

Flow • routing • wayfinding

Amsterdam / New York



Mijksenaar, a unique, internationally operating design agency specializes in the design of visual orientation, navigation, and information systems from user instructions to signage, from form documents to user interfaces.

The company was founded by Paul Mijksenaar in 1986. Mijksenaar specializes in consultancy on visual information systems based on a highly analytical and systematic approach. Mijksenaar's goal is to produce designs which are not only of the highest possible quality but also give pleasure to their user(s). The office currently employs a staff of twenty-four.

Mijksenaar is an international information design firm with over 30 years of experience. Our user-focused solutions address the challenges and requirements found in even the most complex design problem. These research-based systems have been tested and proven successful in both new and existing environments. At Mijksenaar/Mijksenaar Arup Wayfinding, information design takes the lead, followed closely by an attractive overall image.

Mijksenaar in Amsterdam

Joan Muyskenweg 22
1096 CJ Amsterdam
+31 20 691 47 29
office@mijksenaar.com

Mijksenaar in New York

In the fall of 2002 Mijksenaar established an office in New York; Mijksenaar Arup Wayfinding. Since then, the firm has developed various wayfinding and consultancy projects for other North-American airports.

What is wayfinding?

All wayfinding projects have one common factor. Whether they are large scale or small scale, long term or short term, for public spaces or for commercial enterprises, for novice visitors or for employees, indoor or outdoor, for pedestrians or for car drivers, all wayfinding projects are intended to be used by people. This means that all wayfinding projects will have to take human perception and human psychology in mind.

Human perception and human psychology are remarkably consistent. In an ever changing society with an ever changing environment we learn how to cope with more and more visual input. The basics behind this visual input however – color contrast, field of vision, visual cues for building entrances and exits, categorization of messages, et cetera – remain the same.

Why is wayfinding important?

Unfamiliar spaces and environments lead to stress. A well-designed wayfinding system that guides people through a space makes their new surroundings easier to use and more enjoyable. Well-understood spaces are safer to use and easier to maintain, thus reducing the need for (human) operator involvement in directing visitors.

Wayfinding increases the visual recognition and branding of a space. A well-designed wayfinding strategy not only becomes a seamlessly integrated part of its surroundings – it also has the eye-catching quality that makes a particular environment or brand easily recognized and remembered.

How does Mijksenaar help clients to achieve their objectives?

We understand the needs of users. Backed by a keen understanding of human behavior, we approach the planning and design of spaces of all types and dimensions – fully aware of the pitfalls involved in spatial organization.

Our well-developed design and implementation processes make us ideal partners for architects, developers, owners, and users.

We help make spaces more accessible. A well-considered system of wayfinding and supply of information is needed to guide the users through the wayfinding process step by step. The way Mijksenaar develops wayfinding solutions, goes beyond the creation of signs. Logistics, psychology, human factors, security / safety aspects, architecture and high-quality graphic design play a major role in establishing a proper wayfinding concept.





Phased Planning

At the beginning of a project, Mijksenaar and the client draw up a plan that includes, to the greatest degree possible, meetings, agreements and delivery times. This plan is based on the project description, on Mijksenaar's customary lead times, and on the client's decision-making processes and lead times.

Changes made to the basic guidelines and/or to the size of the project at a later date may necessitate a revision of the plan and the costs involved.

Phase 1: Analysis and concept

Plan of action

Analysis

Wayfinding concept and sketches

Phase 2: Design

Inventory

Preliminary design

Definitive design

Phase 3: Realization

Manual (optional)

Contract document and accompanying choice of manufacturer (optional)

Supervision of production and delivery of production files

Supervision of installation (optional)

Training (optional)

Awards and commendations

SEGD Awards (2003)

Honor Award for Wayfinding System for New York and New Jersey Airports

SEGD Awards (2003)

Merit Award for Graphics and Signage for ArboNed Office Interiors

Recognition Stichting Goed Industrieel Ontwerp (1997)

Schiphol Airport wayfinding

Recognition Stichting Goed Industrieel Ontwerp (1997)

NS Schuilzuil (taxi shelter)

Honorable mention Designprijs Rotterdam (1994)

Schiphol Airport wayfinding

Sign Design Awards (1993)

Schiphol Airport wayfinding recommendation

Project overview

A selection of current and past Mijksenaar projects:

Airports

Amsterdam Airport Schiphol

Washington Dulles Airport

Geneva International Airport

Napoli International Airport

Fraport Manual, Frankfurt Airport

Abu Dhabi International Airport

Aruba Airport, Netherlands Antilles

Athens Airport, Greece

Olbia Costa Smeralda Airport, Sardinia (Italy)

JFK, LaGuardia, and Newark Airports (Port Authority of New York & New Jersey)

Rotterdam Airport, Rotterdam

Eindhoven Airport, Eindhoven

Public transport

Amsterdam Metro (GVB)

Rotterdam Metro (RET)

North/Southline, Amsterdam

Nederlandse Spoorwegen (Dutch Railways): system design, major station signing implementation

50 Stations: review of stations for Dutch Railways

Province of Noord-Holland regional public transportation (Regionet)

Healthcare

Jeroen Bosch Hospital, Den Bosch

Amsterdam Medical Centre (AMC)

Erasmus Medical Center, Rotterdam

Groene Hart Hospital, Gouda

De Weezenlanden (hospital), Zwolle

Onze Lieve Vrouwe Gasthuis (Urgent Care), A'dam

Eye Hospital, Rotterdam

Parking

Arnhem transportation hub

Amsterdam ArenA

Schiecentrale 4A, Rotterdam

AKN Public Broadcasting Facilities, Hilversum

Euroborg, Groningen

City Plaza, Nieuwegein

Museums and cultural institutions

deSingel, Antwerp

De Doelen concert/congress building, Rotterdam

Van Gogh Museum, Amsterdam

Maritiem Museum, Rotterdam





Project overview (continued)

Boijmans Van Beuningen Museum, Rotterdam
Centraal Museum, Utrecht
Concertgebouw, Amsterdam
Teylers Historical Museum, Haarlem
Wallraf-Richartz-Museum, Cologne
MoMA Design Store, New York

Offices

ProRail head office, Utrecht
Shell head office, The Hague
ArboNed, Utrecht
Rabobank, Utrecht
Schiecentrale 4A, Rotterdam

Leisure & public spaces

Port of Rotterdam (tourist signage)
Westerpark (cultural venue), Amsterdam
Center Parcs (holiday resorts), France

Retail

Alexandrium Shopping Mall, Rotterdam
Galleria Department Stores, Seoul

Education

Science Park, Amsterdam
Mekelpark, Delft University of Technology
Zernike Campus, Groningen
Twente University, campus and faculty buildings
Utrecht University, inner city signage

Congress and exhibitions

RAI Exhibition and Conference Center, Amsterdam

Printed matters

Donor form
Mei Architects
Premsula Foundation / TNO
Stamp sheet 100 years of Dutch motorized aviation