



Homerton University Hospital, Emergency Dept. (London, UK) Artistic Wayfinding & Placemaking

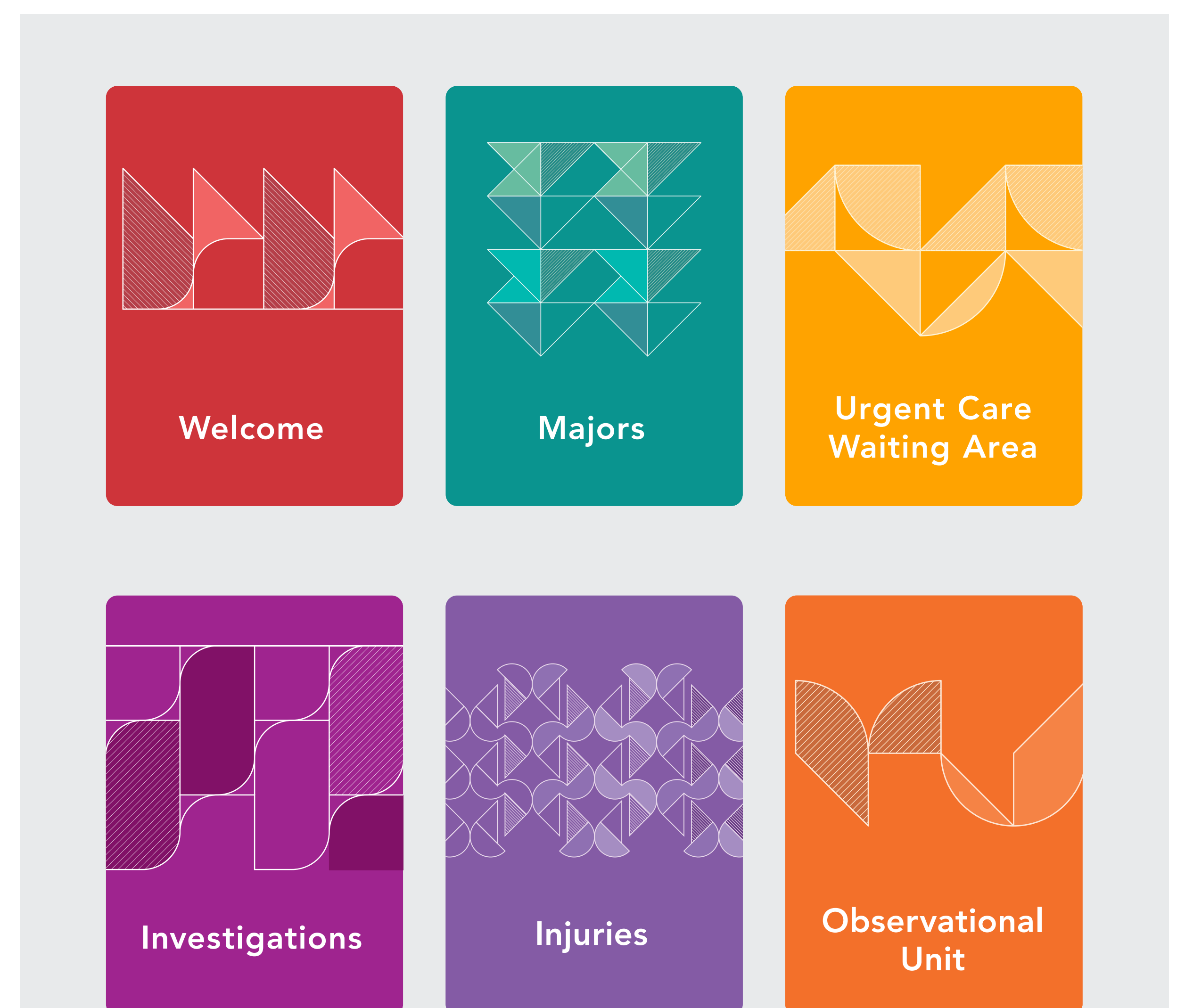
Homerton University Hospital FT approached Art in Site with a request for “artistic wayfinding” to integrate into their new ED refurbishment. Their problem: patients were having orientation issues navigating through a complex Emergency journey, and this was leading to anger and stress. In response, we produced a set of crisp, colourful patterns which play out at large- and small-scales, helping to enliven the space, zone departments, and aid orientation. Homerton Hospital is situated in Hackney – a London borough that has recently seen an explosion of youth-demographics and creative industries. This drove a decision adopt a range of patterns and vibrant colours to symbolize and celebrate the borough’s multicultural, multi-generational creative identity.

*Art Strategy, artwork, wayfinding & signage, copy editing: by Art in Site
Commissioned: by Homerton University Hospital NHS FT*



“The use of colour to guide our patients has worked really well; especially in an area where English is not the first language. It’s also provided a fresh, bright and modern edge to our department which is lovely to work in and has given the team a sense of pride”.

– Jean Lyon, Senior Nurse Emergency Services



Colour-pattern motifs

A series of bespoke colour-pattern designs have been developed to zone each area. These play out across feature walls, infoslits, trays, process infographics, and wall colours.