

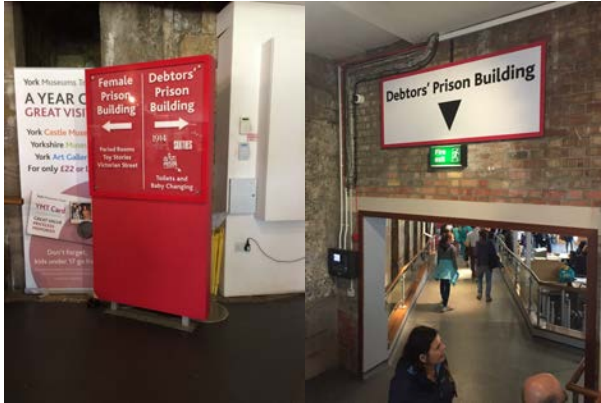
York **Castle Museum**

Concourse Area Improvement Proposals

Jenna Reynolds, Aditi Gangurde, Alex Cabana, Julie Xu

Site and Content Analysis, Areas of Improvement

Project Summary



Wayfinding and Signage

Messaging and format are inconsistent which makes it difficult for visitors to navigate through museum



Ticket Booth

Not prominent, dimly lit, and has an awkward height



Museum Shop

Blocks the sightline to other side of museum

Guest Analysis

Project Summary



The Jacobs Family

(Peter, 40; Mary, 39; Charlotte, 4; Oliver, 6)

- On vacation from Leeds
- Children most interested in Toy Stories exhibition
- Father most interested in 1914 exhibition
- A challenge for them would be to move through the galleries with impatient children



Class of School Children

- On a field trip
- Most interested in Toy Stories exhibition



Students

- On a high school field trip
- Most interested in 60s exhibition
- A challenge for them would be avoiding fitting a large crowd into a small room



Seniors

- Most interested in 1914 and Victorian Street exhibition
- A challenge for them would be climbing stairs in the exhibition and walking for a long period of time

Cohesive Systems of Typography and Icons

Precedent Examples



Written Summary

Design and Concept Proposal

Short Term Proposal

- Define **graphic standards** and include orange and white elements in lobby, graphics, signage and pamphlets
- **Hang banners** between the columns highlighting featured exhibits in each building
- One **entrance** on the left and one **way out** on the right of the concourse labelled to direct the flow of traffic
- Re-label “Women’s Prison” and “Debtor’s Prison” to “**Foss Building**” and “**Tower Building**”
- Add **orange path** on the floor to connect the two buildings

Extensive Proposal

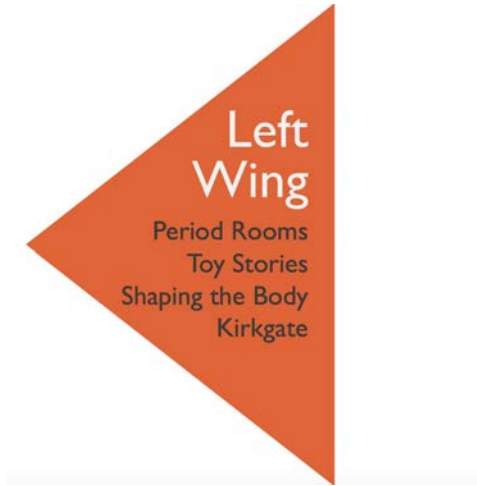
- **Ticket desk** more central and prominent
- Add **vestibule** and **object display** at the entrance

Long Term Structural Proposal

- Move the **entrance** to the north side of the Foss Building
- Move the **shop** and **way out** to the east side of the Tower building
- Replace the current concourse with a **new 2 story building** for temporary exhibition space and café

Initial Sketches and Studies

Design and Concept Proposal



Visually unbalanced



Unmeaningful titles



“Right/Left wing” has political connotations

Short Term Proposal

Short Term Proposal: Graphic Standards

Design Visualization

Colors



Fonts

Gill Sans SemiBold - signage, banners and names
Garamond Std - banners

York Castle Museum

York Castle Museum

Graphic Elements



Incorrect Usage



York Castle Museum

York Castle Museum

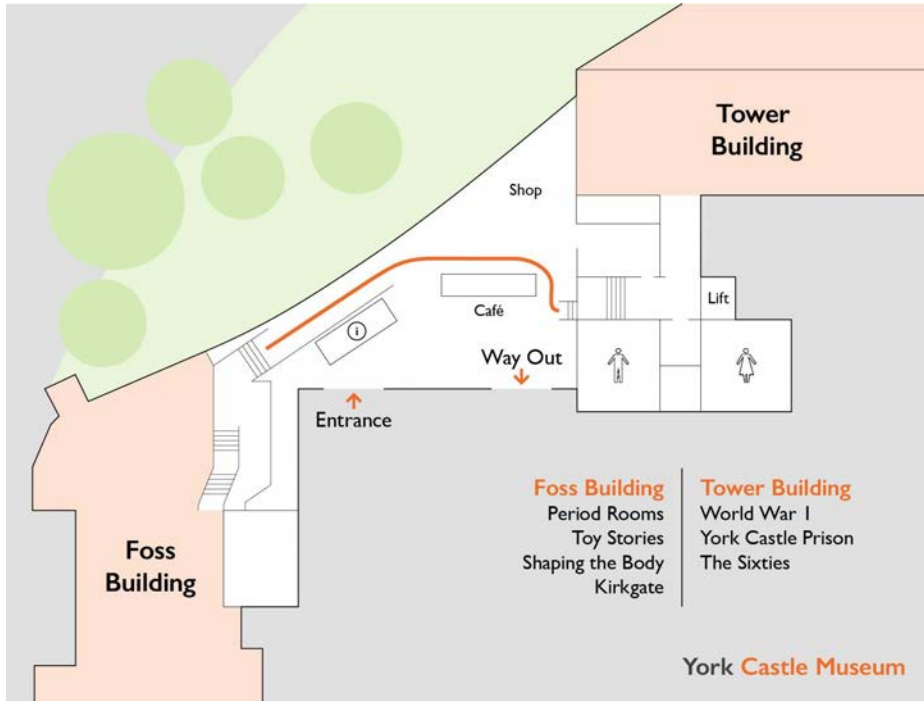
signage in other colors



black stroke/fill on elements

Map of Short Term Proposal

Design and Concept Proposal



1. Re-label Buildings:

“Women’s Prison” and “Debtor’s Prison”
to “Foss Building” and “Tower Building”

2. Modify Entrance and Way Out:

Enforce doors to open one way
One Entrance on the left
One Way Out on the right
Both labelled to direct the flow of traffic

3. Create a Wayfinding Route:

Add an orange path on floor to highlight path
between both buildings

Short Term Proposal: Signage

Design Visualization



Foss Building


Period Rooms
Toy Stories
Shaping the Body
Kirkgate

A white arrow pointing left is positioned on the left side of the sign.



Entrance

A large white sans-serif font is centered on the sign.



Tower Building

World War I
York Castle Prison
The Sixties

A white arrow pointing right is positioned on the right side of the sign.



Way Out

A large white sans-serif font is centered on the sign.

Short Term Proposal: Orange Path

Design Visualization



Short Term Proposal: Signage

Design Visualization



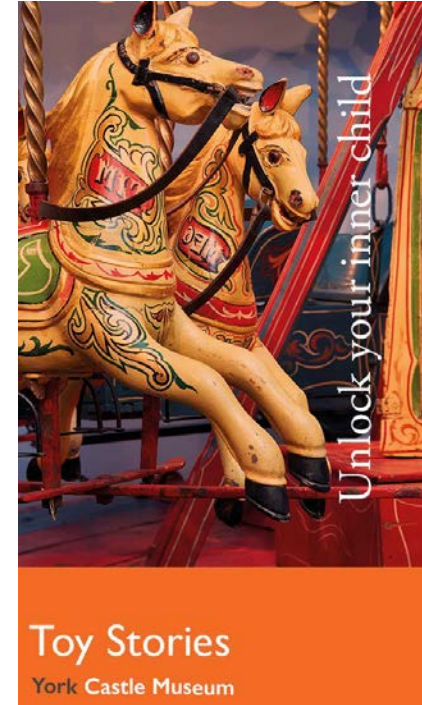
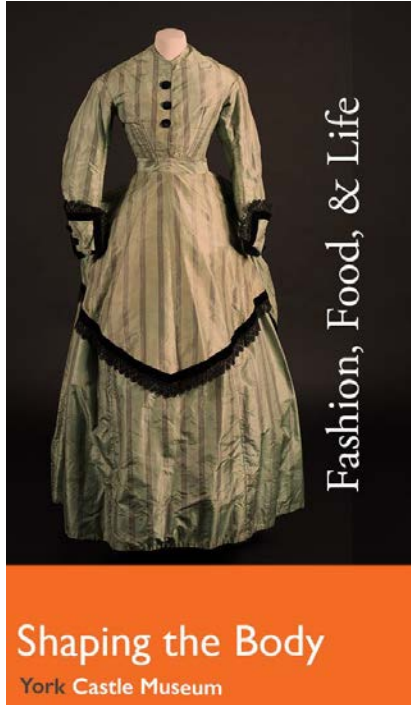
Short Term Proposal: Renderings of Signage

Design Visualization



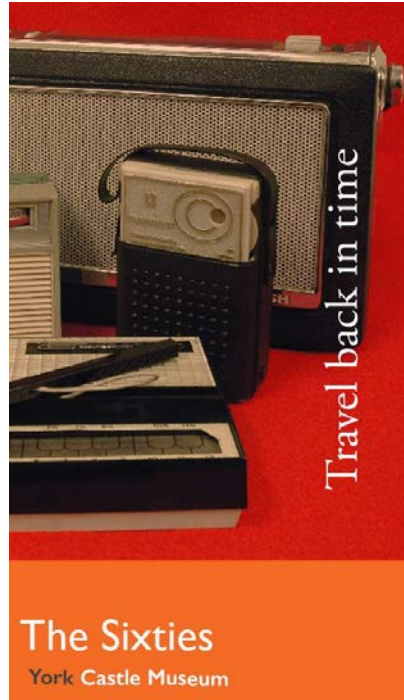
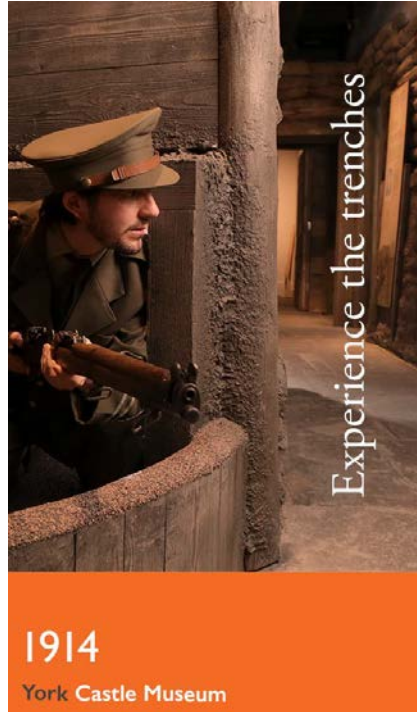
Short Term Proposal: Exhibit Banners

Design Visualization



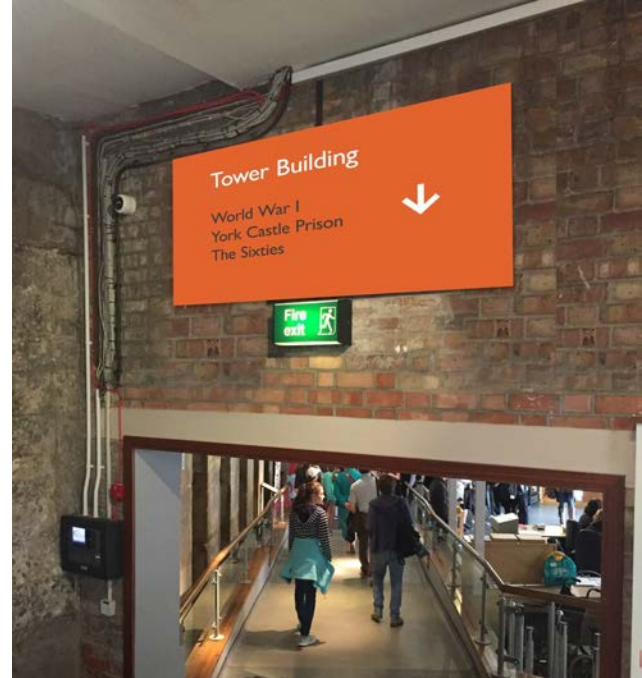
Short Term Proposal: Exhibit Banners

Design Visualization



Short Term Proposal: Renderings of Exhibit Banners

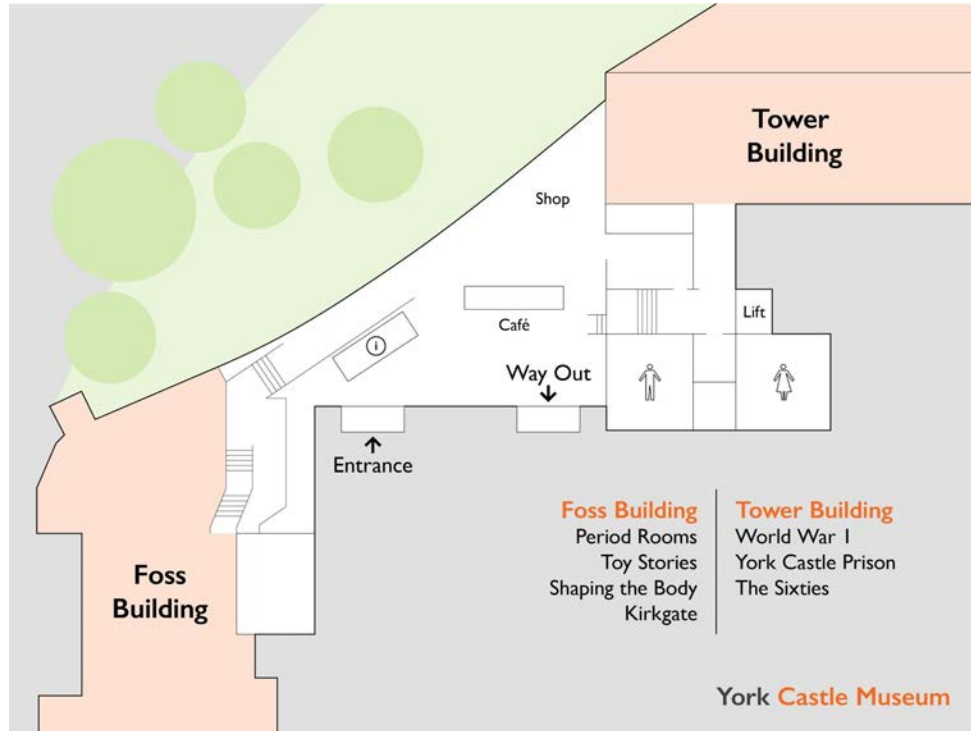
Design Visualization



Extensive Proposal

Map of Extensive Proposal

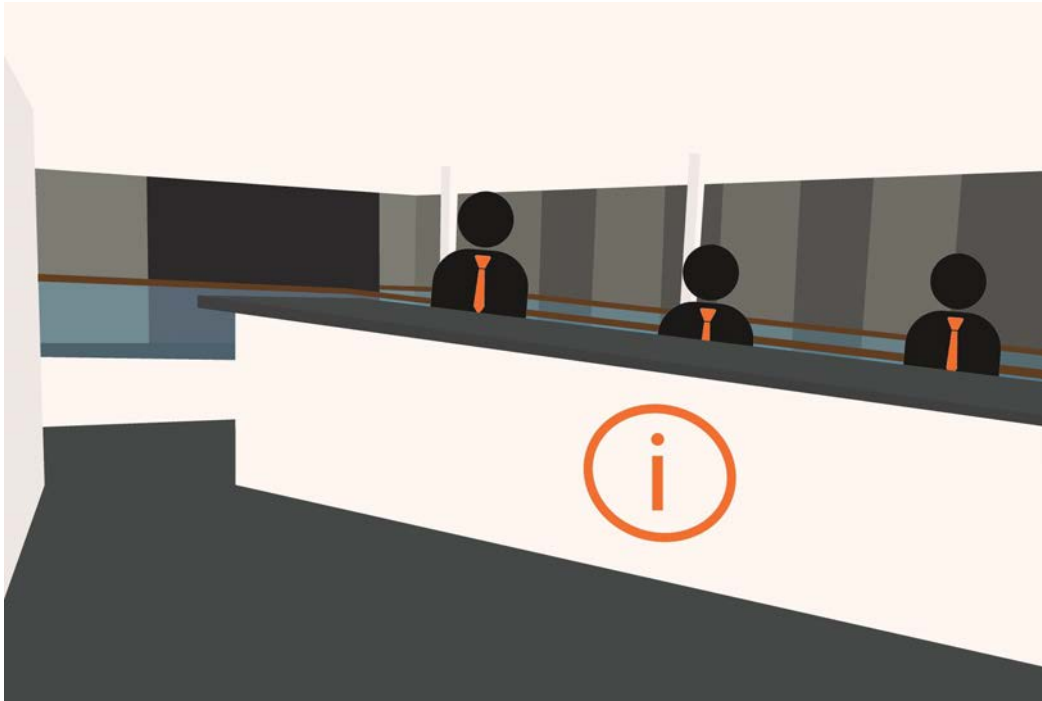
Design and Concept Proposal



1. **Ticket desk** more central and prominent
2. Add **vestibule** and **object display** at the entrance

Extensive Proposal: New Information Desk

Design Visualization



- Raised, long information desk
- More ergonomic for employees and guests
- Saves space

Extensive Proposal: Outdoor Vestibule

Design Visualization



- Outdoor vestibule so there's more space indoors
- Keeps cold out and saves energy costs



Extensive Proposal: Display Cases

Design Visualization

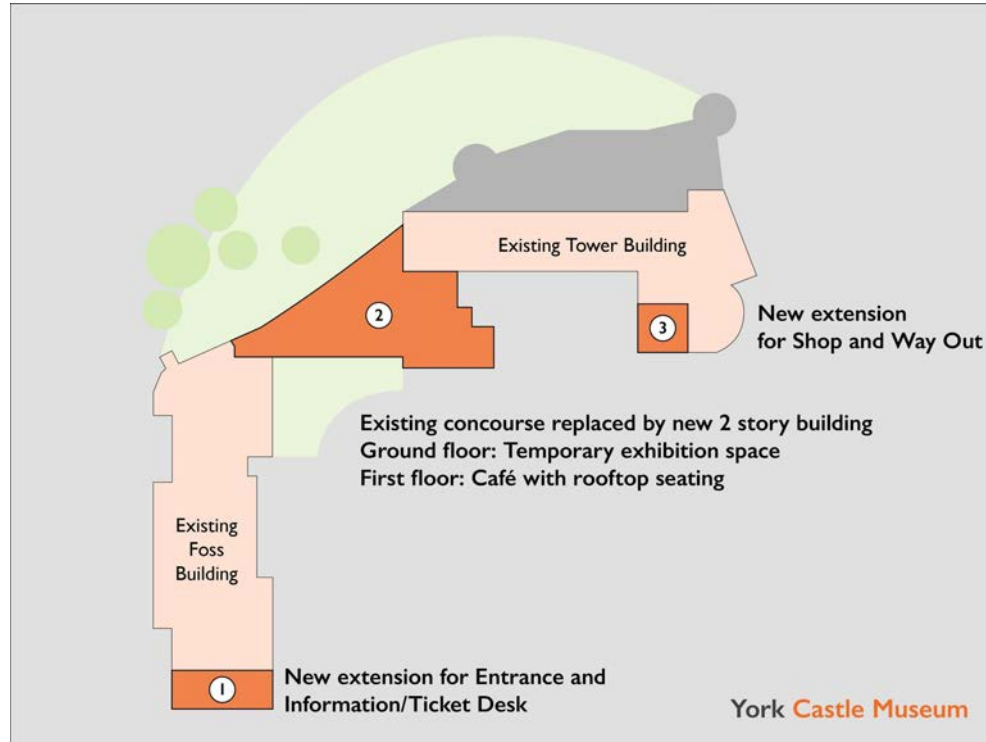


- Foreshadows the exhibitions on display
- Creates anticipatory excitement
- Items can be interchanged as desired

Long Term Structural Proposal

Map of Long Term Structural Proposal

Design and Concept Proposal



Long Term Structural Proposal

Precedent Examples: Milstein Hall, OMA (Ithaca, NY)



Long Term Structural Proposal

Precedent Examples: Contemporary Jewish Museum, Daniel Libeskind (San Francisco, CA)



Long Term Structural Proposal

Precedent Examples: Manchester Art Gallery, Hopkins Architects (Manchester, UK)

