

# BAGGIN' THE 70S

## WAYFINDING SYSTEM FOR BAGGINS END DOMES

### PROJECT DESCRIPTION

Baggins End is a perfect example of the alternative movement and aesthetic of the 70s (which was also the time it was built). The housing celebrates a fostering community and sustainability. As an ode to Baggins End, the group wanted to take inspiration from its history and housing identity to create a sign system in hopes of creating more of a relationship with the environment, the residents, and curious strollers that pass by.

After researching vintage signs and graphic design posters, the group came up with a muted 70s aesthetic. This way the color stands out against the white domes while also still being able to harmonize with the surrounding nature the housing has to offer.



### SITE EVALUATION / EXISTING CONDITIONS:



After observing the housing site multiple times the group noticed that the beautiful environment was lacking signage and clarity. The group thought that there could be added signage as it would add more context to the special place.

There was no homage to the history of the housing even though it has gone through so much (almost being shut down, the people who participated in building the domes, how the community created sustainable living habits).

Also at first glance, the group found it difficult to find the numbers of the domes as it did not amend its numerical order and the door numbers were hard to catch people's attention.



### AUDIENCE PERSONAS:



**20, Human Rights Campaign Athlete, Resident**  
Aiden travels frequently, doing extreme backbacking trips all over the world when he is not studying at UCD. He looks to the Domes for cheaper housing people that work together throughout the space. He is passionate about creating a safe and fun space for Queer people like himself, going to and promoting a lot of the events that happen at the Domes.



**20, Student, Passerby**  
Jackie doesn't live on this side of campus, but has passed by the domes once or twice. As a coordinator for the Whole Earth Festival held at UCD, she is passionate about sustainability and community and loves the vastness of the garden and crops that fill the land and is interested to learn more.

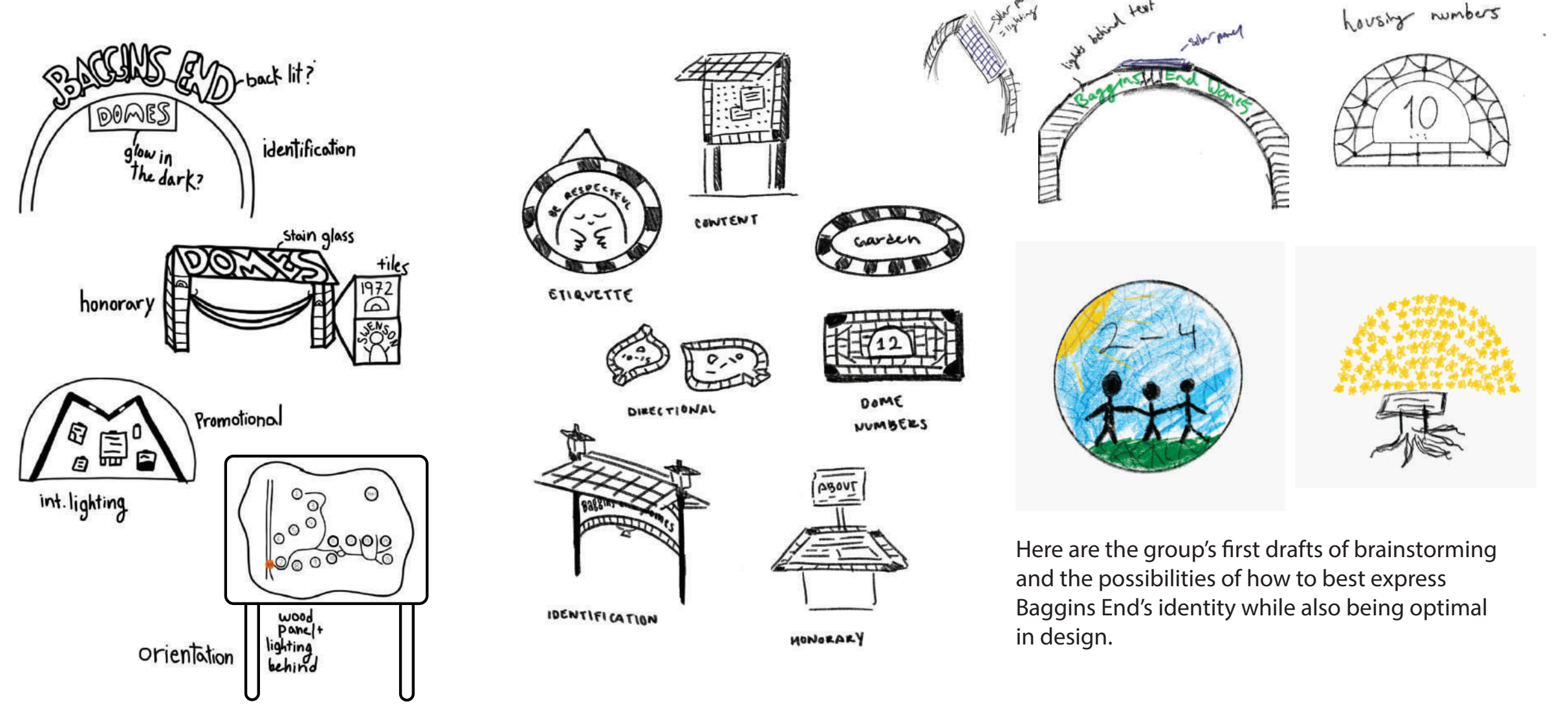


**35, Lecturer, Resident**  
Originally from Columbia, lives at the Domes because of its uniqueness and how they represent a glimpse of the US in the 70s. She enjoys a different form of living outside of traditional American urban / residential living. She's often had to answer questions about what the Domes are about to visitors.



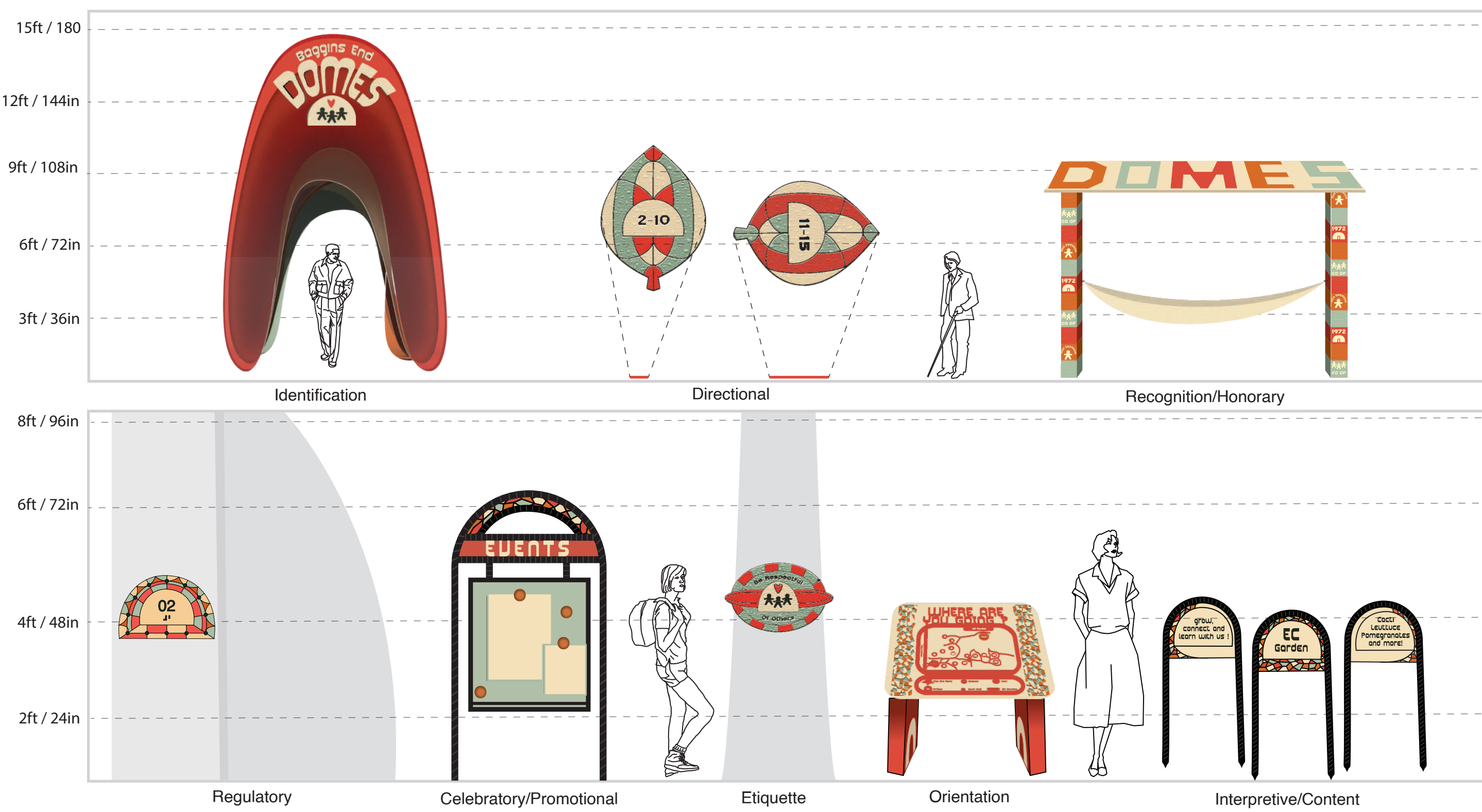
**22, Student, Frequent Visitor**  
Harneet went for the first time last year for a music event. Since then, he has made a handful of friends that live there, so he's been going there consistently to hang out or attend events, and loves the welcoming nature. The Domes were difficult to navigate at night because it can be really dark when entering the domes with no good source of outdoor lighting.

### PRELIMINARY SKETCHES :



Here are the group's first drafts of brainstorming and the possibilities of how to best express Baggins End's identity while also being optimal in design.

### VOcabULARY OF SIGN TYPES:

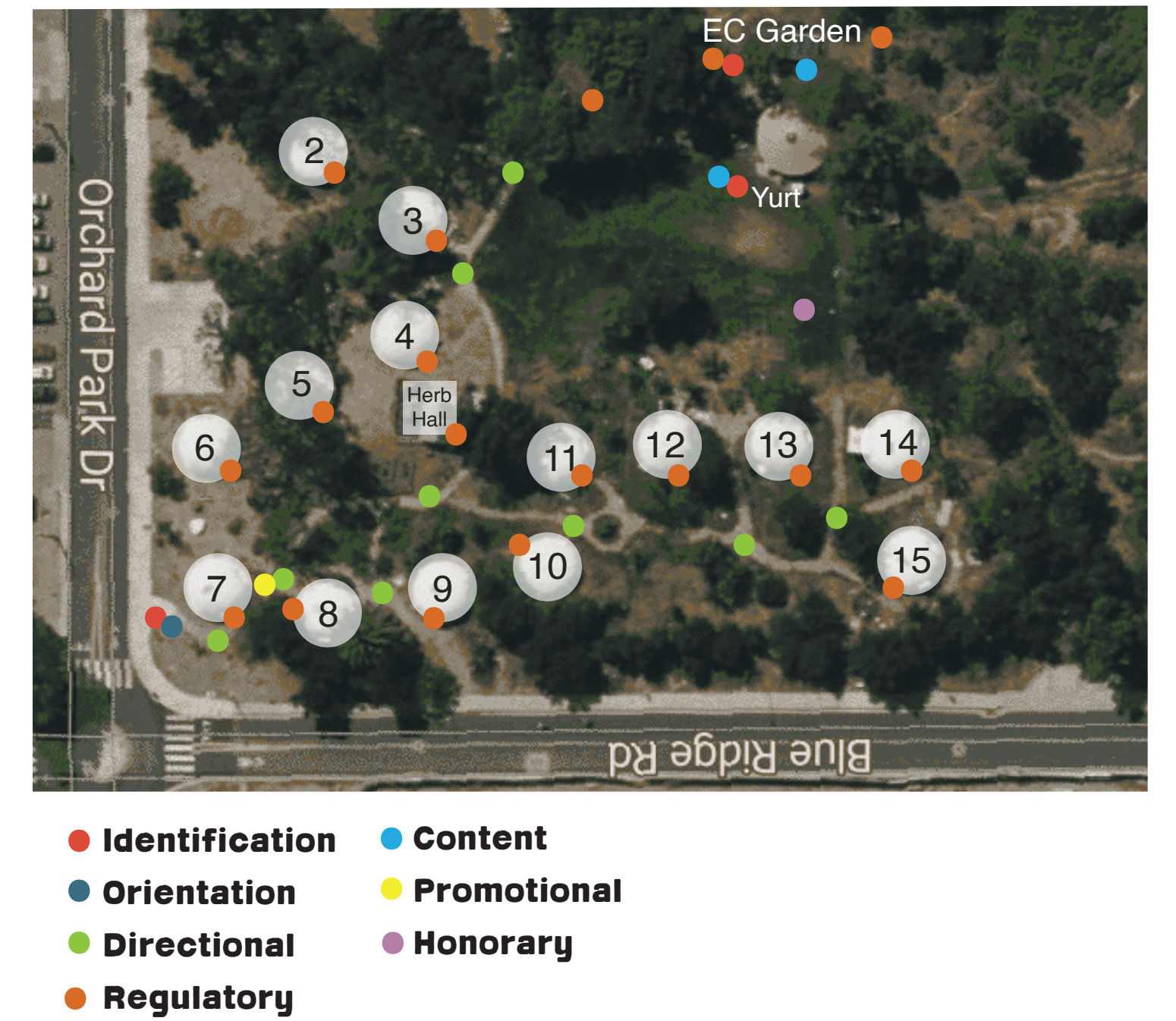


### LOOK BOOK:



Here you can see that the inspiration came from the natural forms and colors you would find in nature. The text was chosen from festival posters and signs from the 70s.

### SIGN LOCATION PLAN:

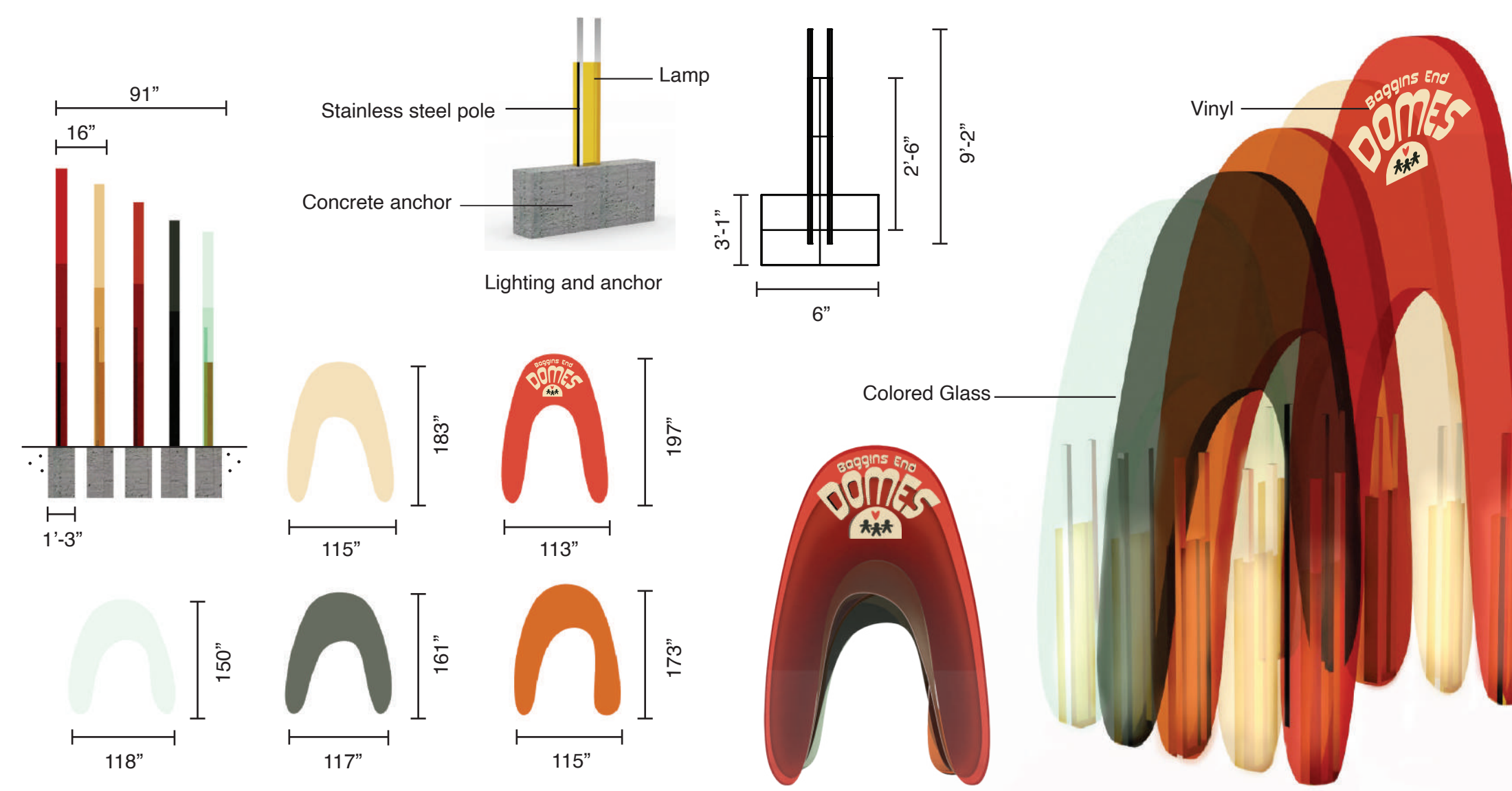


### IN SITU RENDERINGS:

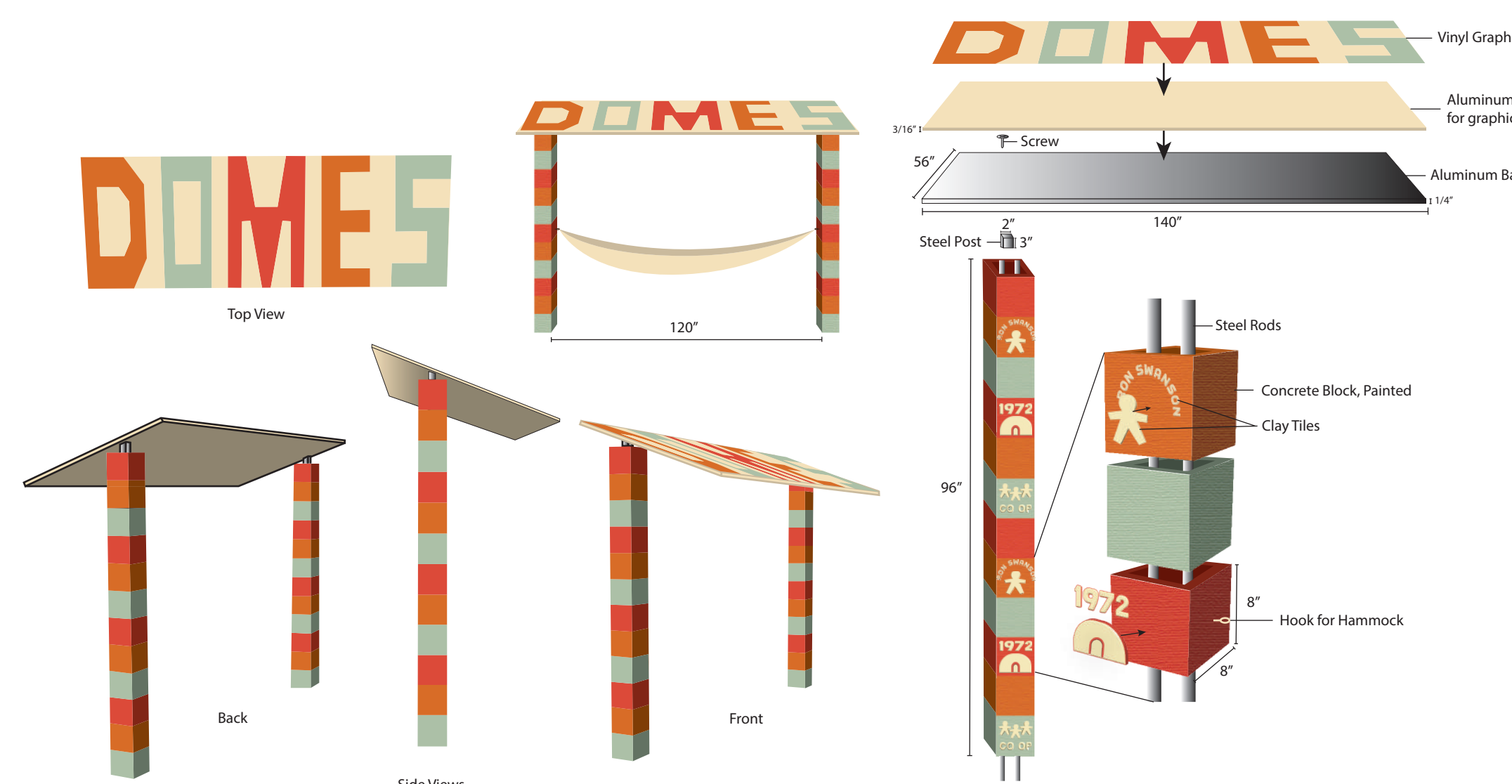


### SIGN DETAILS:

Identification is represented by several colored stained glass sheets that form a tunnel that residents can walk through.



Honorary is represented with a sign that is also a place to hang a hammock. The top provides shade while the poles that carry the hammock are made out of decorated tiles that are an ode to the people who were involved with the housing's history.



### FORM, PALETTE, AND MATERIALS:

#### TYPE

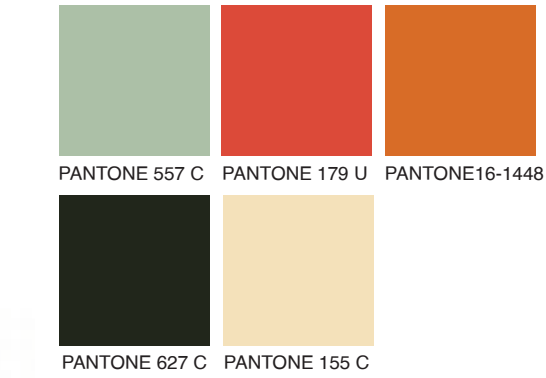
**SF Plasmatica**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

SF Plasmatica acts as a heading text as it has a more playful texture to its type.

**Post Box**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Post Box acts as a body text as it is more simple which would be ideal for more text-heavy information

#### COLOR



#### IDENTITY



Identity was chosen after being inspired by the floor tiles of the main entrance. They had these figures of people next to the domes made out of mosaic tile.

#### MATERIALS



Materials are inspired by the colors of the 70s and the structure of some of the materials already seen at Baggins End.

