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
- **Joe Berardi**
  Director, Berardi Partners
- **Jenine Monks**
  Owner, Dune House Creative
- **Eric Levine**
  Principal, NBBJ Seattle
- **Bryan Berg**
  Director, Graphite Design Group
- **Christina Sakura**
  Senior Designer, RSM Design
- **Earl Lee**
  Principal, Moody Nolan
- **Alyson Erwin**
  Senior Associate, NBBJ Columbus
- **Andy Su**
  Senior Associate, Gensler
- **Cindy Newcome**
  Sales & Design, Creative Palette