

THE USE OF ART TO SUPPORT WAYFINDING ACROSS COMPLEX HEALTH BUILDINGS



Feature wall by Carry Ackroyd produced by Willis Newson for the Macmillan Woolverston Centre, Ipswich Hospital; Photo Clint Randall

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The Royal Sussex County Hospital is undergoing a £485 million programme to replace all the buildings on the front of the main hospital site. The 3Ts (teaching, trauma and tertiary care) redevelopment will be constructed in three stages, taking 9 years to complete. More than forty wards and departments will move into the new buildings, the first of which opens in 2020.



Architect's impression of the new Royal Sussex County Hospital entrance

Clearly describable and recognisable imagery

Large scale illustrations linked to each of the four themes are being commissioned from local artists.

A process of community engagement will identify local landmarks across Brighton and Sussex. Community and staff consultation around the selection of final commissioned images will ensure that they are recognisable and describable.

Embedding the Trust's values into wayfinding and artworks is key to the project. Communication, Kindness and Understanding, Working Together, and Excellence are particular values that it will seek to embody within its environment.

Evidencing impact

A comprehensive evaluation is being commissioned to support the project. The evaluation will inform the development of the project as well as result in learning and good practice guidelines to support others.

Art + Wayfinding Symbiosis

This project integrates art, architecture and design for health and wellbeing. It breaks new ground in taking an evidence-based and systematic approach to using art to support effective and engaging wayfinding.

It will help provide a stimulating, calming and efficient environment.

Through commissioned art that reflects a sense of place and identity, it will help patients, staff, families and carers connect with a narrative for their journey that is meaningful and enjoyable.

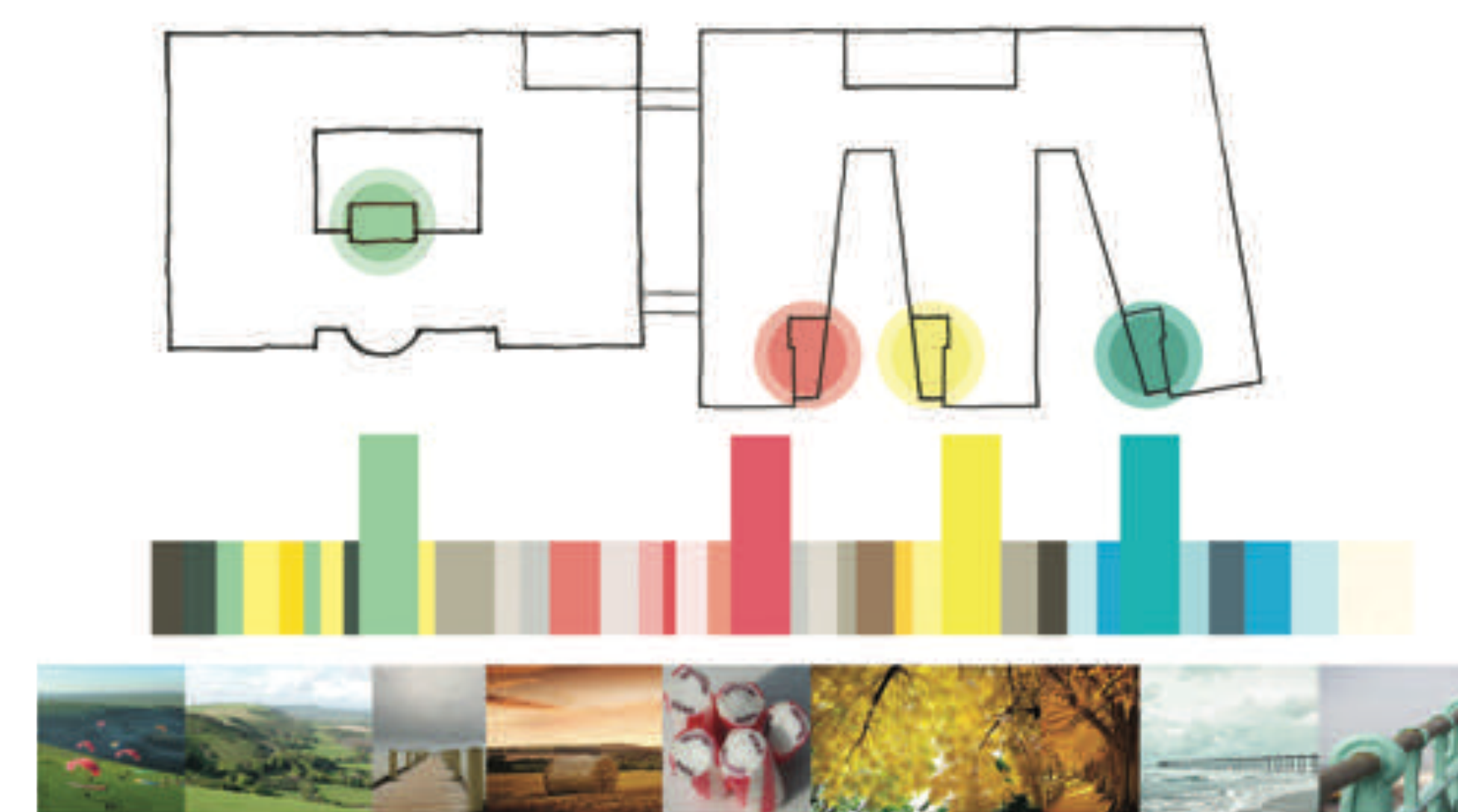


Diagram showing proposed lift core and colour palette

1. Raubal, M., & Winter, S. (2002) Enriching Wayfinding Instructions with Local Landmarks. *Geographic Information Science Lecture Notes in Computer Science* Vol 2478 pp 243-259

Veldkamp, D., Hagethorn, F., Krüger, B., & Greef, P. De. (2008). The Use of Visual Landmarks in a Wayfinding System for Elderly with Beginning Dementia. In *Med-e-Tel 2008 proceedings* CD-ROM (pp. 161-165).

Hund, A. M., & Padgett, A. J. (2010). Direction giving and following in the service of wayfinding in a complex indoor environment. *Journal of Environmental Psychology*, 30(4), 553-564.

Tenbrink, T., Berbmann, E., & Konieczny, L. (2011). Wayfinding and description strategies in an unfamiliar complex building. In T. S. (Eds. . L. Carlson, C. Hölscher (Ed.), *Proceedings of the 33rd Annual Conference of the Cognitive Science Society*. Austin, TX: Cognitive Science Society. (pp. 1262-1267).

Complex healthcare buildings require exceptional wayfinding

The 3Ts redevelopment is adopting a systematic and integrated approach to using art and colour along with signage to support wayfinding.

Purely functional approaches can be effective but may leave patients feeling dehumanised and alienated, for example, the airport model used in some hospitals. Furthermore, evidence shows people rely on verbal directions and landmarks as much as signage when navigating unfamiliar environments.¹

Artworks at key junctions and points of arrival

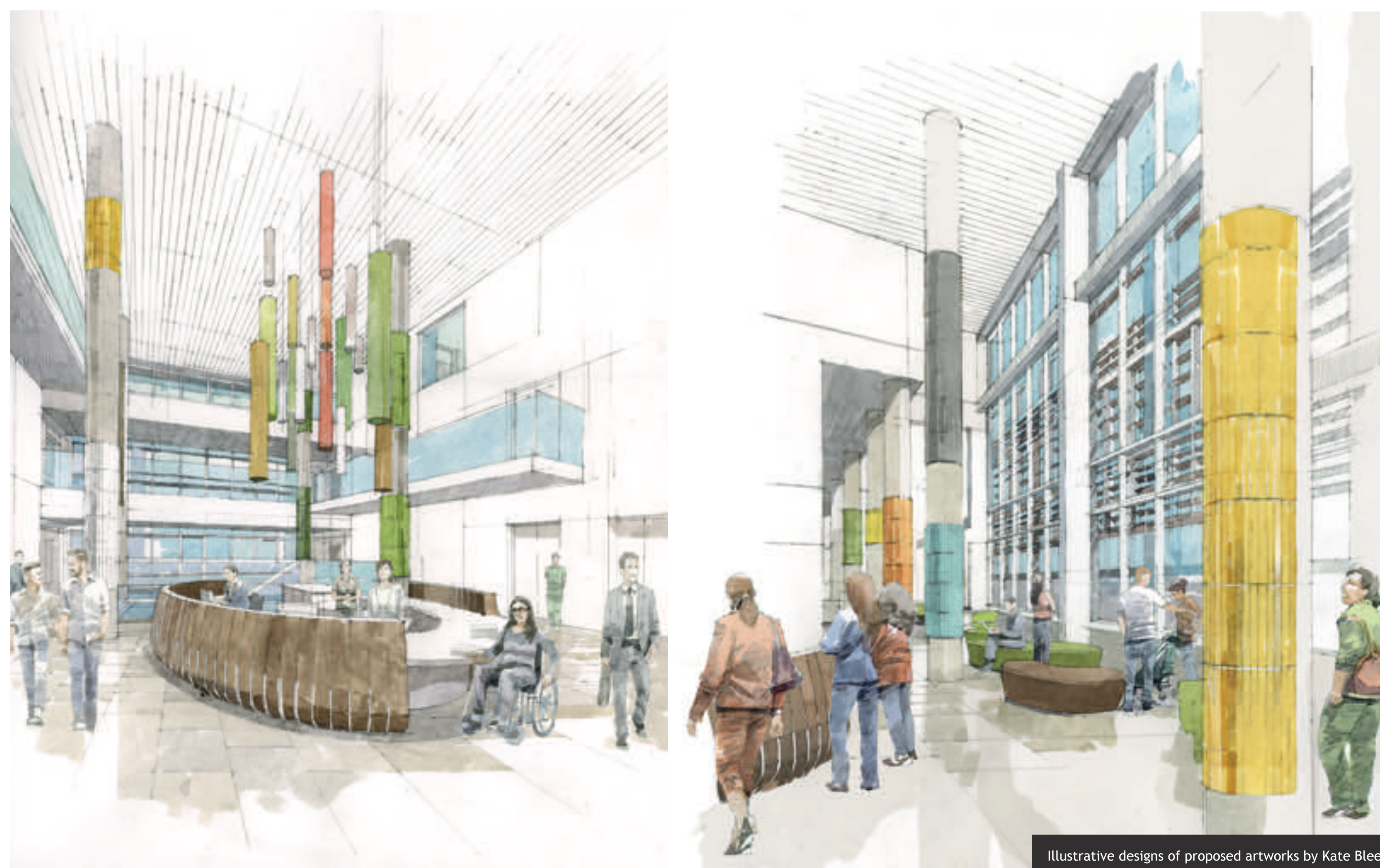
These will act as effective and engaging way points, differentiating floors & lift cores and providing visitors with straightforward and enjoyable journeys.

Enjoyable journeys approach

This approach will be particularly beneficial to non-English speakers, patients with dementia and children. Using artwork will humanise way finding, making navigation easier and more intuitive. It will increase the sense of friendliness and welcome when journeying through the new buildings and create a strong sense of place and identity.

Each lift core has a theme and main colour

Wayfinding across the buildings will use 4 lift cores as key navigational centres. Each lift core will have its own theme to create a sense of place: the South Downs, Sussex, Coast and Brighton. The colours have been selected to tie in with the themes and will be taken across the interior design.



Illustrative designs of proposed artworks by Kate Blee