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Below are the top news stories published over the past week on Design Week's website. To sign up for free e-mail alerts, visit [www.designweek.co.uk](http://www.designweek.co.uk)

**Brand Me** has redesigned the packaging for Sainsbury's entire range of coffees, which is going Fairtrade (8 September)

A device that can detect and extinguish kitchen fires has won the **James Dyson Award** for emerging designers (7 September)

**John Lewis** is launching a value homeware range, with packs by Zach

John Design and the retailer's in-house team (7 September)

**Business Secretary Lord Mandelson** has ruled out proposals for infringement of patent rights to become a criminal offence (4 September)

**The Greater London Authority** has said it is 'not in a position to give a fee for pitch work' for the London identity tender (3 September)

# Excel London overhauls wayfinding in run-up to 2012

By Emily Pacey

Excel London has appointed Holmes Wood to overhaul the wayfinding strategy for its 40ha site, ahead of the venue's upcoming role as the second-biggest Olympic venue in 2012.

Holmes Wood won the project two weeks ago after a four-way credentials pitch. Its first task is to create signage, wayfinding and information graphics for a new extension to the exhibition centre, designed by architect Nicholas Grimshaw (concept pictured), which opens in May.

The consultancy will then look at wayfinding on the rest of Excel's east London site, which comprises residential housing, five hotels, bars, restaurants and shops as well as the exhibition centre.

Holmes Wood director Alex Wood claims that the new wayfinding will look 'very different' to the current system.

'The problem with the current system is that there is no differentiation between vehicle and pedestrian signage,'

says Excel London head of marketing and communications Gemma Parkhouse, who is helping to oversee the project. She adds that the site's 'evolving ten-year vision' requires a 'flexible system with longevity'.

'The graphics will have to respect our brand and the long history of the site, and must serve the different types of people that pass through, including the public,' she says.

Holmes Wood will incorporate the Excel London branding, designed by Imagination in 2005, into the graphics, but is likely to ditch the current blue colour scheme.

'The new extension to the centre has a red-and-yellow colour scheme, so the new signage will have to be more neutral,' says Parkhouse.

Wood suggests that the number of signs on site may be reduced, although the kit of parts will still comprise 'many hundreds' of items.



During the Olympics, the venue will host seven events, including boxing, judo, wrestling, Tae Kwon Do and weightlifting.

'We will take the Olympics into account when designing, but the game organisers will dress the venue for the events,' says Wood.

## EXCEL LONDON WAYFINDING TIMETABLE

**Mid-August** – Excel London appoints Holmes Wood

**End of September** – Holmes Wood to present masterplan

**May 2010** – Excel London centre extension opens, complete with new wayfinding system

**2012** – Wayfinding strategy for Excel London's 40ha site to be completed



Cover image: Mask Ka by Woon-Geun Hee. See feature, page 18

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# Michael Wolff to head line-up at Liverpool Design Symposium

Michael Wolff will give the D&AD President's Lecture at the Liverpool Design Symposium this November.

Returning for the second year in a row, this year's event is subtitled Branding the City, a theme inspired by the recent implementation of Liverpool's new Finch-designed city brand.

Wolff has previously criticised the identity for being 'lazy and uninspiring' (DW 16 April).

D&AD is increasing its input into this year's symposium, with plans to run a student day.

The Design Business Association will run a session on 'effective design in the public sector', led by The Team

consulting director Peter Mills.

'This highlights the symposium's appeal to design-buyers and marketing professionals from the public sector,' claims a statement released by Uniform, one of the symposium's founding consultancies.

The conference will take place at Liverpool John Moores University's new Art and Design Academy on 4 November.

The DBA is planning to organise an exhibition of its Design Effectiveness Awards in the academy's purpose-built gallery space, subject to confirmation.

Liverpool design groups Uniform, Smiling Wolf and Black & Ginger founded the conference last year in response to a story in Design Week exposing the paucity of design events programmed for the Liverpool 06 celebrations (DW 16 January).

# Designer sues BBC over cartoon

Graphic designer Mike Mitchell is pursuing a civil action against the BBC to seek recognition of copyright, for cartoon character designs which he claims are his intellectual property.

Mitchell asserts that his illustrations for The Bounce Bunch bear a resemblance to characters in the BBC cartoon Kerwhizz.

He says he showed images of The Bounce Bunch on freelance websites, where he enlisted the help of an animator and scriptwriter.

Mitchell also claims he sent the designs to the BBC's children's animation department in October 2007, and that the BBC 'said they had lost' these in May last year. The cartoon Kerwhizz aired in April this year.

In support of his action, Mitchell has also sought advice from Hertfordshire Trading Standards, which confirms it is investigating the case.

Music has created a campaign for Manchester City Football Club in the lead-up to the club's home game against Premiership rival Arsenal on 12 September. The campaign features striker Emmanuel Adebayor, who moved from Arsenal to Manchester City during the summer. The image was conceived by Music and produced by San Francisco-based illustrator Michael Gillette.

