



EXPERIENTIAL DESIGN, SIGNAGE & WAYFINDING

NORMAN AI
DIRECTOR OF DESIGN & MARKETING
BLUESTONE BROTHERS

STUDIO SUMMARY

This vLab collaborative studio will focus on research, conceptualize, and document an experiential design package for The Estrella, a forthcoming high-rise mixed-use tower in downtown Columbus. Students will work in teams to investigate the interior and exterior graphics, signages, and wayfinding design for spatial layouts, user flow experiences, accessibility considerations, and community engagement. Ideas generated by the collective studio will be utilized throughout The Estrella development.

This isn't just another project – it's a real-world opportunity right in our community, empowering you to make a positive social impact in our field!



PROJECT SCOPE

COMMUNITY
Public Art Column
Public Art Alley
Farmers Market

GARAGE
Garage Level Wayfinding

EXTERIOR
Exterior Signage for "The Estrella"
Pedestrian / vehicular wayfinding
Parking / Bike Signage

AMENITY DECK
Branded Wall (Interior)
Branded Sculpture/Installation (Exterior)

INTERIOR
Concierge Desk Branding
Lobby Space Branding
Elevator Lobby Directory
Elevator Lobby Floor Number Signage
Floor Wayfinding
Ground Floor Window ID Signage

CODE
Room Signage
Restroom Signage
Residential ID signage and/or portal
Stairwell signage
Pool signage

DELIVERABLES

Research Presentation
Concept Presentation
Design Intent Package

GUEST SPEAKERS

Throughout the semester, we will have guest speakers give insight to our studio project and the industry at large.

JOE BERARDI
DIRECTOR, BERARDI PARTNERS

JENINE MONKS
OWNER, DUNE HOUSE CREATIVE

ERIC LEVINE
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CINDY NEWCOME
SALES & DESIGN, CREATIVE PALETTE

