

Design cities

[IMAGES&CO]
LONDON • MANCHESTER



Traffic in Matlak, Istanbul

Design cities

With more than half the world's population now living in cities and the unstoppable advance of digital technology, cities are changing – and so too is the way they are designed.

At Images&Co we explore this dynamic with clients and partners in key strategic and transformational areas, such as:

Design how, design now. Introducing design thinking across city planning and city government. Helping cities benefit from new ideas for co-designing with citizens.

Story. Positioning cities to be distinctive. Helping them formulate a true and compelling narrative.

Place. Effective strategies for districts with specialist character. Understanding the dynamic between heritage and renewal. Consulting with stakeholders and public.

Space. Shaping how people engage with the public realm and interior spaces, through information, art and interaction.

Movement. Designing comprehensive information to enable people to move around efficiently with optimal flexibility.

Services. Supporting sustainable and best-quality provision of energy, waste and recycling, water, schooling, health and care, safety and security.

Culture. Brand, marketing and outreach support for arts and leisure organisations.

High street. Shaping new roles for high street retail and leisure to support local economies, digital innovation and strong communities

Open data. Encouraging open data by government and private sector to improve services and empower citizens.

As a consultancy

– we work with clients and partners to scope opportunities, develop the business case and evaluate outcomes.

As a design group

– we create solutions for all requirements where communication and information design has a part to play.

Some examples of our thinking and our approach are described in these pages.

Internet-of-Things



Kasper de Graaf
Malcolm Garrett
Tom Cowle
Uzma Afzal

Partners

Camden Collective, City of Istanbul, Istanbul Technical University, Insight Centre Galway, AIT, Santer Reply, Atos, Inria, SingularLogic

Supported by

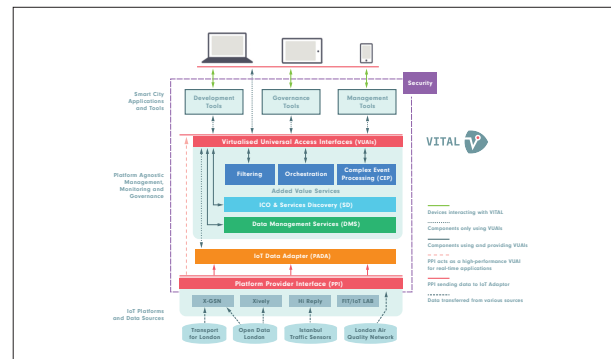
European Commission



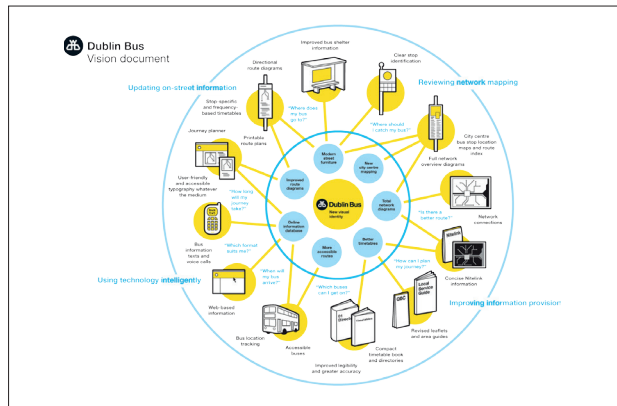
Real-time data obtained from sensors and other internet-connected devices is at the heart of re-thinking services and the usability of cities. Working with partners, Images&Co is developing and promoting creative technologies to make the power of IoT more widely available to developers and organisations.

VITAL is an open-source middleware platform that allows diverse IoT systems and data types to be connected. This means developers can aggregate data from the widest possible range of data sources, while complex organisations such as cities can manage legacy systems of internet-connected objects without the cost of licences or replacing existing infrastructures. VITAL has been piloted in traffic management in Istanbul and in a mobile working prototype application in London.

The newly-formed VITAL Foundation is encouraging the growth of an open-source community to support use and further development of the platform and modules, with added value services such as consultancy and implementation offered by members of the development consortium.



City wayfinding



Malcolm Garrett
Kasper de Graaf
James Lefrère

Selected clients

Dublin Bus, Central London Partnership, Transport for London, London boroughs, TransLink (Vancouver), Leeds City Council, ClearChannel, Glasgow City Council, Brighton & Hove City Council, Bluewater, Scotch Hall Drogheda.

Information about routes and options for moving around cities across all modes, from walking to public transit, has a major part to play in optimising transport networks and the sustainability of cities.

Building on the legible cities work initiated by Bristol city planner Mike Rawlinson, Central London Partnership's chief executive Pat Brown commissioned a study of pedestrian wayfinding in the capital. The resulting report, *Legible London, A wayfinding study*, was written by Kasper de Graaf – then managing director of AIG London – using research by AIG, LSE Cities, Intelligent Space and Lacock Gullam. This led to the introduction of a capital-wide coordinated wayfinding system focused on pedestrians and integration with other transport modes, significantly improving the legibility of the city for visitors and residents alike, with benefits for the environment, public health, the high street, network capacity and the visitor economy.

Similar schemes to improve the usability of transport networks and public environments followed in Dublin, Vancouver, Leeds, Glasgow, Brighton and shopping centres in Dublin and Kent.

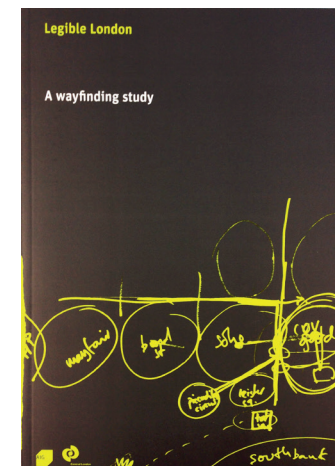
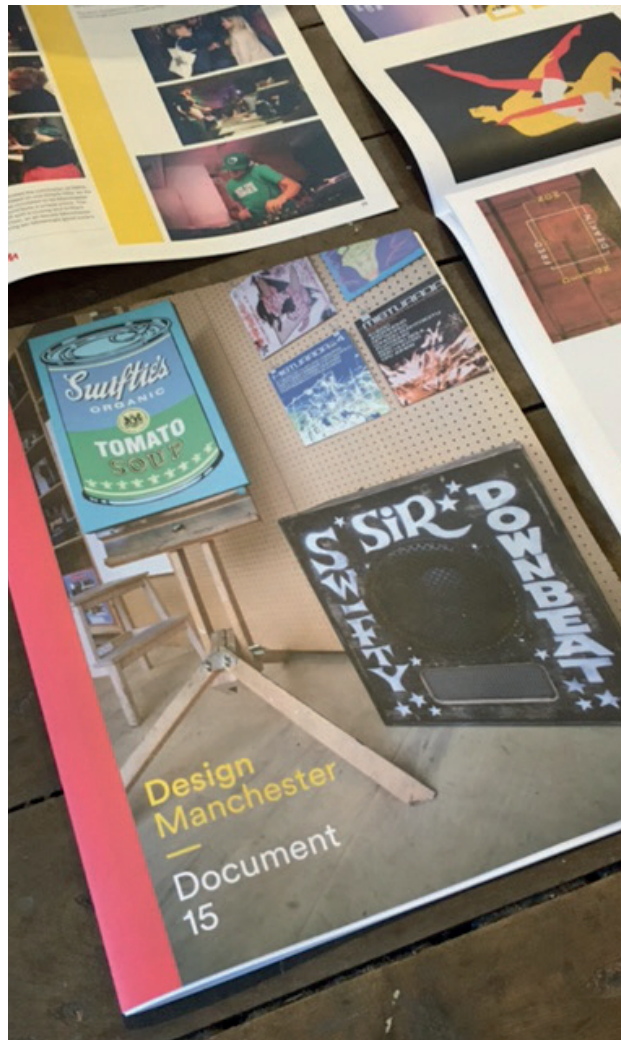


Photo: Philip Vile



Above left, re-thinking passenger transport information in Dublin. The Legible London study, right, led to a capital-wide pedestrian wayfinding scheme, left. Far right, integrating transport modes in Vancouver.

Creative industries



Malcolm Garrett
Kasper de Graaf

Selected partners

Manchester School of Art,
Manchester City Council,
RSA | Royal Designers
for Industry, National
Art&Design Saturday
Clubs, Collabology, All-
Party Parliamentary Design
and Innovation Group

*Left: Document 15 reports
on the 2015 Festival. Below:
Helen Storey installs the
Dress of Glass & Flame
at the Whitworth, DM14.
Below right: Fred Deakin,
Hudson Powell and Malika
Favre, 'Design Now' DM15.*

The creative industries are the fastest-growing sector in the UK economy in terms of employment and revenues – a significant factor in cities from London to Manchester and Bristol to Glasgow, and a growth catalyst that now earns the country around £70bn annually. Our focus is on understanding the social and economic impact of design, its role in defining the character of cities, and working with government, the industry and educational institutions to improve creative skills education.

A key strategic venture is Design Manchester, run by curators John Owens and Malcolm Garrett, festival director Fiona McGarva and partnerships director Kasper de Graaf. Created to provide the voice of Manchester design across all disciplines and sectors, it runs events and programmes throughout the year – including DM, the city's annual design festival, which takes place every October.

DM15 attracted more than 20,000 visitors to 17 events over eight days, held in venues along the Corridor, in the Northern Quarter and other parts of Manchester, generating more than 4 million social media impressions and reaching 19 million people through press coverage. The events include exhibitions, showcase presentations, films, live performances, workshops, community programmes, a design fair and the annual debate.



Photo: Sebastian Mabes



Airport passenger movement

Photo: Philip Vile



Kasper de Graaf
Malcolm Garrett

Client

Home Office Immigration
& Nationality Department
(UK Border Agency)

*Left: Stansted installation
by Lacock Gullam. Below
from left: concept by
Malcolm Garrett; roll-out
at Heathrow Terminal 5;
passenger journey design.*

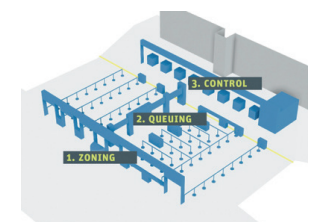
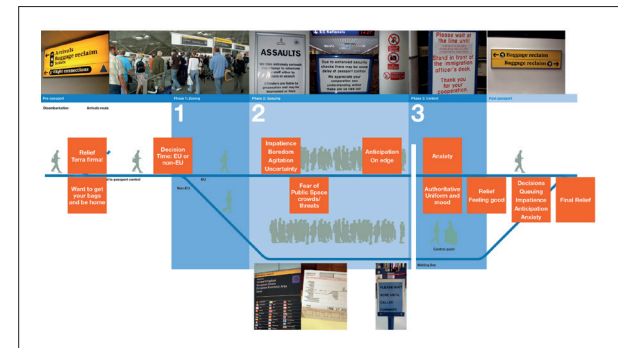


Information design ensures the many thousands of people passing through airports daily do so with minimum delay, enhancing security, reducing cost and improving experience.

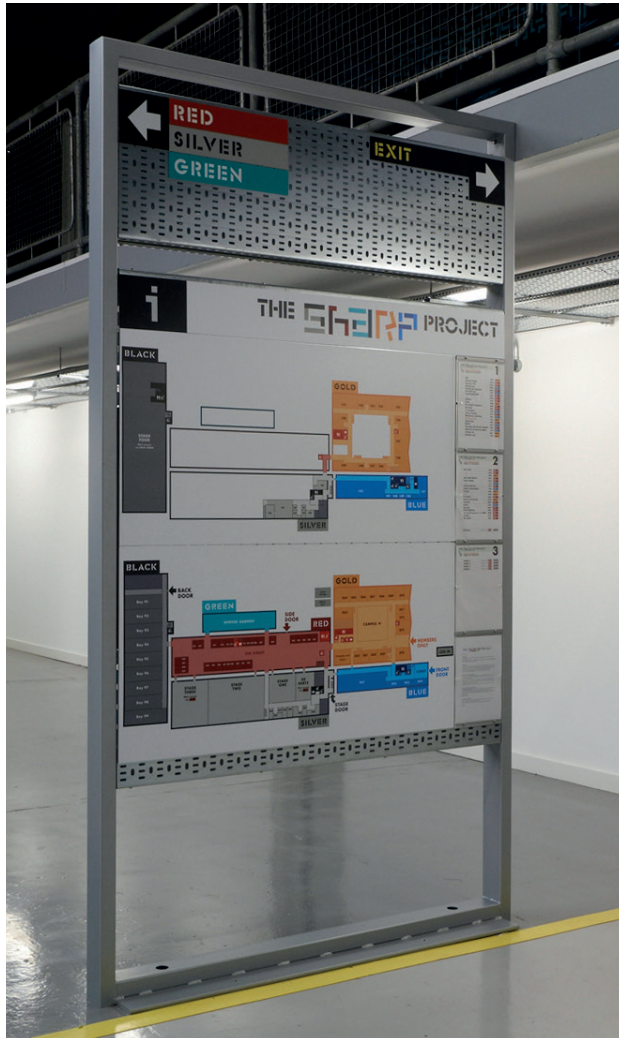
The most complex aspect of passenger movement is passport control, customs and immigration. Kasper de Graaf and Malcolm Garrett – then managing director and creative director at AIG London and leading members of the team commissioned to redesign the immigration environments at ports and airports throughout the UK – recommended improving functional visibility by creating a blue gantry line above the immigration desks with the words “UK Border”, a recommendation that led to the Home Office Immigration & Nationality Department being renamed the UK Border Agency.

The design team analysed the multiple journeys through the airport by different types of arriving passengers, providing the right information in the right place and structuring the environment to handle passenger volumes and different scenarios. The communication design comprised a wide range of elements from branding to colours, icons and typography.

Installed at Stansted, Heathrow and Gatwick before rolling out to all UK ports and airports, this was the first time the UK Government introduced a coordinated design across all entry ports, contributing both to border efficiency and passenger experience.



Creative regeneration



Malcolm Garrett
Kasper de Graaf

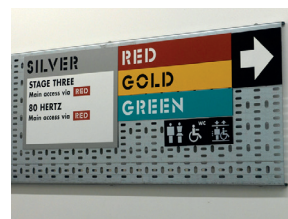
Clients

The Sharp Project,
The Space Project and
SharpFutures

Since establishing one of the first design studios and then one of the first digital startups in Shoreditch, right through to working with Camden Collective on the changing culture of working today, Malcom Garrett and Kasper de Graaf have extensive experience of regenerating city districts through enabling and supporting creativity.

The creative industries' role in the regeneration of Greater Manchester is well illustrated by The Sharp Project, Manchester's home of digital content, which was transformed from a large disused factory complex vacated by Sharp Electronics to "Silicon Valley with chips and gravy," in the view of the *Financial Times*.

As brand and wayfinding designer for The Sharp Project and a director of its creative apprenticeships venture SharpFutures, Malcolm Garrett has worked with founder Keith Jobling, architect Alistair Weir and the management team to create and maintain an exciting and coherent brand, including a colour-coded plan view of the complex as a logo to illustrate its flexibility and diversity. Recently he developed a complementary brand for The Space Project, a major film and TV production facility with more than 55,000 sq ft of studio space.



The voice of the space



Kasper de Graaf
Malcolm Garrett
Norman Hathaway
Donat Raetzo
Alice Phipps

Selected clients

The Science Museum,
Birmingham Children's
Hospital, Design Museum,
Warwick Arts Centre,
Museum Boymans-
van Beuningen, Venice
Architecture Biennale,
BT ArtBox, Illustrrious
Company, NetPark

How public spaces speak – through shapes, light and colours, signs and notices, screens, information and interactive technologies – sets the tone for the relationship with their users: friendly, frightening, welcoming, confusing or easy to use and understand. Our focus is always on creating a dynamic that engages and interacts with users in an appropriate way, whether in an airport or a hospital, a museum, public park or festival.

The way people interact with spaces is rapidly changing with technological advances in real-time data, augmented reality and immersive environments. Our approach is to develop coordinated solutions, often combining the best in traditional manufacturing with leading edge technology, looking for ways in which the user's experience will be enhanced.



Top left: Birmingham Children's Hospital signs with icons by Satoshi Kitamura. Far left: Metropolis exhibition, Design Museum. Left and below: Science Museum basement signs. Below right: NetPark digital art park brand. Right: Warwick Arts Centre signs and digital information displays.



today		fr 11 oct	start	end
theatre	Jeff Green	support: Jo Enright	7.30	10.15
hall	Ray Davies	support: to be confirmed	7.45	10.00
cinema	The Road to Perdition (15)	dir Tom Hanks (2002)	11.00	12.00
cinema	Y Tu Mama Tambien (PG)	dir Mira Nair (2002)	1.00	2.00
cinema	The Road to Perdition (15)	dir Tom Hanks (2002)	4.00	6.11
studio	Catch Your Breath	7:84 Theatre Company	6.30	8.27
studio	Catch Your Breath	7:84 Theatre Company	9.00	11.11
conference	CLOSED			
mead	Tom Dixon, Designing Our Habitat			9.30 6.00
ensemble	CLOSED			
Warwick Arts Channel				
close down 10.45 am				

About Images&Co

Images&Co is a design group built around the creative partnership of designer Malcolm Garrett and writer Kasper de Graaf. We specialise in information and communication design, strategy, creative technologies and interaction.

Our approach can be summed up as *connected communications* – helping people and organisations make sense of a digital world with competing interests, innumerable voices and often incompatible systems. In addition to *Cities* and the projects described in these pages, our obsessions include:

Education and innovation, working with Creative Skillset, Sir Misha Black Awards, universities and technology partners in the UK and elsewhere to promote arts education alongside STEM subjects, creative skills training and development of new creative technologies.

Culture, working with artists and with leading culture institutions including Royal Shakespeare Company, Institute of Contemporary Art, London Symphony Orchestra and the Royal Academy to create engaging communications from exhibitions to websites and digital wayfinding systems – and working with clients in other sectors to develop their culture and their publishing offer.

The retail and luxury market, working with clients including Locanda Locatelli, Parfums Christian Dior and Hotel Café Royal to develop top of the market, leading-edge digital communications and applications.

www.images.co.uk | contact@images.co.uk | [@imagesco](https://www.instagram.com/imagesco)



Malcolm Garrett RDI
Designer, art director
[@malcolmgarrett](https://www.instagram.com/malcolmgarrett)

Malcolm first came to public notice with his designs for Manchester bands Buzzcocks and Magazine, then for many leading artists from Duran Duran to Simple Minds, Peter Gabriel and Michael Clark. He has worked with industry leaders such as Barclays and HP to develop new user experiences and created identities for innovation brands including KTN and The Sharp Project.

Since converting his studio to Macs in 1986, Malcolm has been a pioneer of design technology. He is the first 'interactive designer' appointed to the Faculty of Royal Designers and in 2002 was keynote speaker on digital convergence and creative industries in a British Council-sponsored world tour.

In 2013, Malcolm co-founded Design Manchester with John Owens and Manchester School of Art. He is a member of the advisory board of the Science Museum.

Malcolm is a passionate European and internationalist.

There's more about Malcolm at www.malcolmgarrett.com



Kasper de Graaf
Writer, editor, producer
[@kasperdegraaf](https://www.instagram.com/kasperdegraaf)

Since co-founding *The Boar*, Warwick University's award-winning student newspaper, Kasper has written and edited hundreds of publications – from biographies and academic books to high street magazines; helped develop TV animations for HTV and Cartoon Network; and produced documentaries and creative skills programmes for Paul McCartney and Channel 4.

Particularly interested in the voice of organisations and spaces, Kasper has worked with government, corporations, cities and institutions to create authentic communications and relationships with the people who use them.

Kasper is a board member of VITAL, the European IoT consortium, and has worked for the European Commission as an expert assessor of funding proposals for creative technologies.

Kasper writes regularly about cities, technology, politics, culture and European history.

Follow *The Graphic* at www.kasperdegraaf.com