

## Application No. 628: Facade signage

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### Attach wayfinding flags to the facade

#### My conceptual project:

When I was charged with designing the signage for the 2012 Gerrit Rietveld Graduation Show, I had the idea of using fabric flags for that purpose. I wanted to hang them up on the facades of the Rietveld and the Crowwel buildings, so people could see from afar where which departments were located.



#### Flag design:

Each of the wayfinding flags showed a certain letter for direction. All flags were blue and white to highlight the common bond of the two buildings. If there were two different departments on the same floor, I separated them visually by reversing the letter and flag colours.



#### Attaching the flags:

On the Rietveld building I could use magnets to attach the flags (due to the aluminium coating on the Crowwel building I had to find an alternative). 6 people mounted the flags within a day. Thanks to the sewn-in block magnets Q-20-04-03-N ([www.supermagnete.fr/eng/Q-20-04-03-N](http://www.supermagnete.fr/eng/Q-20-04-03-N)) (5 per flag) the flags could easily be attached to the Rietveld building. The magnets were strong enough to hold up the flags for 9 days, even during bad weather.



#### Stairwell banner:

In addition to the smaller flags on the facades of the two buildings, I hung up a huge banner in the stairwell of the Rietveld building. Although it was 22 long, 10 block magnets Q-20-04-03-N ([www.supermagnete.fr/eng/Q-20-04-03-N](http://www.supermagnete.fr/eng/Q-20-04-03-N)) were sufficient to hold it up. This banner was also an orientation guide for visitors.



Note from the supermagnete team:

Neodymium magnets will start to rust when used outdoors for longer periods of time. The sole exception are rubberised neodymium magnets ([www.supermagnete.fr/eng/group/rubber\\_coated](http://www.supermagnete.fr/eng/group/rubber_coated)), which are completely waterproof. Please review the following tips for using magnets outdoors ([www.supermagnete.fr/eng/faq/outdoor](http://www.supermagnete.fr/eng/faq/outdoor)).



### Articles used

Q-20-04-03-N: Block magnet 20 x 4 x 3 mm ([www.supermagnete.fr/eng/Q-20-04-03-N](http://www.supermagnete.fr/eng/Q-20-04-03-N))

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