Concourse Redesign

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Project Summary

Introduction

York Castle Museum is the local region's history museum. It is housed in two of the city's old prisons. These are the women's prison and the debtors' prison. Exhibits are held in both buildings. The two buildings are connected by a common space referred to as the concourse. This area houses the admissions desk, gift shop, stroller parking, and café.

The museum is laid out in such a way that visitors must cross through the concourse to get from one prison building to the other but it is not obvious where the visitor should go based upon the signage provided. This is due to a combination of *placemaking* and *wayfinding* issues.

Our goal is to optimize visitor experience in the museum by improving the layout and signage within the concourse, while preserving and celebrating the history of the buildings.

Audience

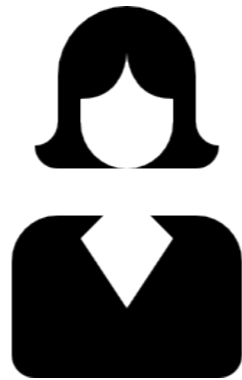
The museum is open to all ages.

The Castle Museum is currently listed #2 in TripAdvisor's "Top Rated York Things to Do" for 2017, increasing the amount of visitors from overseas.

Guest Analysis



Harold – local man who wants to learn more about the history of his town and country



Danica – eight year old child who is going to visit the museum with her second grade class. She is excited, but doesn't have a very good attention span.



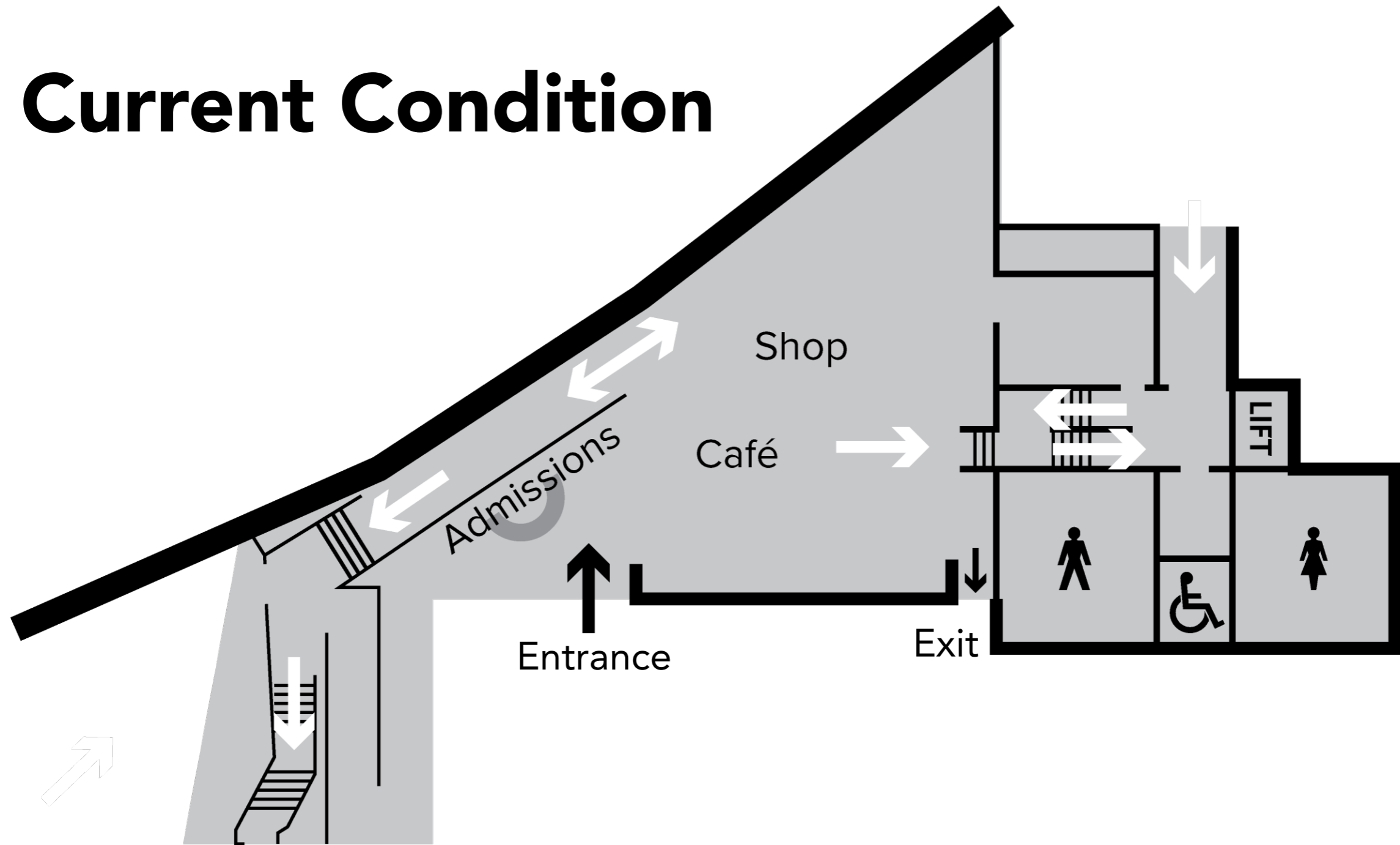
Brad – overseas thirty year old tourist who found the museum online. He doesn't know anything about it, but wants to check it out.



Jenny – college student who studies history has traveled to York to find content for her final paper. She is a great observer and loves historical artifacts.

Site Analysis

Current Condition





- Better represent the exhibits



- Better represent the exhibits
- Utilize the space along the wall of the museum



- Better represent the exhibits
- Utilize the space along the wall of the museum
- Cluttered space, not sure what to read first



- The café visually blocks the entrance to the Debtors' Prison



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- Dense merchandise displays



- The café visually blocks the entrance to the Debtors' Prison
- Dense merchandise displays
- Areas of wasted open space in the Castle Shop

Written Proposal

Visually **simplify and declutter** the space

Refigure signage for **better wayfinding**

Showcase the history offered by the museum

Redefine the **visual hierarchy** within the concourse

Create a clear pathway that **unites both sides** of the museum

The Plan

Phase 1

Goal: Improve signage throughout the concourse

- Redesign and reword the signs to help visitors navigate their way between the two wings of the museum
- Add floor decals to help guide visitors between the two sides of the museum
- Rename female and male prison buildings for more accuracy

Best Precedent Examples



Mounted signage



Cohesive signage

Best Precedent Examples



Minimal arrows



Entrance and exit labels

Best Precedent Examples



Floor decal



Lights and floor decal

Design Palette

TYPOGRAPHY

PT Sans Bold

**The quick brown fox jumped
over the lazy dog.**

Century Old Style
Std Regular

The quick brown fox jumped over the lazy
dog.

COLOR PALETTE



R:242 G:107 B:37
C:0 M:72 Y:97 K:0
#f26b25



R:66 G:67 B:67
C:68 M:60 Y:59 K:45
#424343

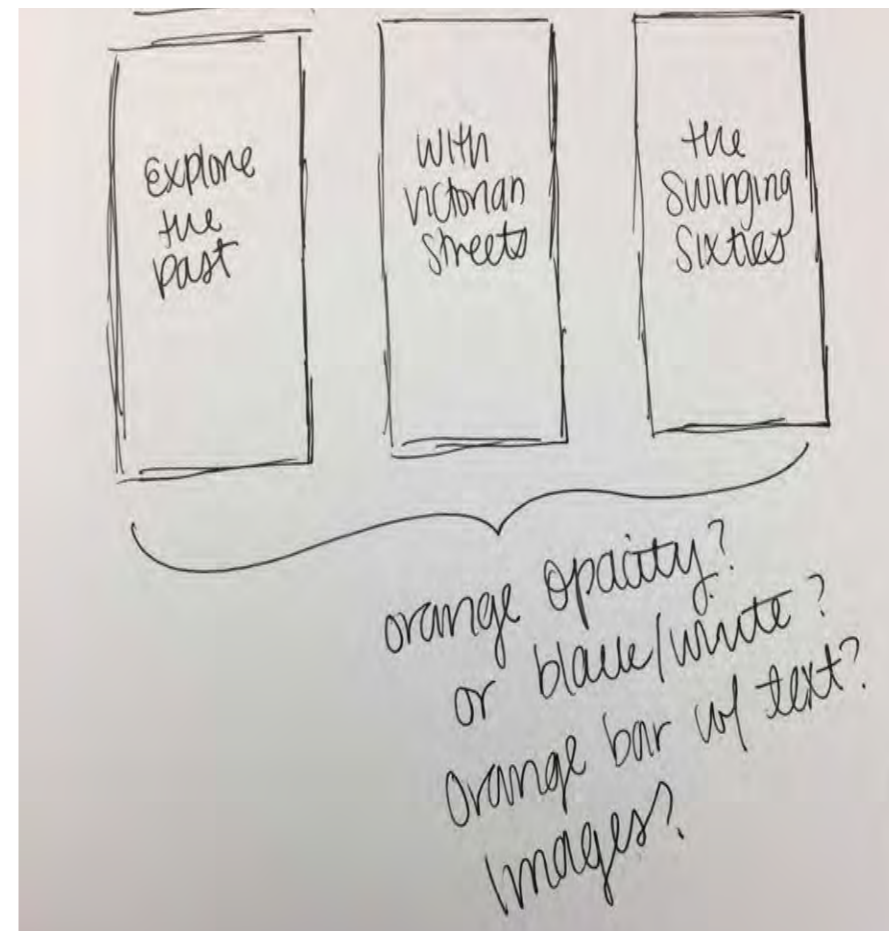
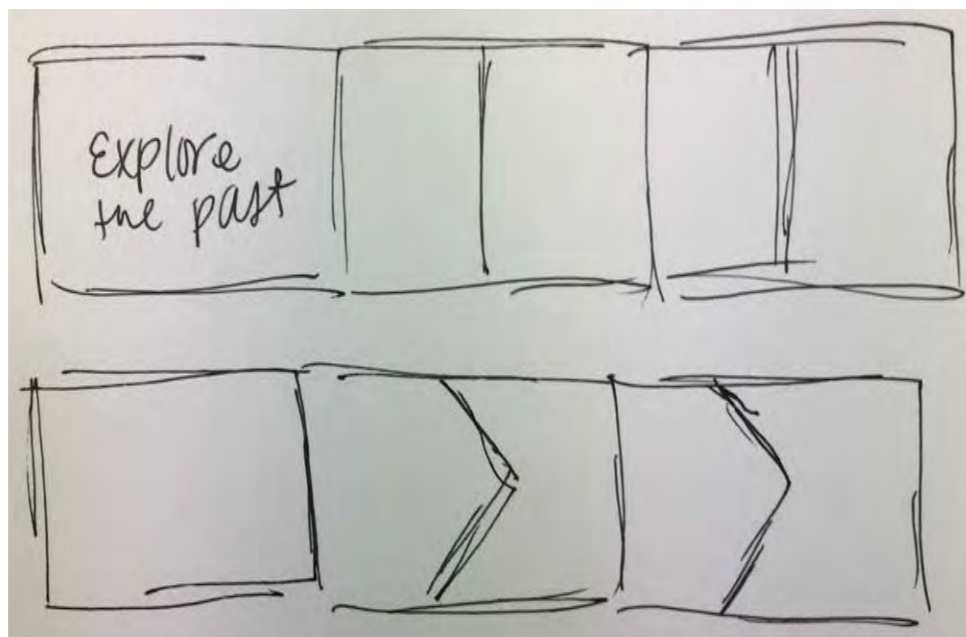
SYMBOLS



Concept Sketches and Studies



Exterior Sketches



Window Graphic Sketches

York Castle Museum

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Font comparison of PT
Sans and Century Old Style

Iteration 1



Iteration 2



Iteration 3





Initial idea - mounted signage



Final idea - mounted wayfinding

Castle Shop

York Castle Museum

York
Castle
Museum

South Wing

World War I
The Sixties
York Castle Prison

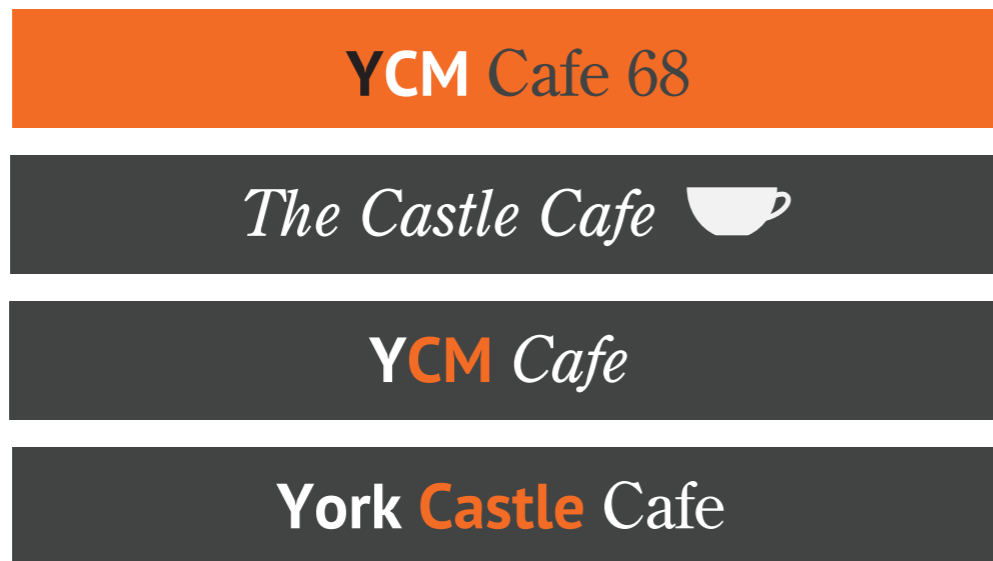


Cold drinks
Festivals drinks
Coke - 65p
Coke - 10p
Soft Sparkling
Water
Ribena
Juice carbon

Current mark



New mark



New mark

Initial signage idea



Ticket price sign

← Entrance

York Castle Museum

Open Daily 9.30am – 5pm

Admission

YMT Card Holder.....FREE
 Adult (with 10% Gift Aid Donation).....£10.00
 Adult (without donation).....£9.09
 Child (16 and under).....FREE with paying adult
 Access Day Ticket.....£5.00
 With a YorkCard.....20% off day tickets





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Email: enquiries@ymt.org.uk





Window display





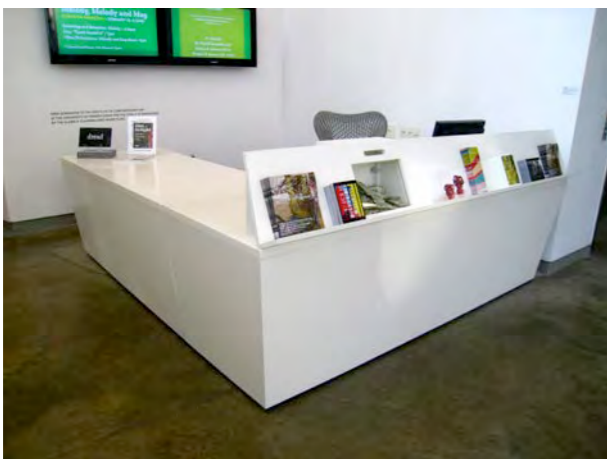
New glass artifact displays in lavatories

Phase 2

Goal: Optimize space in concourse to create clearer path from one museum wing to other, and open space for more traffic

- Design new desk
- Improve outdoor seating experience in the café
- Condense the gift shop to accommodate more traffic and create clearer path

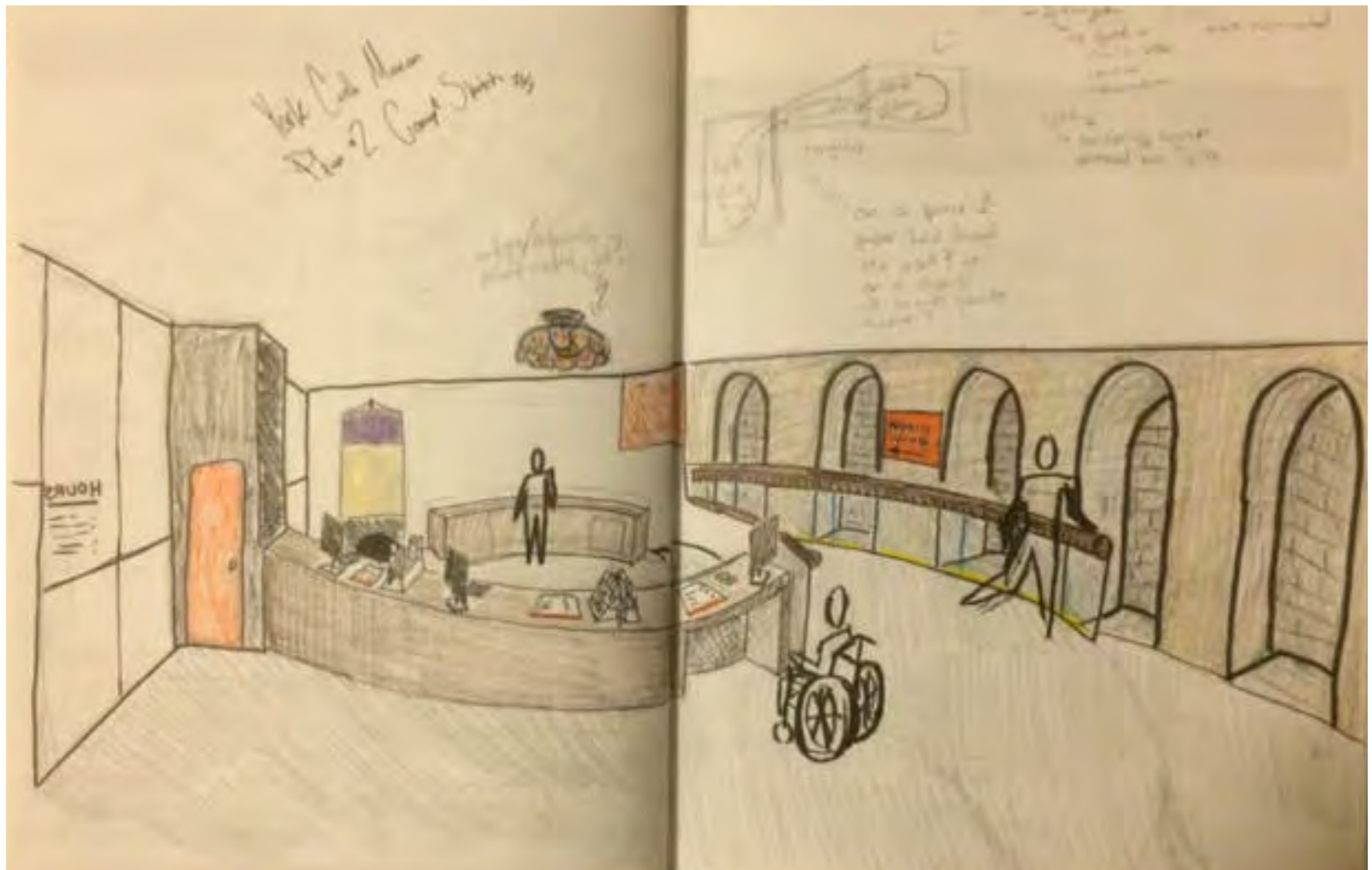
Best Precedent Examples



Front Desk

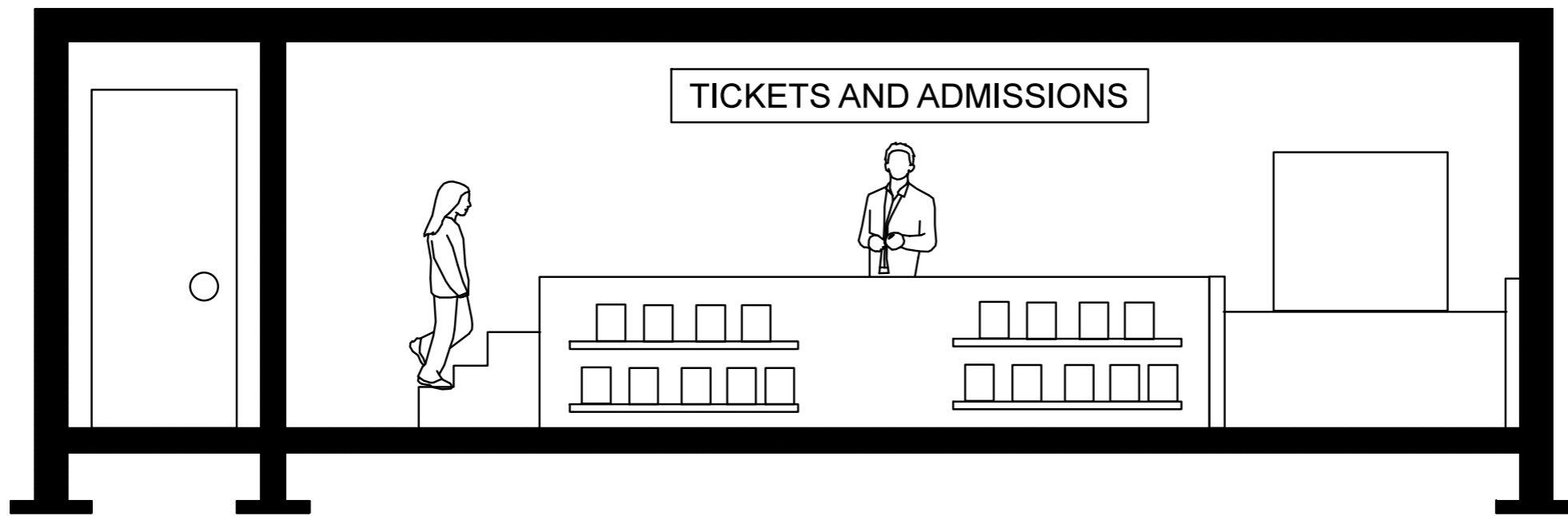
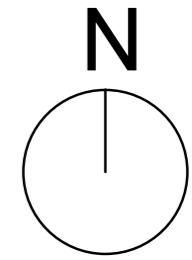
Gift shop compacted

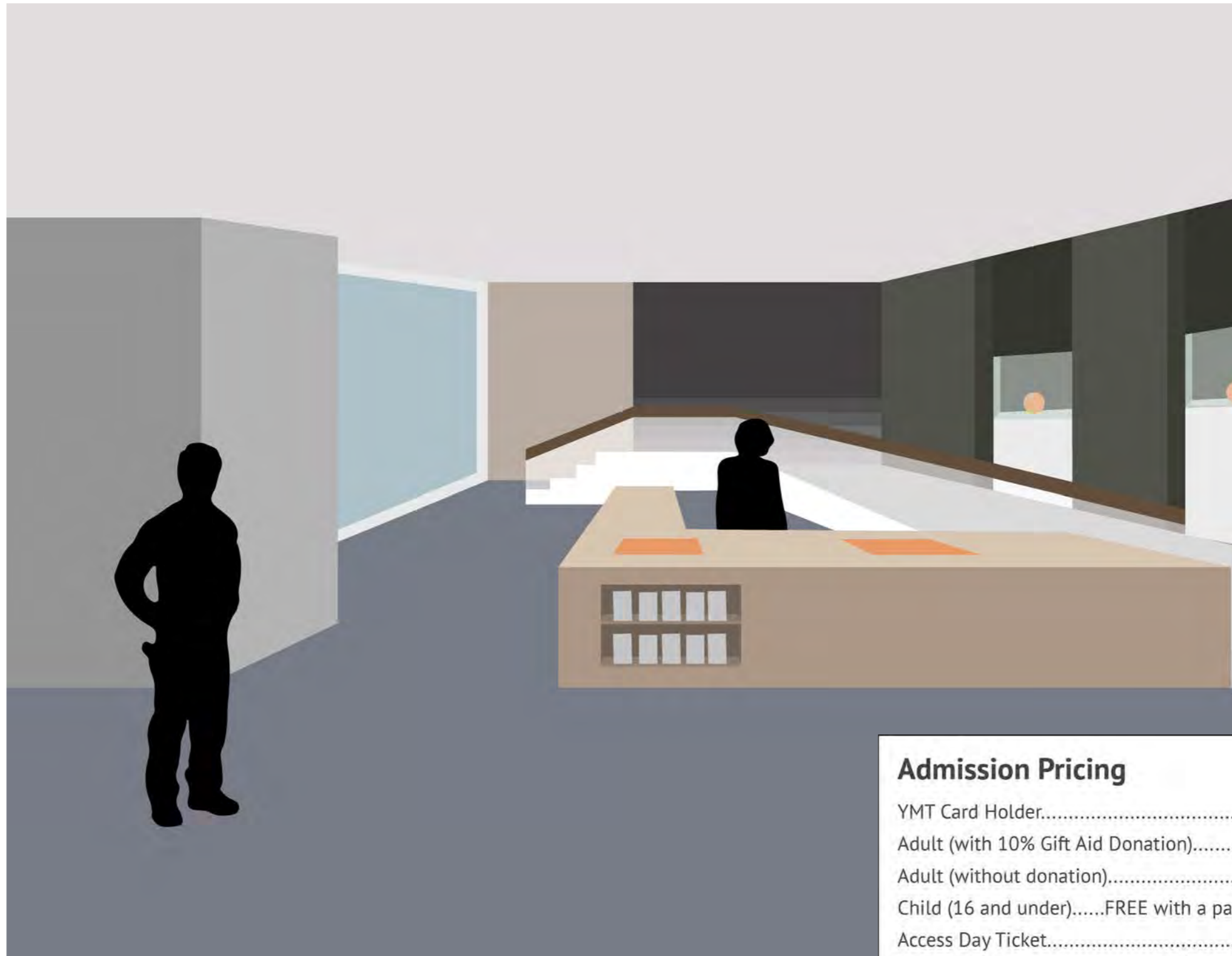
Umbrellas and heating
in outside seating



Preliminary draft of interior

Admissions Area Cross Section





Interior rendering and ticket price sign

Admission Pricing

YMT Card Holder.....	FREE
Adult (with 10% Gift Aid Donation).....	£10.00
Adult (without donation).....	£9.09
Child (16 and under).....	FREE with a paying adult
Access Day Ticket.....	£5.00
With a YorkCard.....	20% off day tickets







Outdoor seating with umbrellas and heaters

Phase 3

Goal: Redesign the concourse building to maximize the limited space available

- Add second story to building to lessen visual clutter

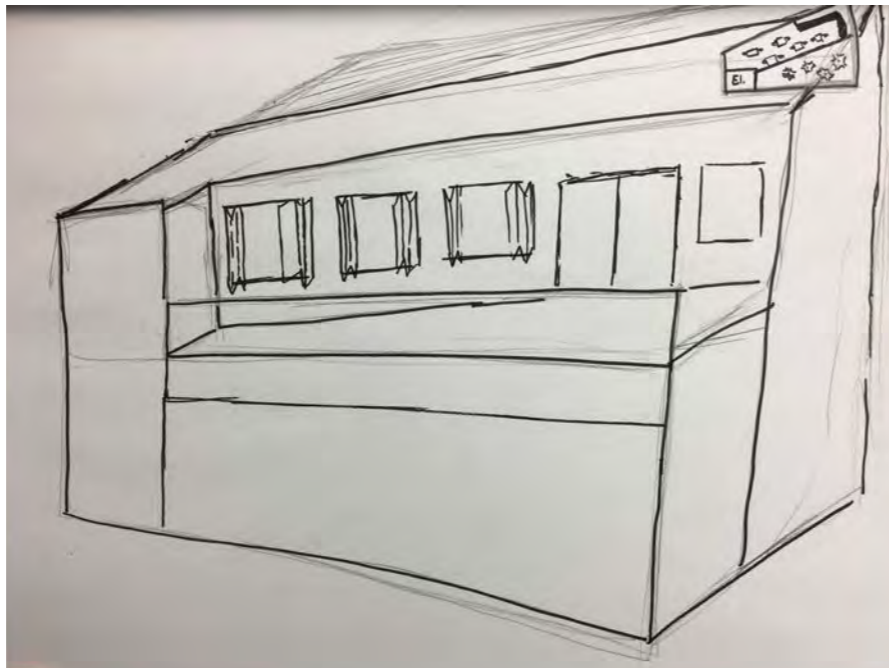
Best Precedent Examples



Recessed second story café

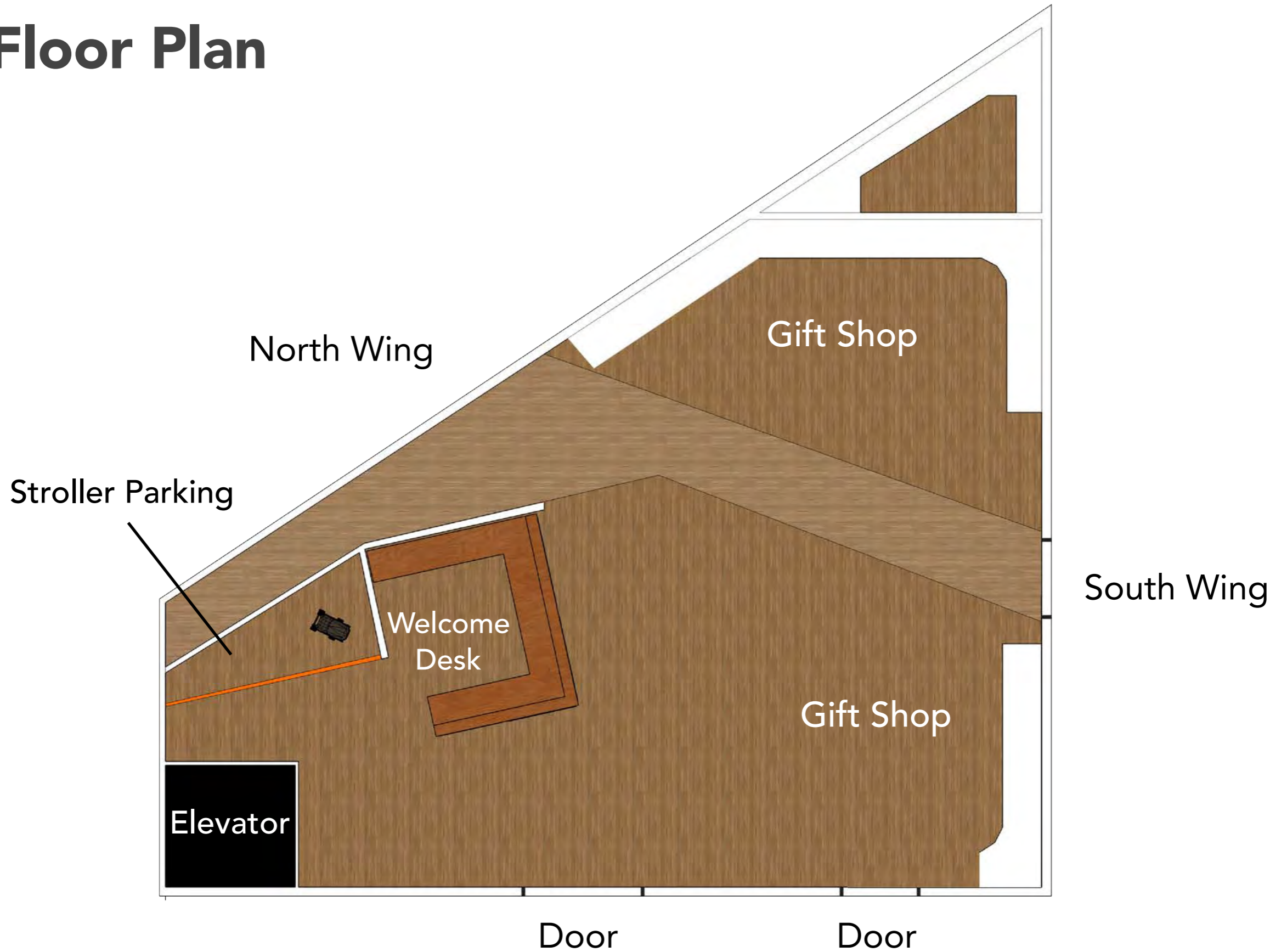
Different flooring patterns and/or colors implies a directionality

Initial Concept Sketches



Preliminary draft of exterior

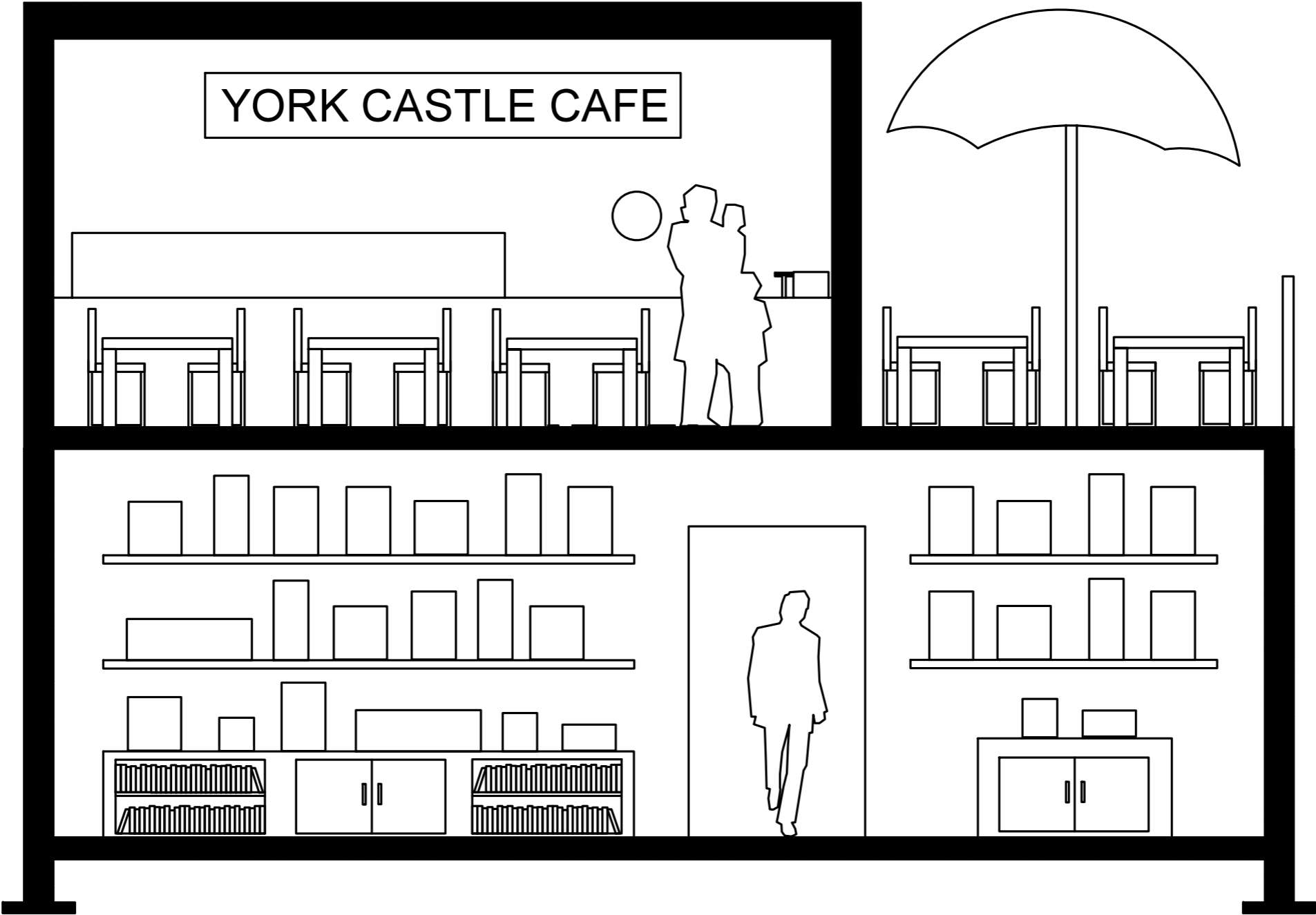
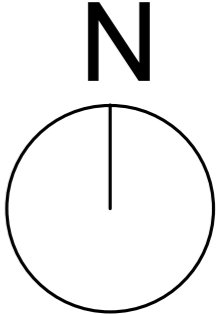
Floor Plan



Interior Rendering



Section Cut



Building Visualization



