

fusion
WEIRDS

creative + wayfinding

THE STUDIO

Company Name

FW Reka Sdn. Bhd.

Company Number

1311554-T

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**Wayfinding Consultancy +
Signage Design**



**Environmental +
Graphic Design**



**Brand +
Identity Design**



NU Pixels

**Suites
of services**

Our Team



Dzulriza Asmat

Commercial Director

Chief Left Brainer of Fusion Werks. 27 years working experience, family man, former corporate banker with a degree in economics & a graduate diploma in management, part-time lecturer & trainer, associate member of wREGA & the International Professional Managers' Association (IPMA UK).

Avid, but really bad golfer.

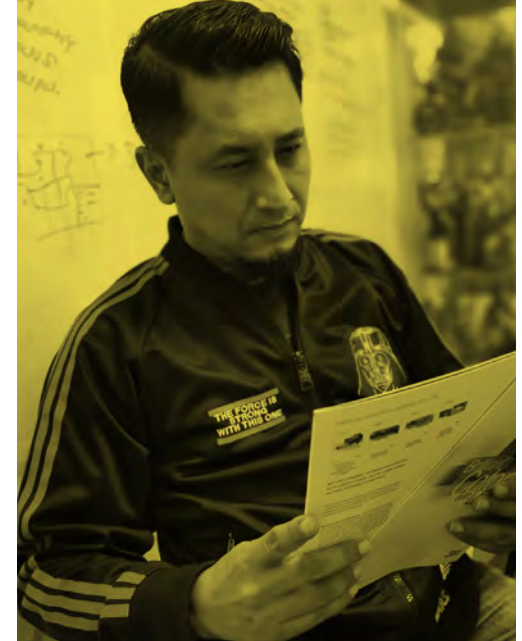


Khairi Asmat

Creative Director

Heads the creative design process at Fusion Werks & thus, is the firm's heart & soul. Arts degree from Central St. Martins College of Arts & Design - London Institute, United Kingdom, alumni of LICT, 19 years of creative experience with local & international design firms handling various projects locally, regionally as well as globally.

Star Wars freak-a-mous.



Jomey Asmat

Accounts Director

Another crucial part of Fusion Werks mechanism. IACT diploma holder, with advertising background, 20 years working experience, associate member of wREGA. He is in charge of servicing the firm's client as well as handling its vendors & suppliers.

A true die hard Liverpool FC fan & his motto in life is definitely "We Go Again".

Vishugan



A non-conventional thinker with over 15 years engineering experience in multiple industries. Now pioneering 3D projection & holographic technology in Malaysia. Passionately provides out-of-the-box solutions for digital advertising and signage for Fusion Werks.

Yup, he is as intense as he looks.

Digital Solution Director

Raja Elly



A Graphic Design Diploma holder from CenFad, 17 years related working experience in handling various design projects both locally & internationally.

A very versatile designer who remains passionate about wayfinding & signage design.

Not much of an archer though despite the picture.

Senior Designer

Aida Hussain



Handles the administrative portion of the firm, including topping-up the coffee machine & making sure that Mamee Monster snack & Apollo wafer are always available in the pantry; the Law degree she earned from the University of Woulverhampton seems to be just the right requirement for the job scope.

Plus she sleeps with the Commercial Director. Every night.

Administrative Manager

Idham Mohamed



An Architecture graduate from Universiti Sains Malaysia. Worked for a couple architecture firms before switching to graphic design & music, both of which apparently are his true calling.

Idham's background in architecture & passion in graphic design makes for a great combination at Fusion Werks.

And he has big hair.

Design Manager

Ammar Asyraf



Degree in Industrial Design from UIA Malaysia.

Came for his interview with a shirt & a tie on, probably mistaking that FW was a stock-broking firm instead of a design studio. Fortunately, his portfolio impressed us & almost 3 years on, no tie has ever been sighted again on him.

Chita Usaha Jaya

Designer

Faaiz Mansor



Armed with a degree in graphic design from Universiti Teknologi Mara, mini Darth is always eager to learn and earn a new experience in graphic design and wayfinding.

Literally obsessed with animation and 3D design and is always exploring new things in work and life

Designer

Asri Ahmad



A design Sifoo, co-founder of Rekanegara & wREGA Malaysia, a regular speaker on the design circuit, director of Rifaei Chua Sethi Sdn Bhd. More than 30 years design practice experience extending across the core disciplines of branding and design.

Clients serviced include Petronas, Celcom, ASTRO, DIGI, Tourism Malaysia, Levi's, NOKIA.

Associate Brand Strategist

Shukri Rifaie



A leading expert in branding, co-founder of Rekanegara & former CEO of Publicis Groupe & Bates Malaysia. Currently runs Rifaei Chua Sethi Sdn Bhd, a brand strategic development consultancy.

Worked on and have been part of the success of many of Malaysia's & the world's leading brands including Malaysia Airlines, Sime Darby Property, Honda, Nike, Nokia, Nestle, Coca Cola and many more.

Associate Brand Strategist

Ar. Ali Salikin



A registered professional architect with the Board of Architects Malaysia (LAM), principal of M.Ali Architect, a firm offering architectural, urban planning & interior design services.

Over 20 years of experience, handling projects ranging from commercial mixed-development projects to public recreational parks. An avid drummer channeling Lars Ulrich of Metallica.

Associate Architect

Ash Chong



A top Graphic Design diploma student in his class, highly creative & multi-talented with over 15 years of experience in the Graphic Design industry handling both local & international design projects.

Likes to quote Commando & The Benny Hill Show.

Associate Art Director

Our Clients





The logo for 'nu pixels' features the word 'nu' in a bold, yellow, rounded font. The word 'pixels' is in a large, black, sans-serif font. Behind the text are several overlapping, wavy lines in various colors (blue, green, yellow, orange, red, purple) that create a sense of motion and digital connectivity.

nu pixels.

**The world is leading
to a new era**

Fusionwerks's line of **nu pixels** creative digital solution opens up a whole new world of communicating your brand to the masses, so that ***what people say is exactly what your brand is all about.***

Powered by creative forces across 2 continents, employing cutting-edge technology & supported by dependable & well-established equipment namebrands, the numedia suite provides complete one-stop standard & bespoke solutions that are not only **effective** but **highly flexible at low overall cost & worry-free maintenance.**

Have a look!

A picture is worth a thousands words. Its holds thousands of meaning from commitment, success, function to aesthetic value. As visual is a crucial part of our services, why not have a look of our previous project and have glimpse on what we do and we can do for you.

Every project has its own unique goals and vision. Whatever your project demands, our extended network of strategists, creatives and technology specialists is always eager to pitch in. We know it helps to know good people.



**Wayfinding Consultancy +
Signage Design**



**Environmental +
Graphic Design**



**Brand +
Identity Design**



NU Pixels

WAYFINDING CONSULTING & SIGNAGE DESIGN



Signs

that confuse you rather
than help you get to where
you want to go?

Signages

with fonts that make you
squint & cause
you
migraines?



Ever been
preplexed by

Signage

that leads to nowhere?

Directional signboards

that are hardly visible or are
located in places where they
absolutely serve no purpose
other than make the people
looking out for them wishing
they had stayed home instead?

WAYFINDING

Planning & design of messaging systems, is a service we offer our clients i.e. universities, hotels & resorts, shopping malls, townships, hospitals, airports etc, so that the above situations are avoided & to ensure that our clients' customers / potential customers / users / stakeholders:

Are able to find what they are looking for (literally!)

Do not lose their way

Are provided with relevant information

Can make informed decisions

Most importantly,

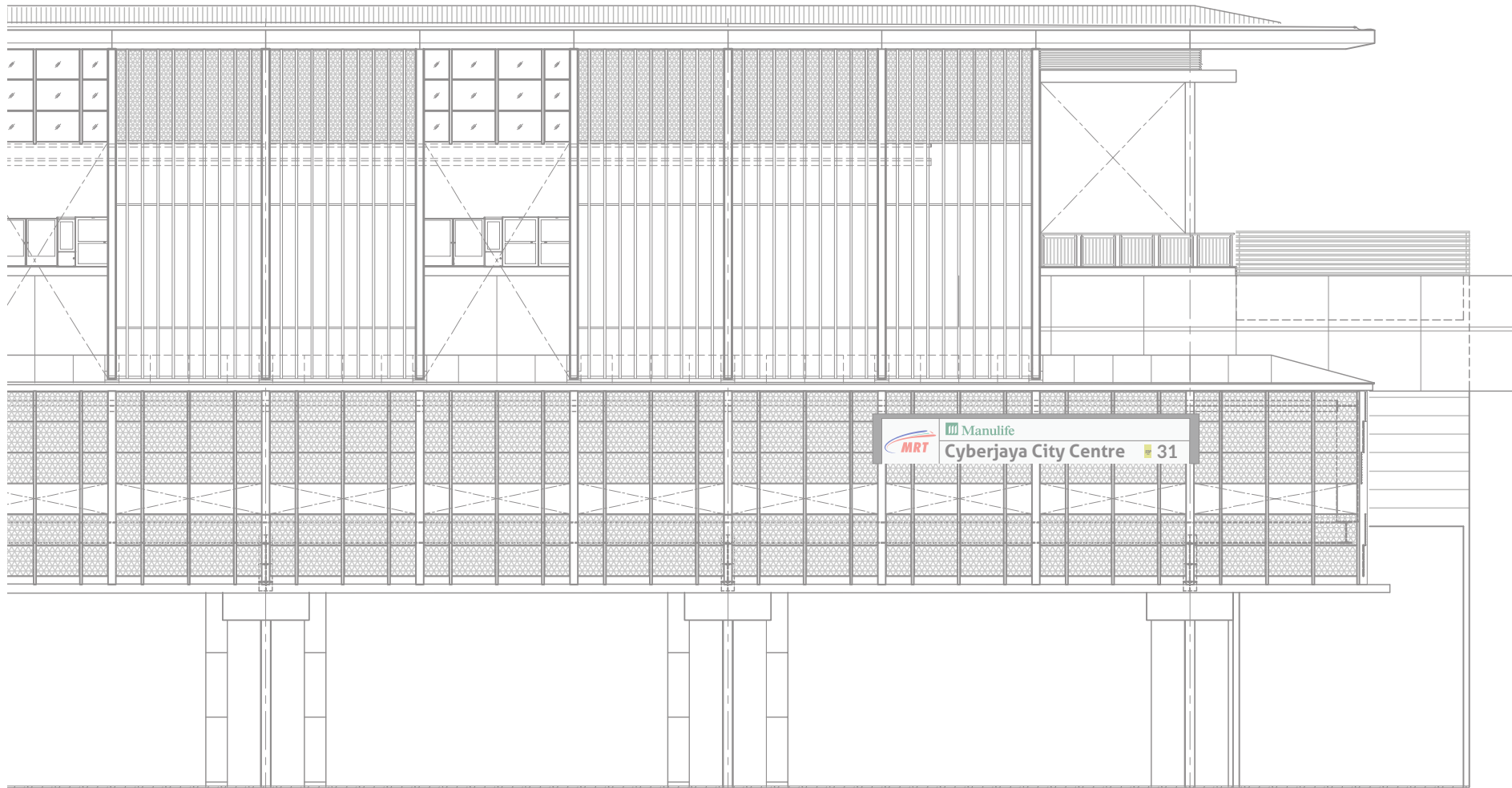
**not get
confused,
angry or
disappointed!**

**In a nutshell,
we deliver your message
to the right people
at the right time
and the right place
with the right tools
for the right results.**

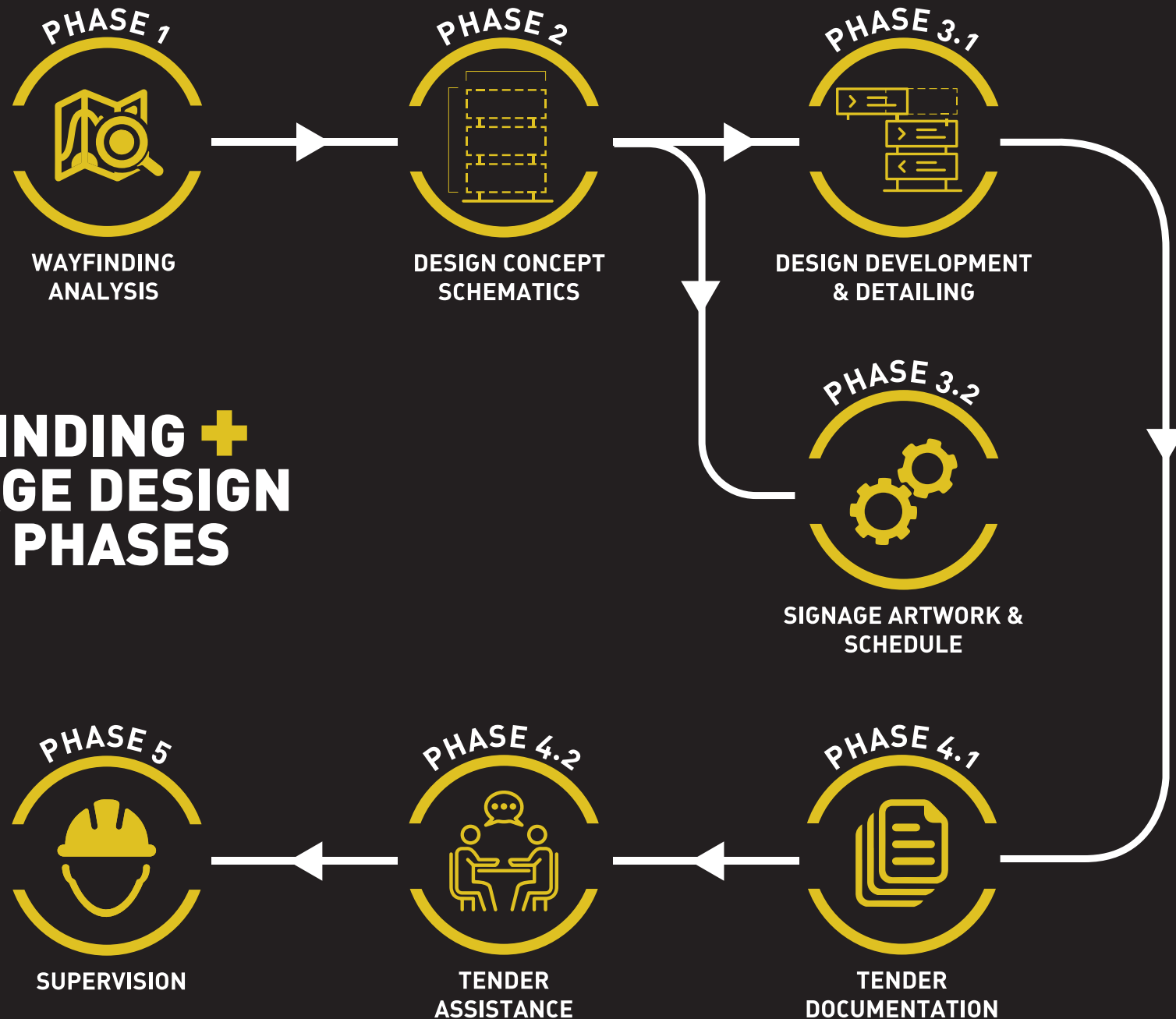


Sorry if we sound a bit preachy there, it's just that we are passionate about the fact that a little awareness could lead to major improvements; & by the fact that we can find a toilet, when we desperately need one, or where we parked our car, in the middle of a huge shopping mall, without looking like headless chickens asking for directions.

This is our area of specialty. Unfortunately, in Malaysia, this area is rather neglected resulting in reduced productivity, inefficiency & wastage of resources.



WAYFINDING + SIGNAGE DESIGN WORK PHASES



THE OBSERVATORY

MANDALUYONG CITY, MANILA

CLIENT: Garde International / Federal Land - Nomura Real Estate Development

BRIEF:

- Based in Mandaluyong City in the heart of Metro Manila, The Observatory is a 4.5 hectare, 9-tower mixed-use development project.
- FW was to provide (Preliminary) Wayfinding Study as well as Signage Concept & Schematic Designs for pedestrian traffic circulation at 2 floors of retail & common public space.

CHALLENGES:

- Developing a main signage design concept along with 4 sub-concepts to be applied across 4 adjacent zones

SOLUTION:

- This was a fun project to work on, more so being able to collaborate with the internationally renowned design firm, Garde International. The design-intent was to infuse Japanese-nuanced design elements with Filipino sensibilities, resulting in a cross-cultural yet practical design language
- We developed a few options based on our interpretation of the required intent, which was then whittled down to 2 main options, & finally got green-lighted on the final iteration. Accented as well as practical illumination of the messaging content played a significant role in our signage designs for this project.

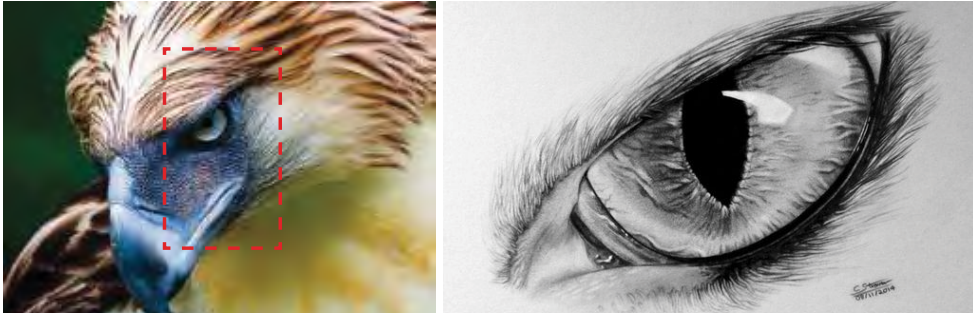


WF

DESIGN CONCEPT

Design Influence

EAGLE EYE



NATURE ELEMENT

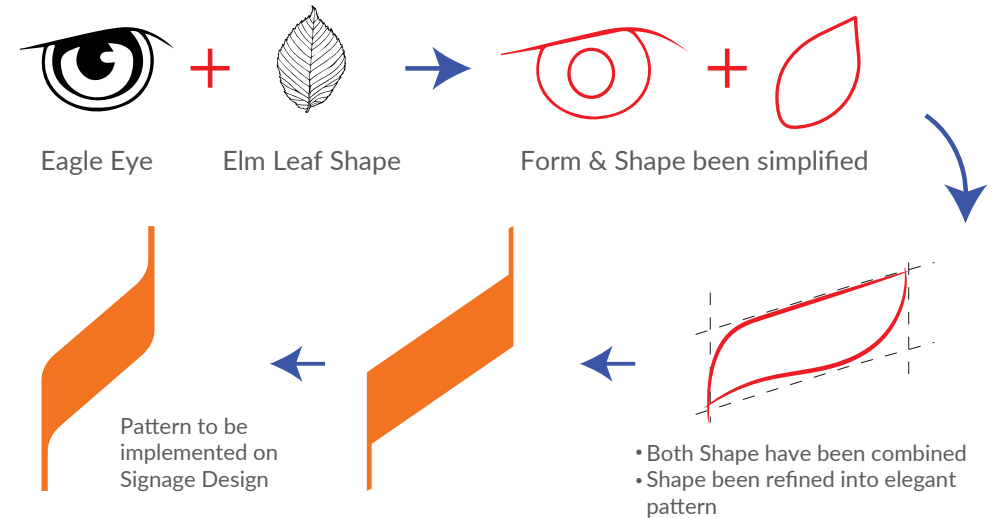


The overall shape, pattern, form & even the function of the wayfinding derives from the **EAGLE'S EYE**. Where the function is to **OBSERVE**.

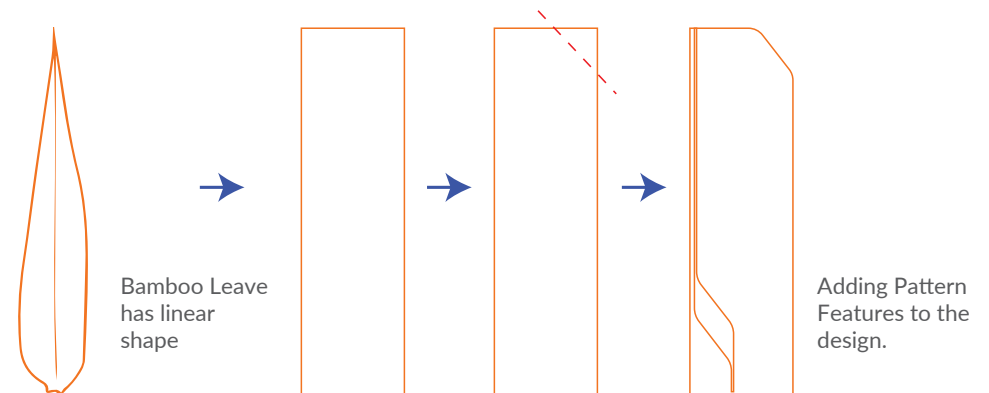
The Eyes takes the right amount of **information**, followed up by the movement of its' next **direction** & ends up with **identifying** where it wants to go, either to land, to rest, or to feed. This resonates well with the wayfinding strategy & function of the signage.

The design concept also been driven by the element of nature in which **Elm (Leaf Veins)** & **Bamboo Leaves (Form & Shape)** were chosen as a subject matter

Pattern Design Development

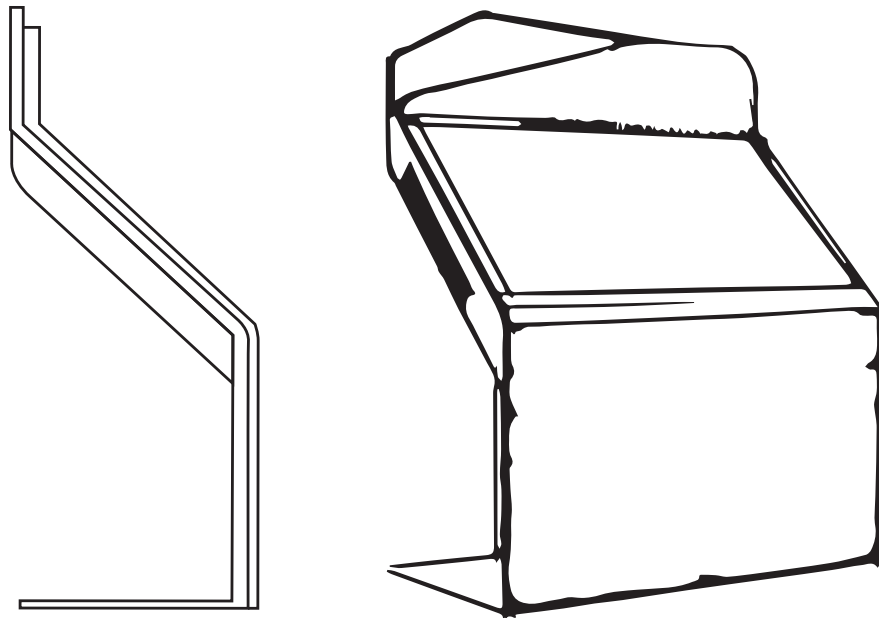
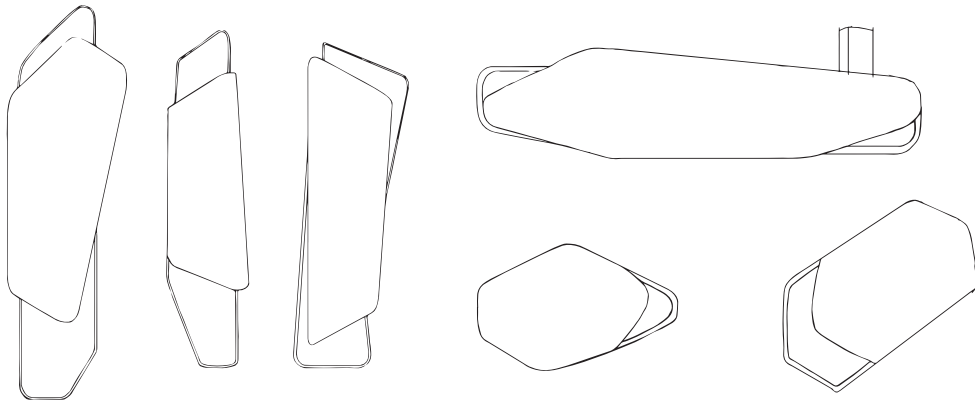


Form & Shape Design Development



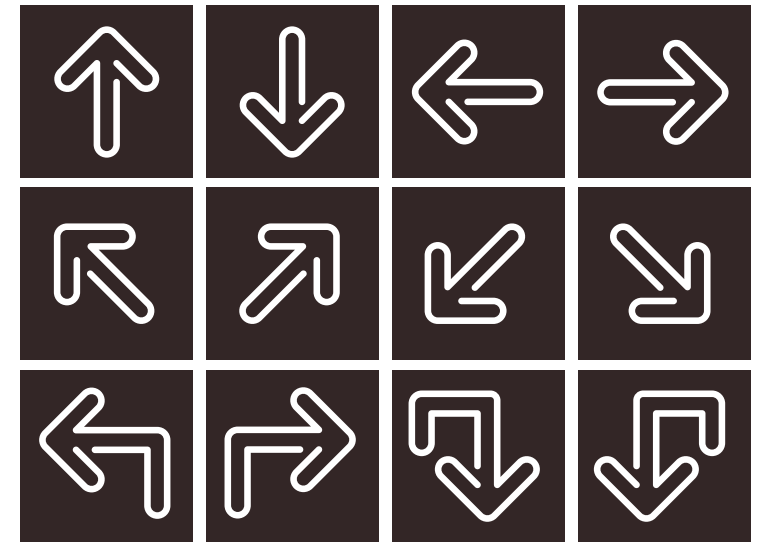
DESIGN CONCEPT

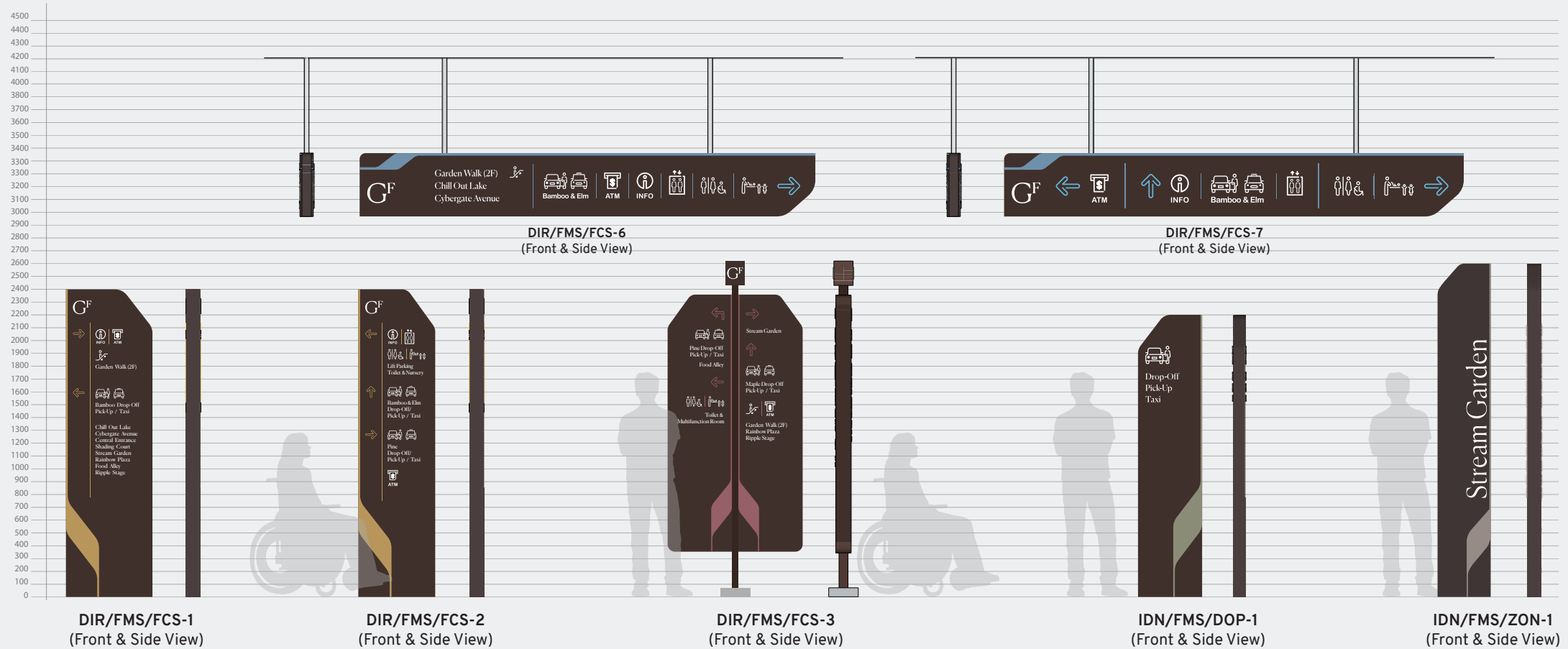
Sketches / Ideation



DESIGN CONCEPT

Graphic Elements (Arrow & Iconography)







Floor Mounted Directional Signage



Directory Signage



Identification Signage



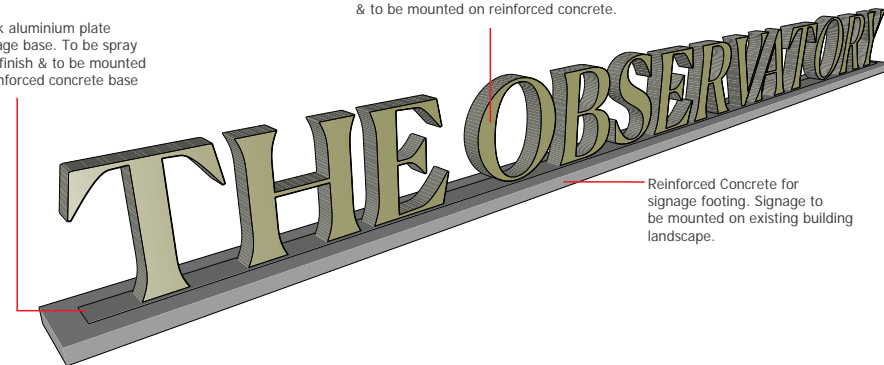
Zoning Identification Signage



Level Identification Sign (Glass Sticker)

5mm thk aluminium plate for signage base. To be spray painted finish & to be mounted onto reinforced concrete base

3mm thk aluminium boxed up c/w spray painted finish to match zoning Pantone Colour. Box up lettering to be welded on aluminium base plate & to be mounted on reinforced concrete.



Building Identification Signage

GAMUDA LUGE GARDENS RAWANG

CLIENT: GAMUDA GARDENS

BRIEF:

- Signage system to incorporate both temporary & permanent solutions.
- To provide a wayfinding solution to guide vehicular traffic visitors from Gamuda Garden's Waterfront Village to the Gamuda Luge Garden's Theme Park & back.

CHALLENGES:

- Traffic circulation route included public & private roads, some of which were still under construction.
- Existing directional signage had to be taken into consideration
- Very tight design completion deadline & even tighter production & installation window.

SOLUTION:

- Despite only being given 3 weeks to complete both the wayfinding study as well as workable design solutions that can be implemented by the signage contractor within 4 weeks, this was one of our smoothest-running projects over the last 15 years.
- Stakeholders from the client's side, which included the branding & marketing team, the project management team & the senior team at Gamuda Gardens, were very in-tuned & laser-focused to get the project completed, which resulted in very fast & practical decision-making.
- Wayfinding-wise, engagement distance study along with very precise information hierarchy & placement of signage with distance markers at precise locations were key in ensuring that visitors were well informed of the specific route.
- With regards to design & as it should be for any wayfinding design solution, functionality & practicality had priority over form. Nevertheless, a number of options using different color palettes & design motives were developed & adopted, with high regard being placed on the established Gamuda Garden's & Gamuda Luge Garden's brand identity.
- A mix of temporary signage solutions (to last a minimum of 1-2 years), permanent solutions as well as the upgrading of Gamuda Garden's existing signage within private roads, were adopted. Permanent signage were designed within the project site boundaries, while temporary signs were designed for use on public roads, using existing infrastructure (e.g. road lighting fixtures) as much as possible to avoid unnecessary clutter.
- Existing JKR / LLM signage over at public roads were also updated to provide the necessary information.



DIR/POL/VDS-1

Lamp Post Sign
Directional Sign
● 8, 9, 10, 11, 12, 14, 15, 16, 17, 18.
Quantity : 10



DIR/POL/VDS-2

Pole Sign Sign
Directional Sign
(Double Sided Panel)
● 27, 28, 29, 30, 31, 32, 33, 34, 35, 36.
Quantity : 10



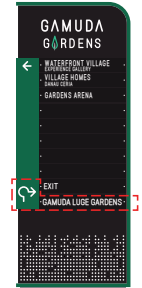
DIR/POL/VDS-3

Pole Sign Sign
Directional Sign
(Single Sided Panel)
● 19, 21, 24, 25, 26, 37
Quantity : 6



DIR/FCS/VDS-4

Facade Mounted Sign
Directional Sign
● 1, 3, 7
Quantity : 3



DIR/FCS/VDS-5

Facade Mounted Sign
Directional Sign
● 2, 4, 6
Quantity : 3

SUPERSEDED MARKING

5

LEGEND

Signage Marking

- Directional Sign (Existing Sign)
- Directional Sign (New Sign)

Signtype



GLOSSARY

SIGNAGE CATEGORY

DIR = Directional Sign

INSTALLATION METHOD

FCS = Facade Mounted Sign
POL = Pole Sign

INSTALLATION METHOD

MESSAGE INFORMATION

VDS = Vehicle Directional Sign
JKR = JKR Panel Sign



DIR/FCS/JKR-1

Facade Mounted Sign
Directional Sign
● 13
Quantity : 1



DIR/FCS/JKR-2

Facade Mounted Sign
Directional Sign
● 22
Quantity : 1



DIR/POL/VDS-6

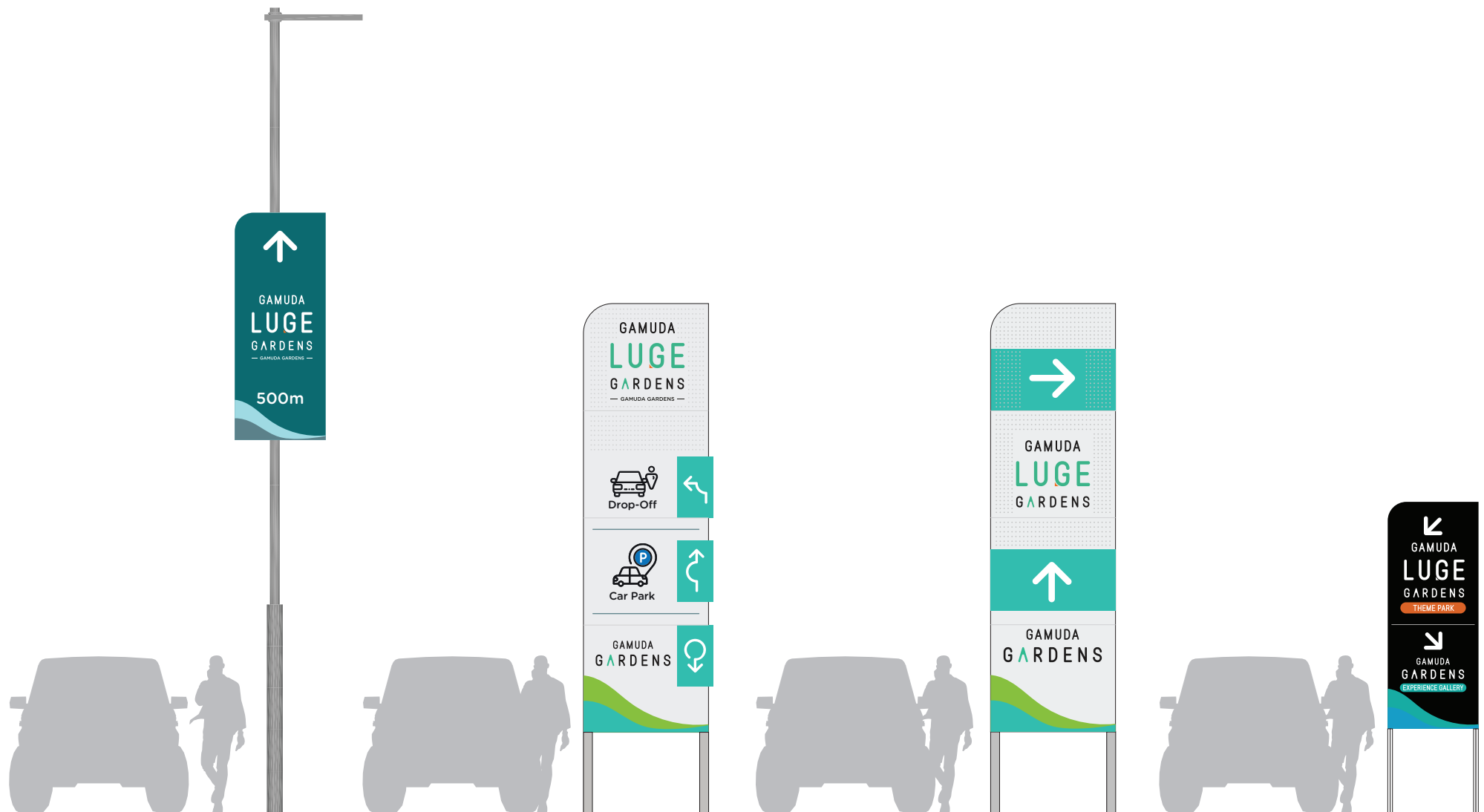
Pole Sign Sign
Directional Sign
(Double Sided Panel)
● 20, 23
Quantity : 2

Directional Sign



Site Inspection





KL ECO CITY

JALAN BANGSAR, KUALA LUMPUR

CLIENT: SP Setia Group

BRIEF:

- KL Eco City is a 25-acre mixed-use development with 3 residential towers, hotel / service apartment tower, 3 corporate towers, 12 boutique office blocks, a retail mall, a mosque & a combined LRT / KTM station, developed in stages since 2011
- As the project matured & evolved, it underwent a rebranding study in 2021 & FW was tasked to propose EGD treatments at selected locations, meant as physical activation in support of the rebranding initiative as well as a place-making exercise for KLEC

CHALLENGES:

- Evolving & unconfirmed branding elements.

SOLUTION:

- We enjoyed working on this project, along with the architectural planning team, as it allowed us to flex our creative muscles (always to a certain extent only unfortunately).
- While not exactly given carte blanche, we got to explore the potential application of conventional, digital & hybrid design solutions. Out of approximately 15 locations across KLEC, only 3 locations were finally green-lighted to be treated, while the other locations were either put-on-hold or deferred indefinitely.



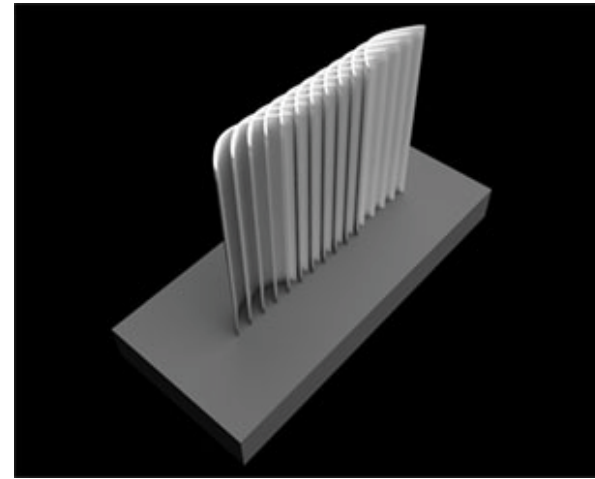
WF

DESIGN CONCEPT

Design Influence

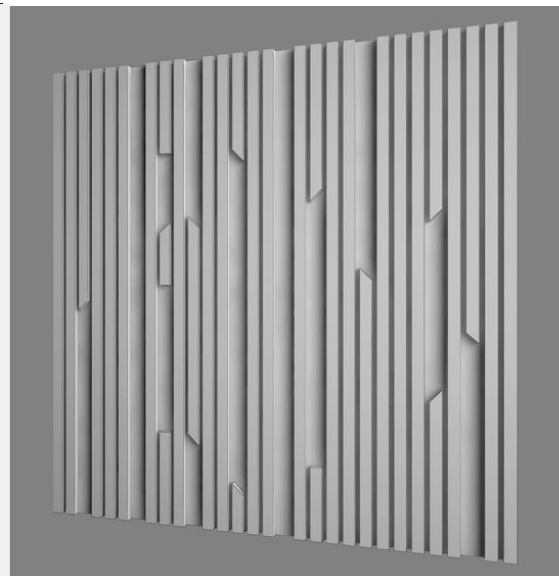


Soundwave Pattern



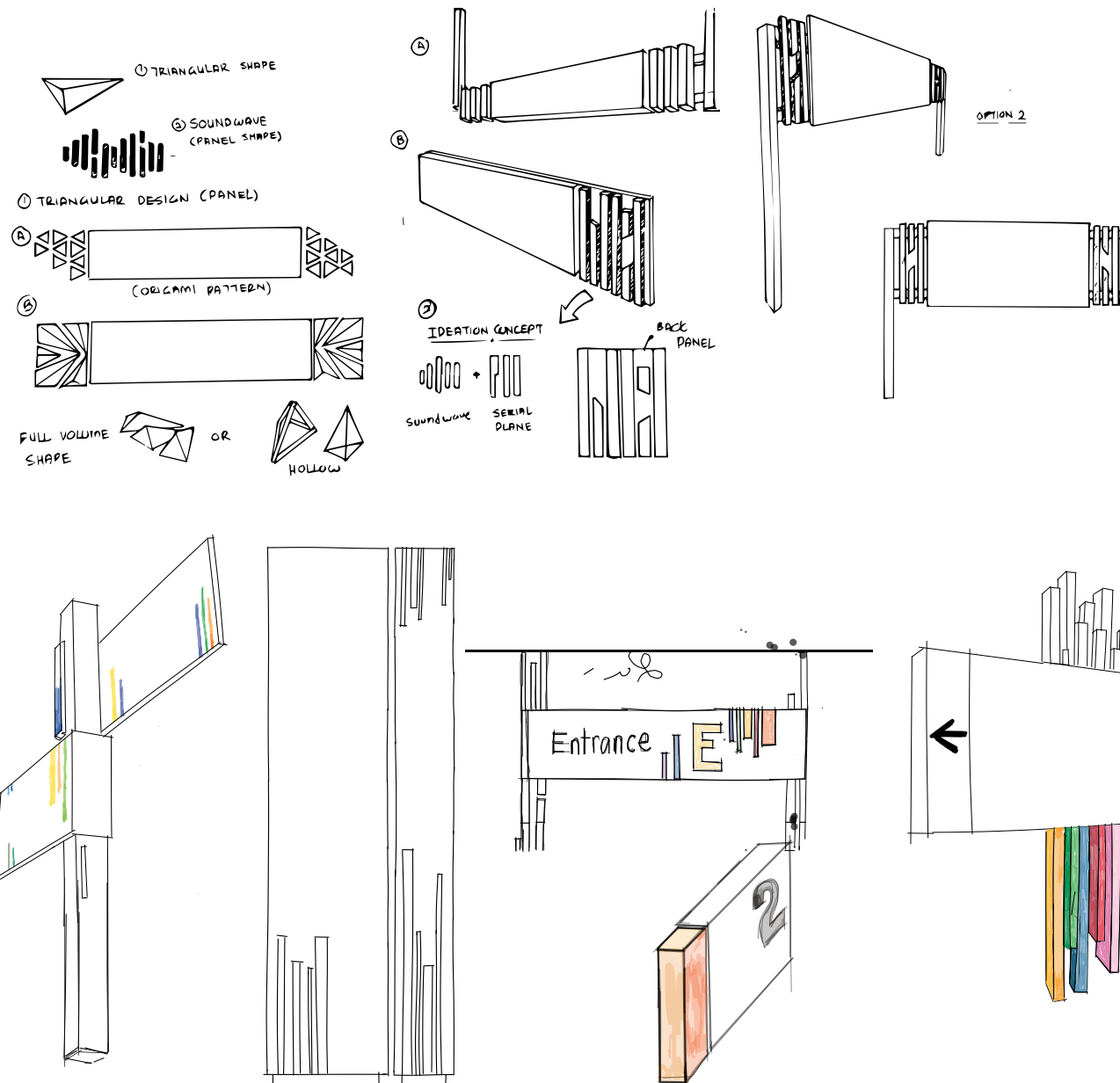
Serial Plane Arrangement

- Structural Plane Line give character towards the shape
- Inspired based on the architectural element in KL Eco City
- Shows significance of KL Eco City



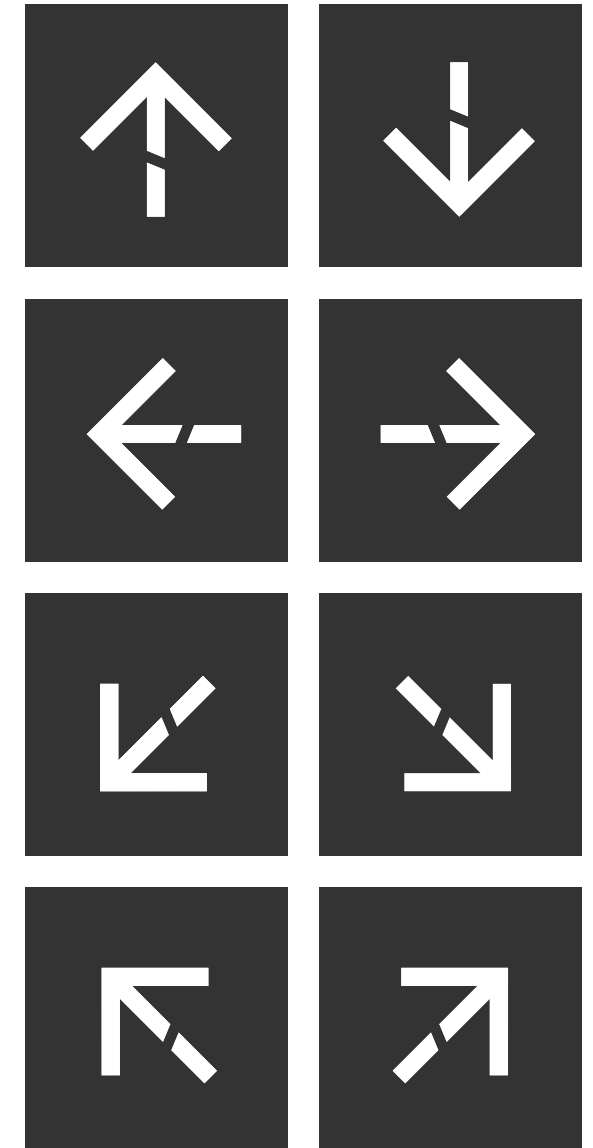
DESIGN CONCEPT

Sketches / Ideation



DESIGN CONCEPT

Graphic Elements (Arrow)

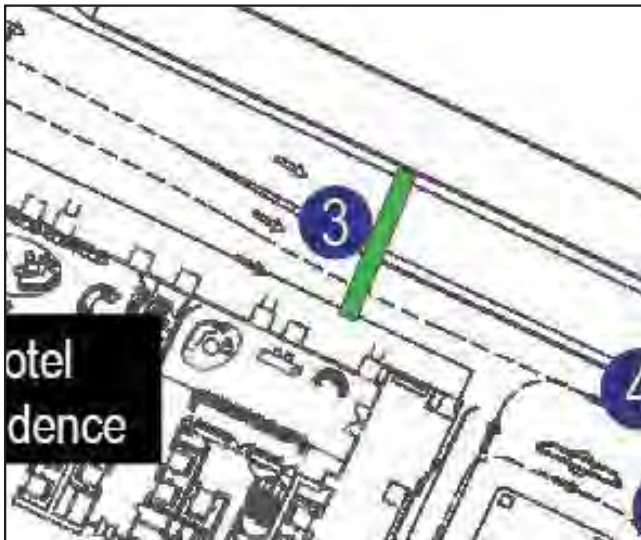


SIGNAGE DESIGN PROPOSAL

Design Concept (Gantry Sign 2 Lane)



Site Photo



Signage Marking Plan

Option 1



Option 2



SIGNAGE DESIGN PROPOSAL

Design Concept (Gantry Sign 1 Lane)



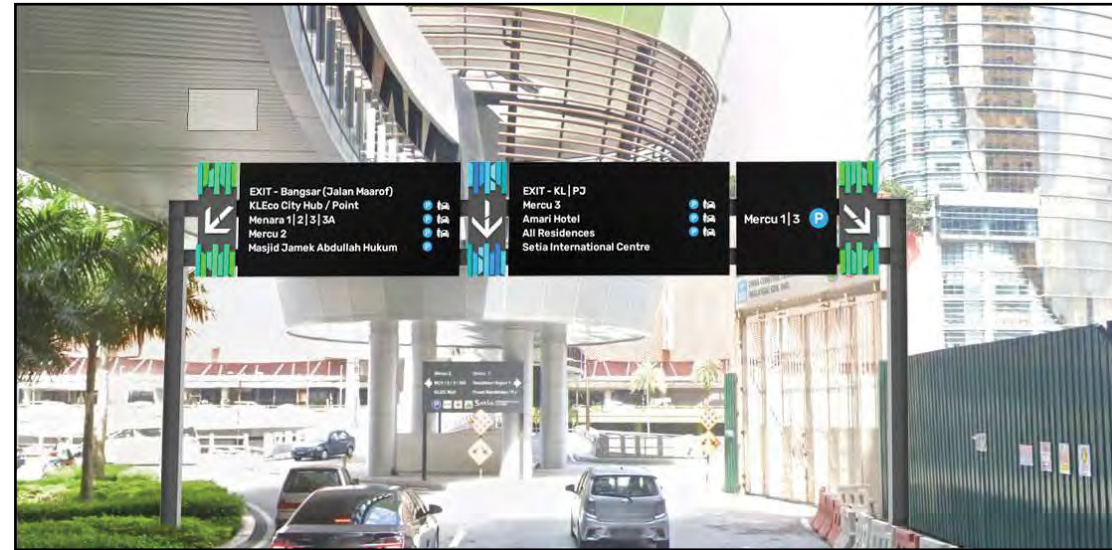
Option 1



Option 2

SIGNAGE DESIGN PROPOSAL

Design Concept (Gantry Sign 3 Lane)



Option 1



Option 2

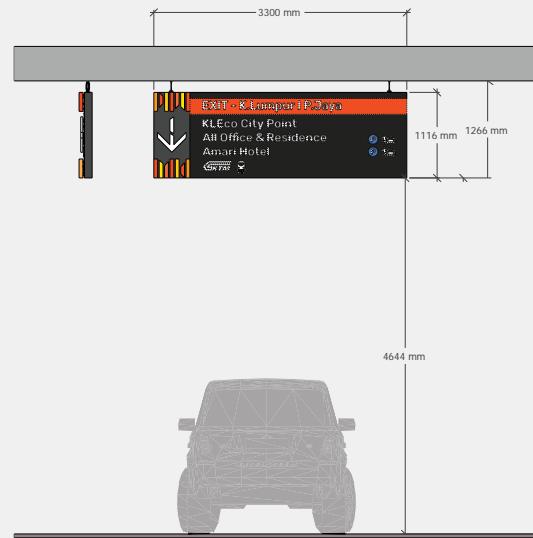
SIGNAGE DESIGN PROPOSAL

Design Concept (Ceiling Hung Sign 1 Lane)

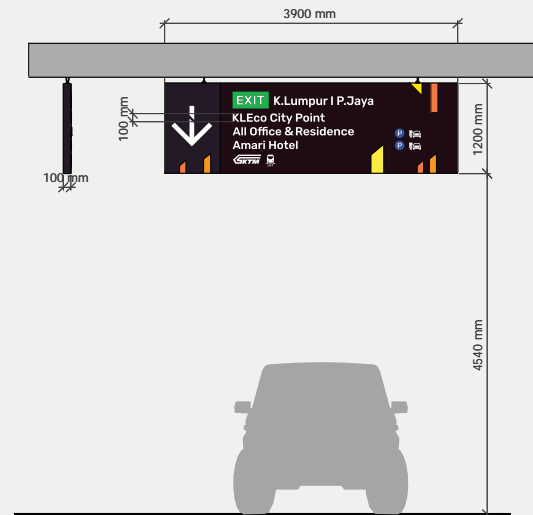


Signage Marking Plan

Option 1



Option 2

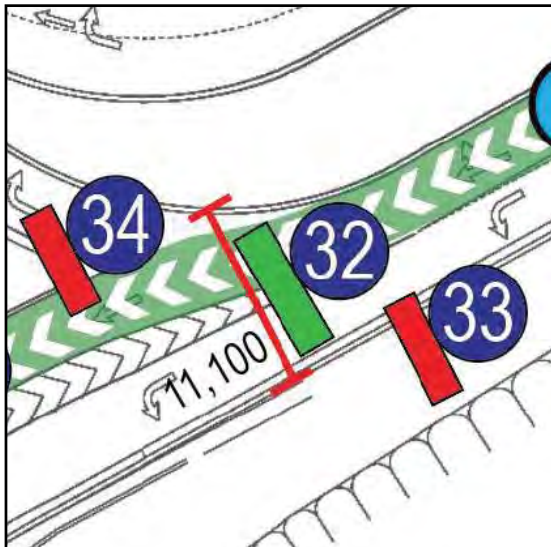


SIGNAGE DESIGN PROPOSAL

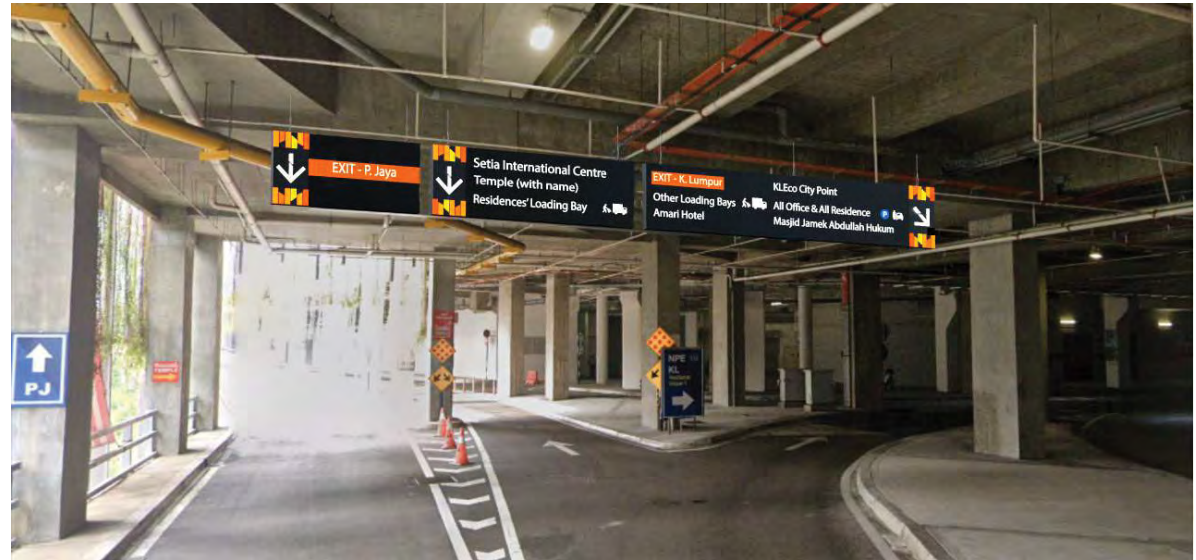
Design Concept (Ceiling Hung Sign 1 Lane)



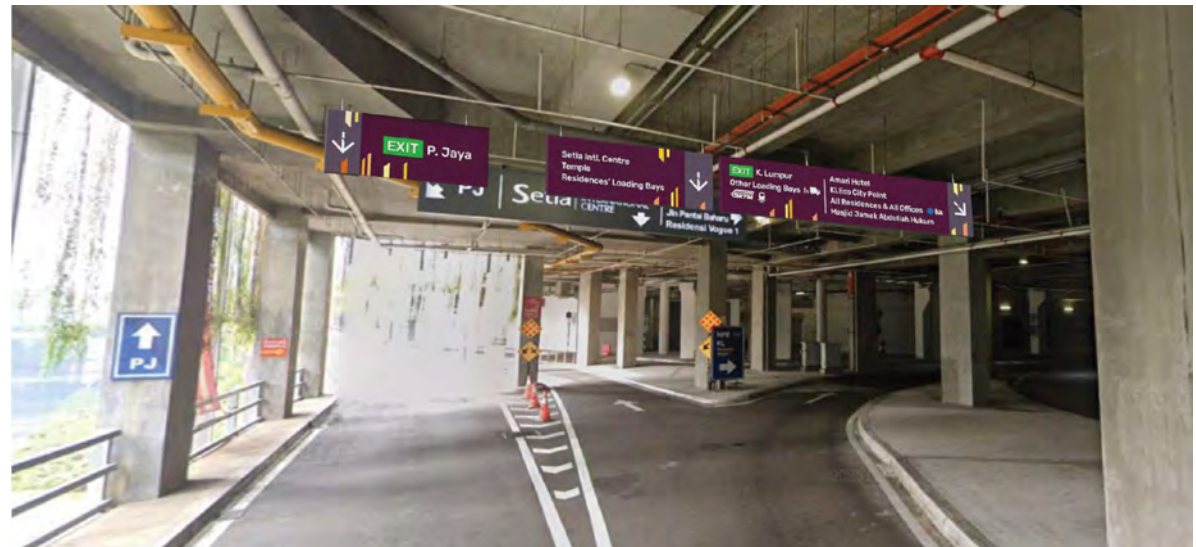
Site Photo



Signage Marking Plan



Option 1



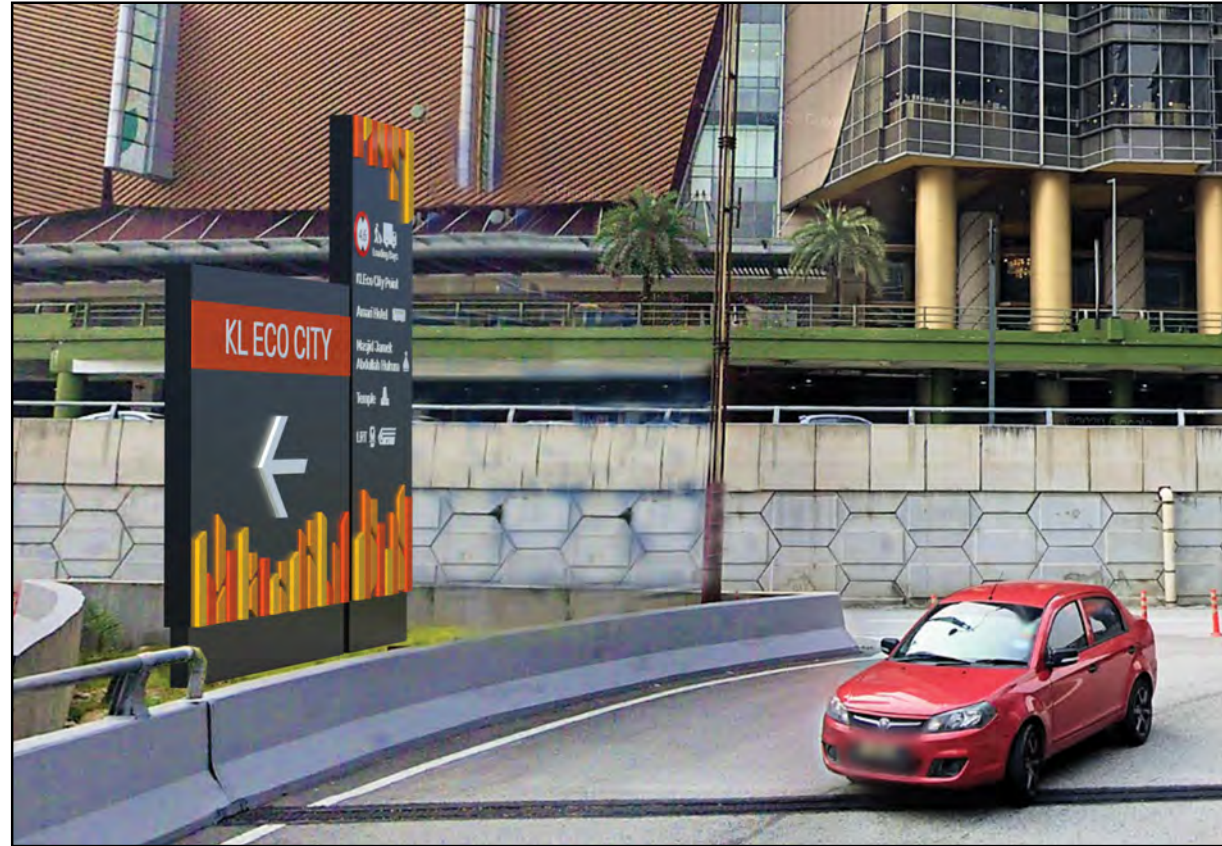
Option 2

SIGNAGE DESIGN PROPOSAL

Design Concept (Directional Pylon Signage)



3D Rendering



Artist Impression on Site

KL ECO CITY (KLEC) KUALA LUMPUR

CLIENT: SP SETIA GROUP

BRIEF:

- KL Eco City is a 25-acre mixed-use development with 3 residential towers, hotel / service apartment tower, 3 corporate towers, 12 boutique office blocks, a retail mall, a mosque & a combined LRT / KTM station, developed in stages since 2011.
- As the project matured & evolved, it underwent a rebranding study in 2021 & FW was tasked to propose EGD treatments at selected locations, meant as physical activation in support of the rebranding initiative as well as a place-making exercise for KLEC.

CHALLENGES:

- Evolving & unconfirmed branding elements.

SOLUTION:

- We enjoyed working on this project, along with the architectural planning team, as it allowed us to flex our creative muscles (always to a certain extent only unfortunately).
- While not exactly given carte blanche, we got to explore the potential application of conventional, digital & hybrid design solutions.
- Out of approximately 15 locations across KLEC, only 3 locations were finally green-lighted to be treated, while the other locations were either put-on-hold or deferred indefinitely.

KL ECO CITY

CLIENT: SP SETIA GROUP



90mm

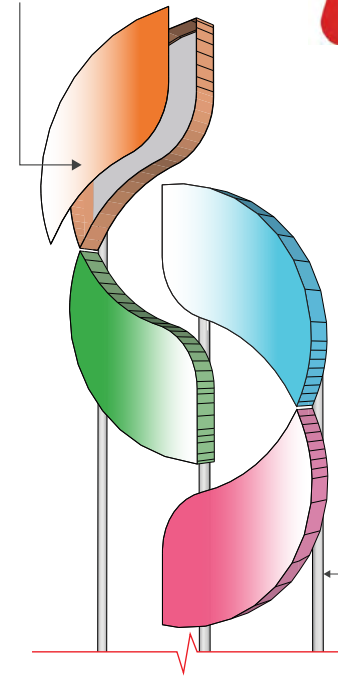
- **5mm thk clear acrylic** c/w 3M translucent colour films front & side illuminated by concealed LED white IP 66 (OSRAM) for 'SETIA' lettering (90mm depth).
- Box up to be front & side lit

- 3mm thk aluminium bar c/w powder coated finish.
- 'SETIA' box up lettering to be welded on this aluminium panel.
- Aluminium bar to be attached to 'KL' Box up lettering

- **5mm thk clear acrylic** c/w 3M translucent colour films front & side illuminated by concealed LED white IP 66 (OSRAM) for lettering with 175mm depth.
- Box up to be front & side lit

- Steel frame to be dipped galvanised & painted with PU paints (Main frame and subframe).
- Signage to be mounted on reinforced concrete
- Structure & PE calculation is to be designed by fabricator.
- All other accessories (screw, bolt and nuts) shall be stainless steel finishes

- **5mm thk clear acrylic** c/w 3M translucent colour films front & side illuminated by concealed LED white IP 66 (OSRAM)
- Box up to be front & side lit by LED.
- LED lights to be able to display with fade out & movement effects.
- **Acrylic box up** to be attached to Mild Steel Hollow Bar

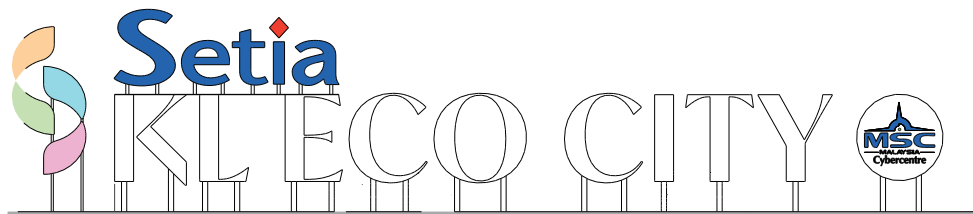


- Mild Steel Hollow Bar to be dipped galvanised & painted with PU paints
- Signage to be mounted on reinforced concrete
- Signage Contractor is responsible to design the main frame and sub frame of the signage and mounted on reinforced concrete. All the structural calculations are mandatory to have PE endorsement and approval before installation.



KL ECO CITY

CLIENT: SP SETIA GROUP



Steel Hollow Bar to be dipped galvanised & painted with PU paints
Signage to be mounted on reinforced concrete

5mm thk clear acrylic
c/w 3M translucent colour films front & side illuminated by concealed LED white IP 66 (OSRAM)
-Box up to be front & side lit by LED.
-LED light to be able to display with fade out & movement effects.

5mm thk clear acrylic
c/w 3M translucent colour films front & side illuminated by concealed LED white IP 66 (OSRAM)
-Box up to be front & side lit by LED (by others).

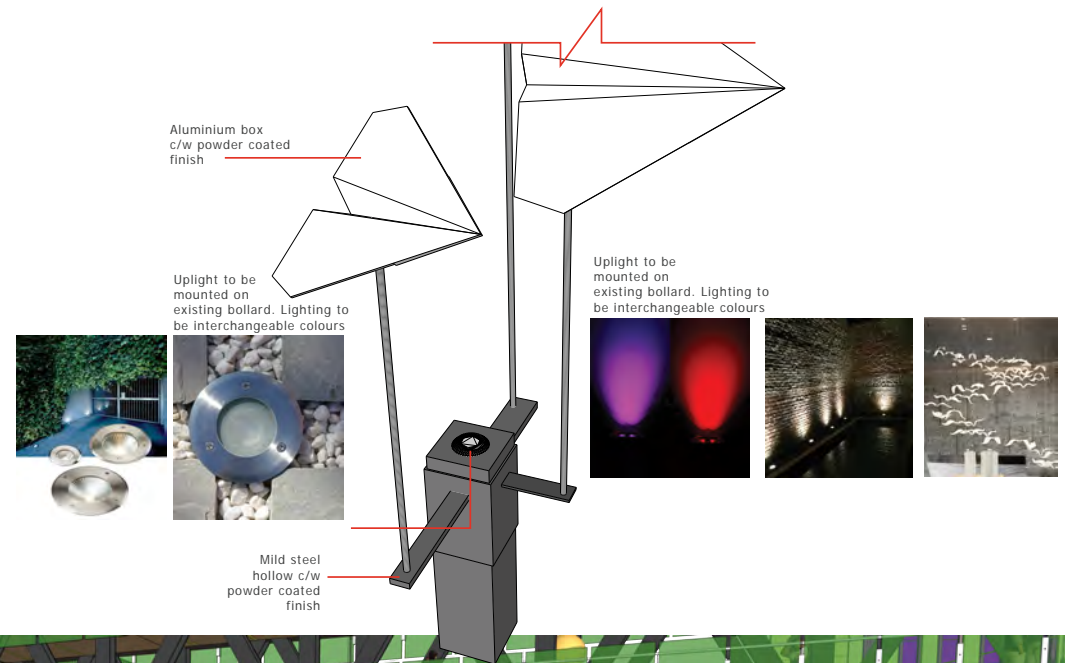
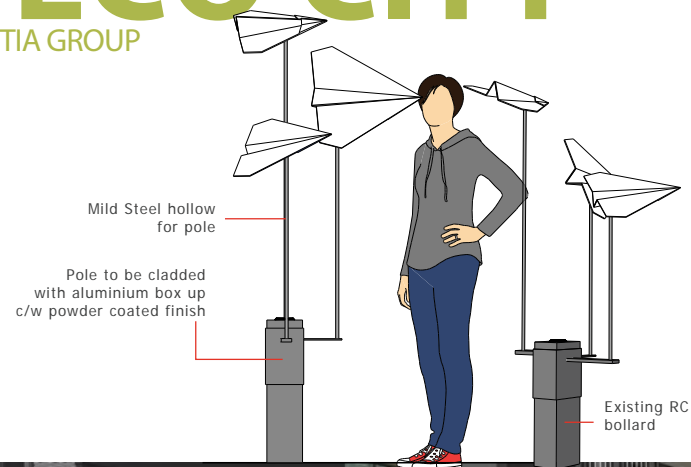
5mm thk clear acrylic
c/w 3M translucent colour films front & side illuminated by concealed LED white IP 66 (OSRAM)
-Box up to be front & side lit by LED.

3mm thk aluminium bar c/w powder coated finish.
'SETIA' box up lettering to be welded on this aluminium panel.
Aluminium bar to be attached to 'KL' Box up lettering



KL ECO CITY

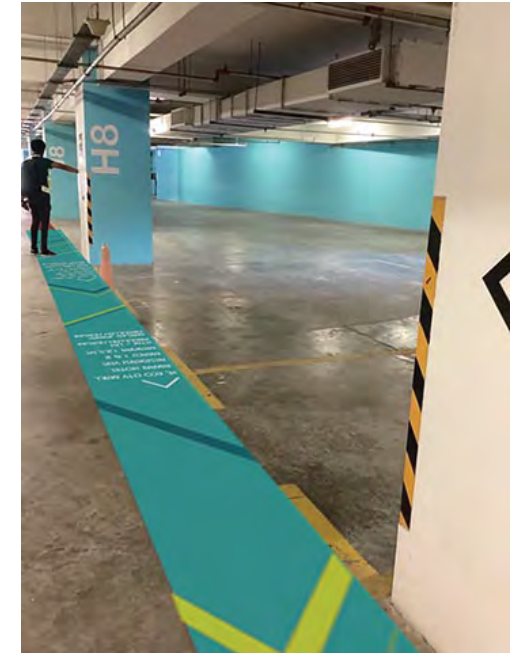
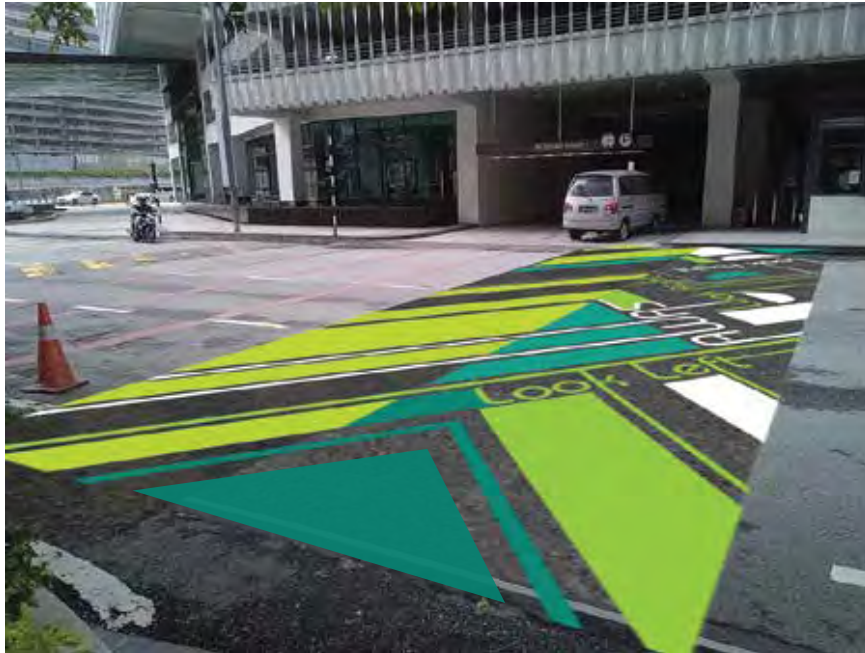
CLIENT: SP SETIA GROUP



KL ECO CITY

CLIENT: SP SETIA GROUP

Zebra Crossing & Pedestrian Walk Sign



Link Bridge Mesh Display



THE ROBERTSON KUALA LUMPUR

CLIENT: GMBB

BRIEF:

- A GBI-certified mixed development with 2 residential towers of 793 units, a retail mall, multiple 3-storey shops, 5 levels of podium parking & 2 levels of basement parking lots on 3 acres of freehold land in the commercial district of Kuala Lumpur.
- To audit the existing external & carpark wayfinding system & the signage designs already installed, which was causing issues with residents, tenants & visitors.
- To propose a new wayfinding & signage design solution.

CHALLENGES:

- Tight completion deadline as the residential component was already in operation while the retail mall was about to be.
- To accommodate the client's request of trying to use as many of the existing signage as possible to reduce costs.
- Retro-fitting solutions will result in higher cost.

SOLUTION:

Onsite audit along with the necessary study to determine actual demographics & requirements of the various stakeholders of the development, including operations / facility management was conducted, before separate strategies & solutions were proposed. Information hierarchy & various messaging to be communicated was clearly identified before a design solution was mooted.

Zones were introduced to differentiate between residents, tenants & visitors, with color treatment playing a significant role. Clear directional arrows & appropriate graphic treatments with visibility being of highest priority were also put into place along with realigning various sign locations.

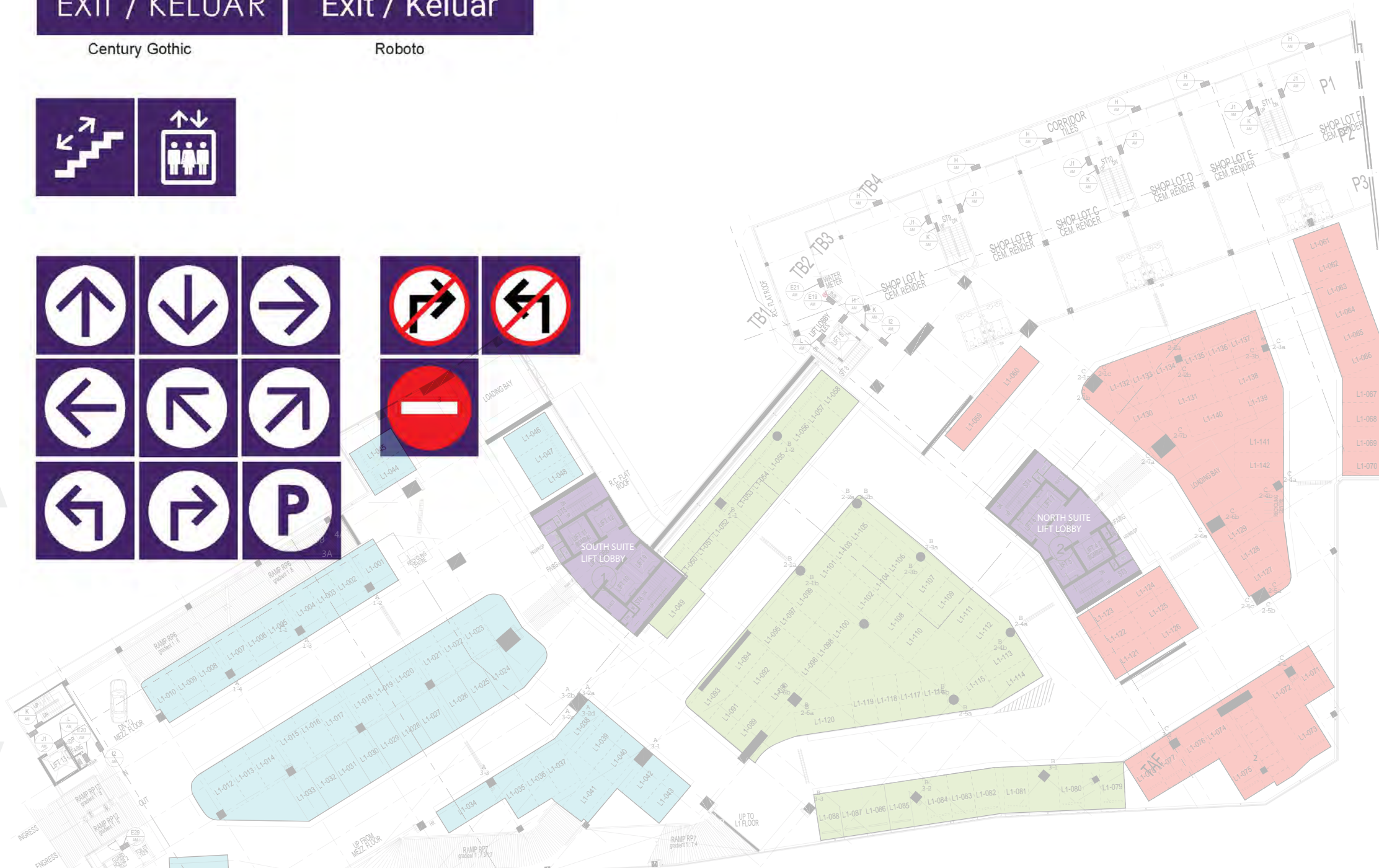
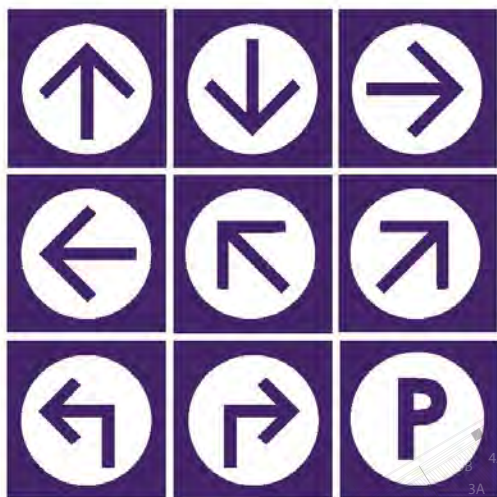
As much as possible, we retrofitted design solutions with the existing signage structures to minimize production costs without sacrificing good aesthetics while communicating the appropriate messaging content.

EXIT / KELUAR

Exit / Keluar

Century Gothic

Roboto





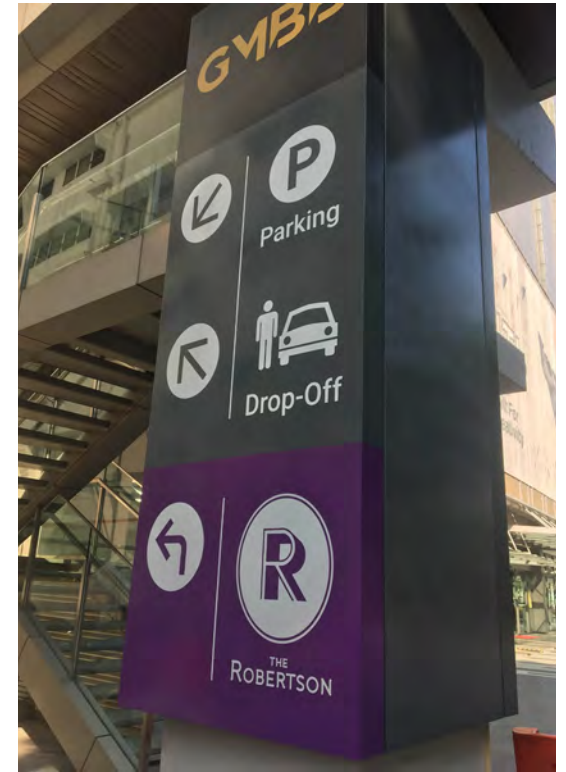
Basement Wall Sign



Directory Sign



Directory Sign



Directory Sign



Ramp Sign

SOMERSET KABAR AYE YANGON

CLIENT: ASCOTT Ltd.

BRIEF:

- 153 units of serviced apartments over 26 levels, located alongside a luxury condominium on Kabar Aye Pagoda Road, an upscale area in the city of Yangon.
- To provide functional wayfinding & signage design solutions, based on Somerset's established design guidelines.

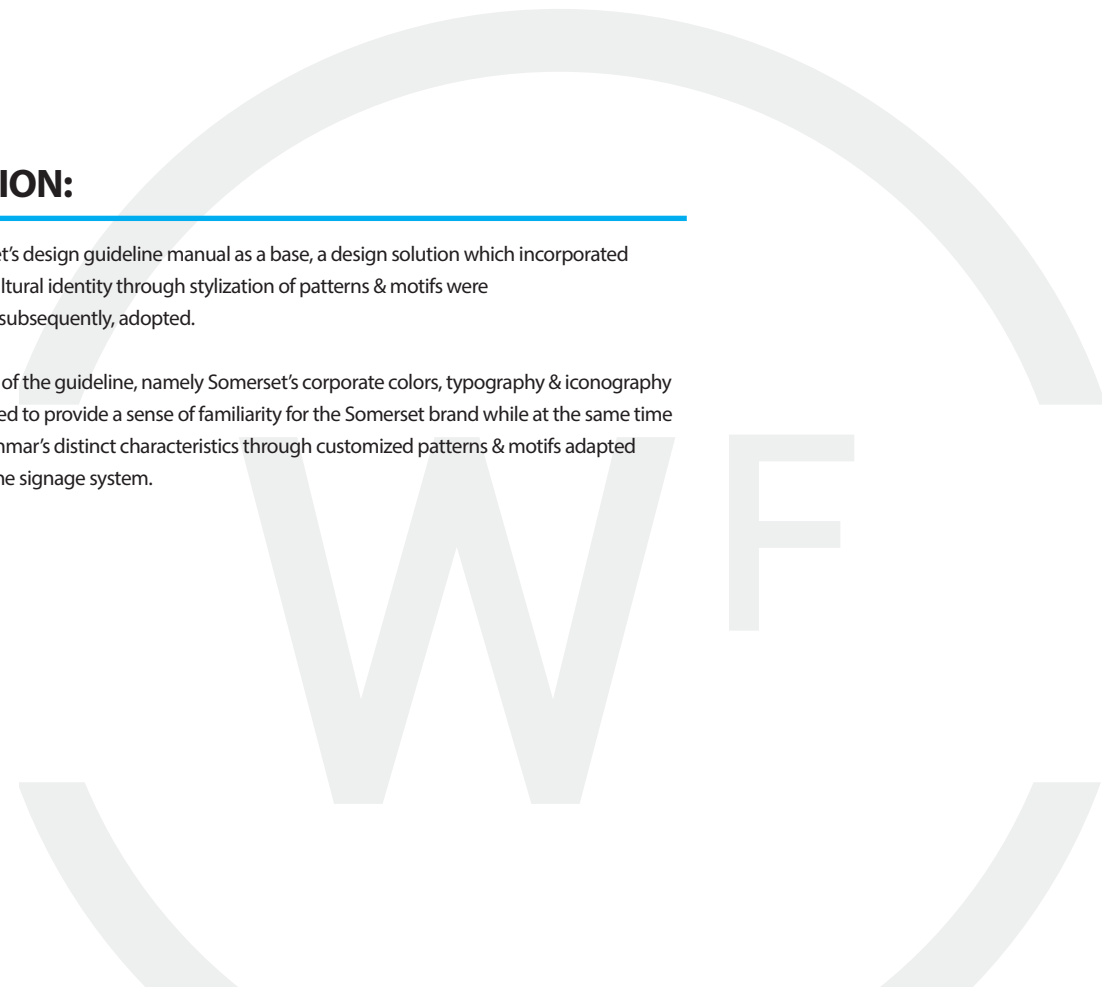
CHALLENGES:

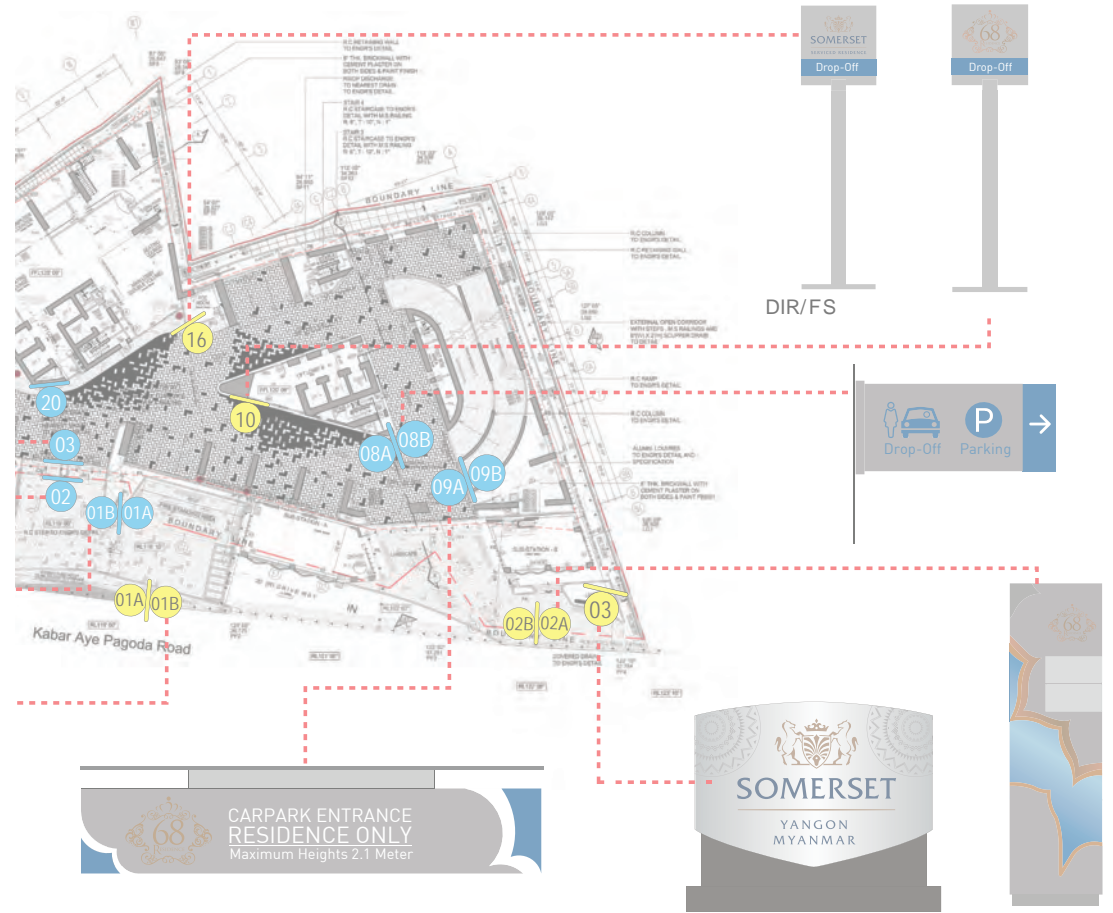
- Being co-located with a separate residential high-rise, any wayfinding & design solution will have to complement each brand's separate identity & direction.

SOLUTION:

With Somerset's design guideline manual as a base, a design solution which incorporated Myanmar's cultural identity through stylization of patterns & motifs were introduced & subsequently, adopted.

Key elements of the guideline, namely Somerset's corporate colors, typography & iconography was maintained to provide a sense of familiarity for the Somerset brand while at the same time exuding Myanmar's distinct characteristics through customized patterns & motifs adapted throughout the signage system.







Building Sign



Entrance Statement Sign



Floor Direction Sign



Level Directory Sign

68 RESIDENCE KABAR AYE YANGON

CLIENT: UGP DEVELOPMENT Pvt. Ltd.

BRIEF:

- Luxurious high-rise condominium with 369 units over 26 levels, full amenities for residents including swimming pool, sauna, gymnasium, games room & 4 levels of parking; located alongside Myanmar's first Somerset Service Residence on Kabar Aye Pagoda Road, Bahan township, an upscale area in the city of Yangon.
- To provide functional wayfinding solutions through signage that exude elegance & opulence.

CHALLENGES:

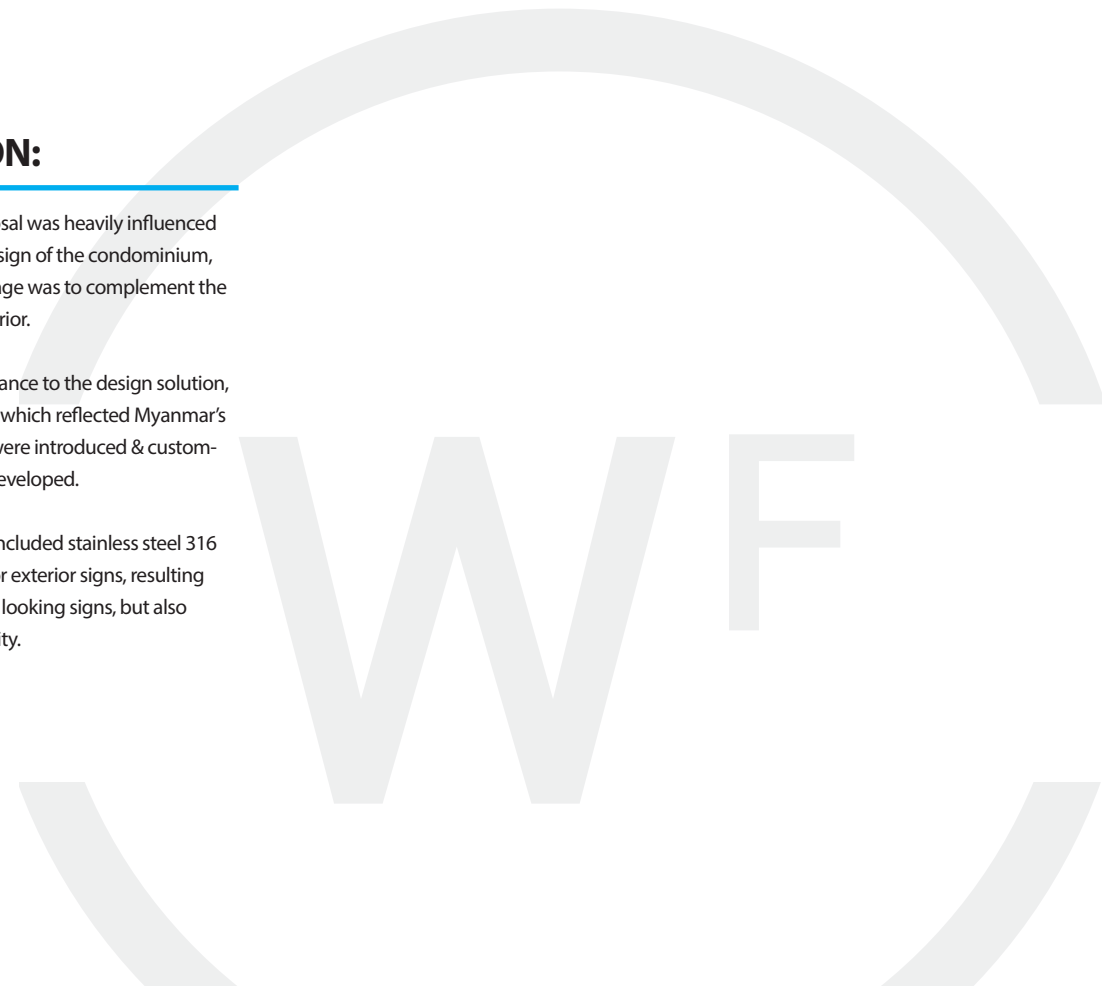
- Being co-located with a separate & established serviced residence tower, any wayfinding & design solution will have to complement each brand's separate identity & direction.

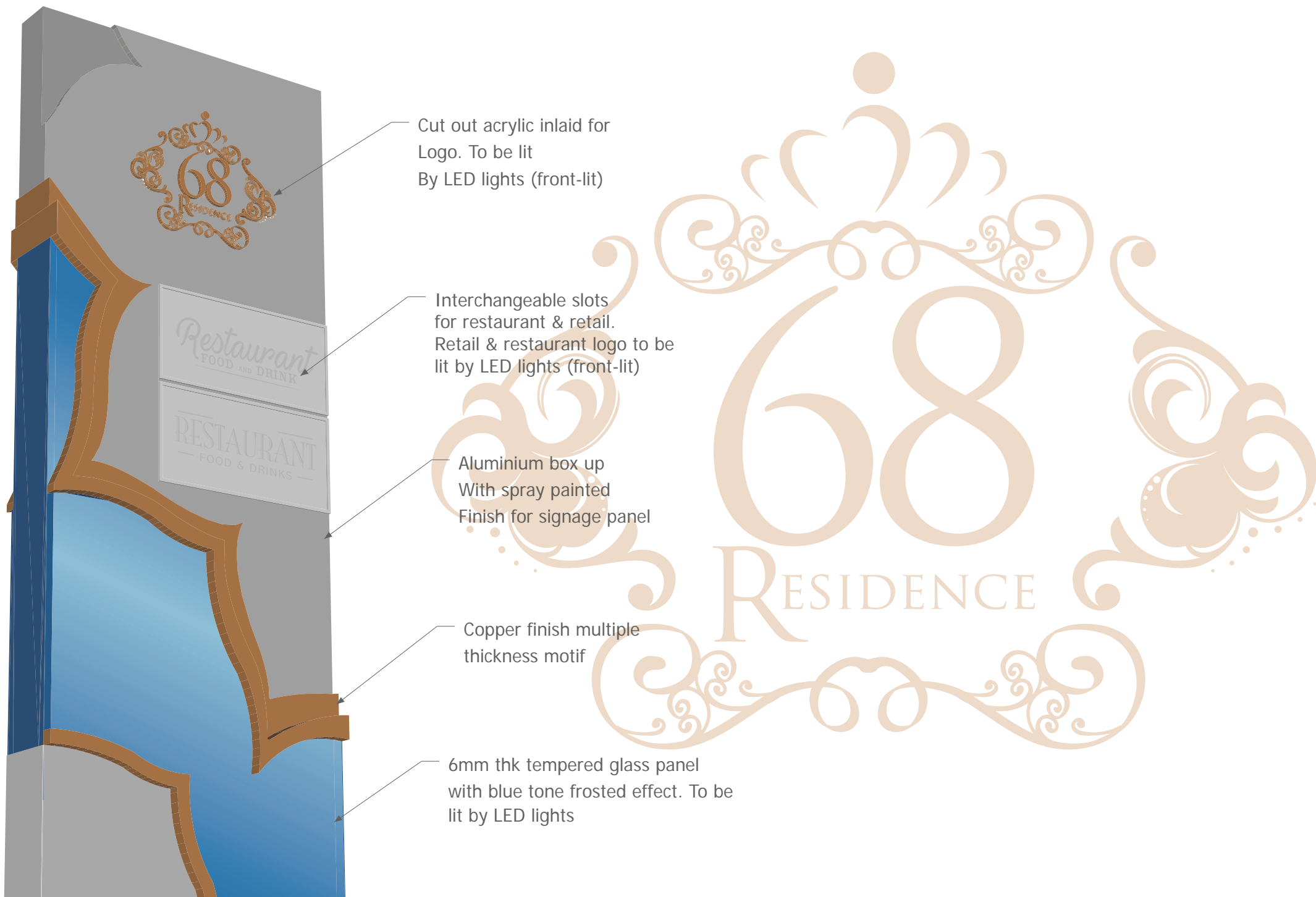
SOLUTION:

The design proposal was heavily influenced by the interior design of the condominium, such that all signage was to complement the design of the interior.

To further add nuance to the design solution, patterns & motifs which reflected Myanmar's cultural identity were introduced & customized icons were developed.

Material chosen included stainless steel 316 with PVD finish for exterior signs, resulting not only in better looking signs, but also increased durability.



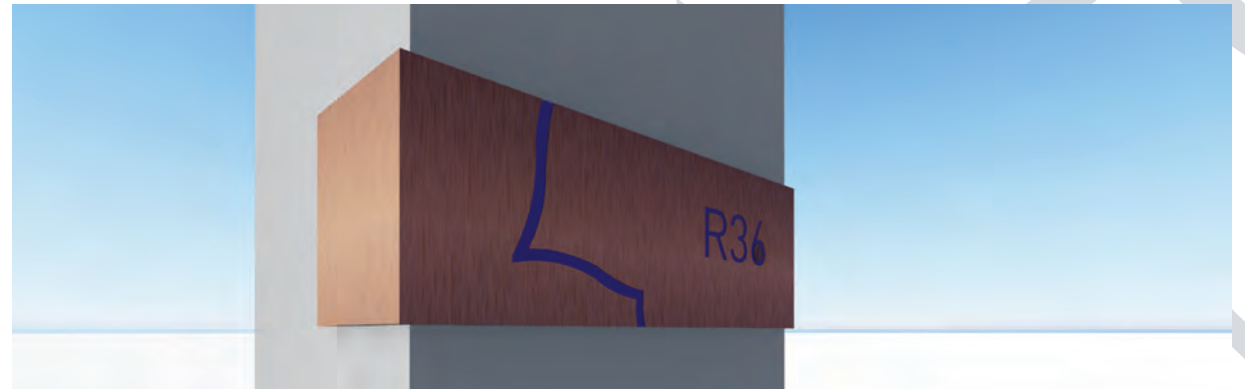




Building Sign



Facilities Sign



Room Sign



Vehicular Direction Sign

KLANG VALLEY MRT LINE 1

DESIGN GUIDELINE MANUALS

CLIENT: MRT CORP & MMC GAMUDA

BRIEF:

- To complete 3 Signage Design Guideline Manuals (DGM), one each for Elevated stations, Underground stations & Ancillary support facilities to be used across all MRT lines.
- Designs to be applied as standard across all current & future MRT lines.
- Designs must allow for efficient / quick change in information as & when required.
- Designs to match the overall industrial, sterile & clean look of the stations.
- Material specifications to allow for high durability & extended longevity.
- Minimize number of signs that require illumination.

CHALLENGES:

- No wayfinding study was conducted prior to design development.
- Standardizing signage design based on unconfirmed messaging / assumed content.
- Extremely tight deadline.

SOLUTION:

With only 4 months allowed to complete the work, it was a daunting challenge from the get-go more so when it was discovered that no significant wayfinding study was conducted prior.

As wayfinding professionals, we would be remiss to proceed with the design stage without conducting any form of wayfinding study, the lack of which would result in situations where the content or messaging would have to fit the signage instead of the other way around.

Close & consistent communications with the client & various other stakeholders, in addition to copious amounts of strong black coffee, were paramount in ensuring all 3 manuals were completed & delivered per schedule.



KLANG VALLEY MRT LINE 1

TENDER, SUPERVISION, WAYFINDING

CLIENT: MRT CORP & MMC GAMUDA

BRIEF:

- To prepare detailed tender drawings for elevated stations
- To review wayfinding submissions for elevated stations
- To supervise signage contractors for elevated stations

CHALLENGES:

- Extremely tight deadline.
- Multiple stakeholders.

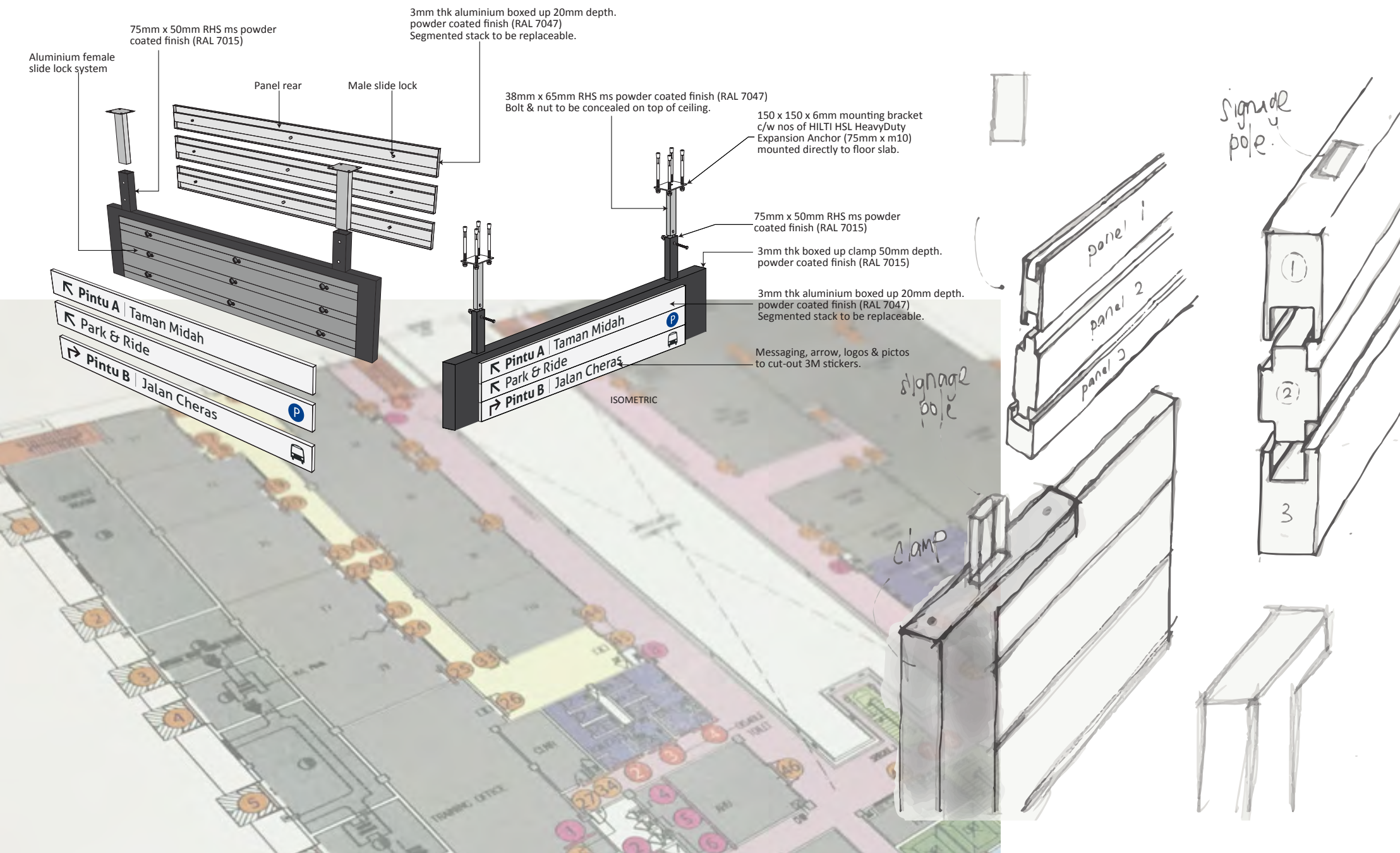
SOLUTION:

Teamwork & close interfacing with various other consultants, WPCs & NSCs, consistent communications with the client's & project owner's multiple departments & various other stakeholders including SPAD, Prasarana, KTM & local councils mitigated many obstacles faced given the delivery timeline.

Lessons learned throughout the project implementation period proved invaluable for the execution of Line 2.



WF



DESIGN CONCEPTS

Typography

Aller Regular

Keluar Exit

Aller Italic

Keluar Exit

Aller Bold

Keluar Exit

Aller Bold Italic

Keluar Exit

Aller Light

Keluar Exit

Aller Light Italic

Keluar Exit

ALLER:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UPPERCASE
Aller Bold
70mm
lowercase
Aller Bold
52mm

UPPERCASE
Aller Italic
60mm
lowercase
Aller Italic
44mm

Keluar

Exit

Italic for lowercase QaO must be skewed 100

a

DESIGN CONCEPTS

Arrows & Iconography



Baby Changing Room



Guard House



Lift



ATM



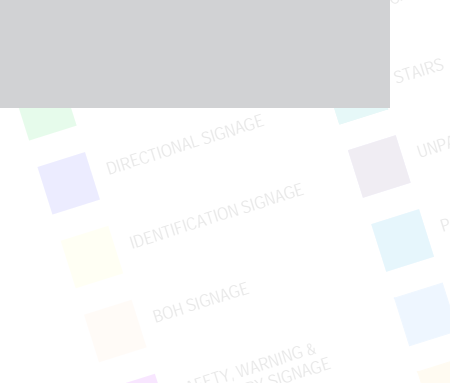
Parking



Information Counter



Ticket Machine





Vehicular Layby Sign



Platform Identification Sign



Station Identification Sign



Directional Signage



Station Supervision

KLANG VALLEY MRT LINE 2

DESIGN GUIDELINE MANUALS

CLIENT: MRT CORP & MMC GAMUDA

BRIEF:

- To update & revise 4 Signage Design Guideline Manuals, one each for Elevated stations, Underground stations, Ancillary support facilities as well as Operations & Management in the stations to be used across all MRT lines.
- Designs to take into consideration the lessons learnt from the previous MRT Line 1.
- Feedback from all stakeholders to be strongly considered in coming up with the necessary revisions.

CHALLENGES:

- Standardizing signage designs given non-standard station designs.
- Designing based on unconfirmed messaging / assumed content.
- Extremely tight deadline.





Klang Valley MRT Design Guideline Manual

KLANG VALLEY MRT LINE 2

TENDER, WAYFINDING & TECHNICAL ASSISTANCE

CLIENT: MRT CORP & MMC GAMUDA

BRIEF:

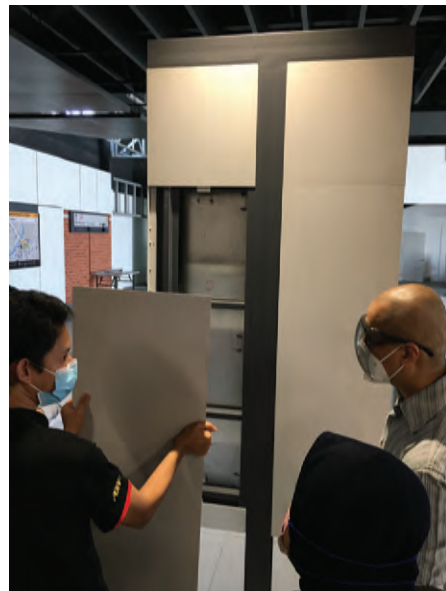
- To identify signage in MRT Line 1 stations that will be impacted by MRT Line 2.
- To review signage location submissions of respective stations' Detailed Design Consultants / Architects.
- To prepare final signage location plans & messaging schedules.
- To evaluate tender submissions for elevated stations, underground stations & ancillary buildings.
- To provide technical support during construction.

CHALLENGE(S):

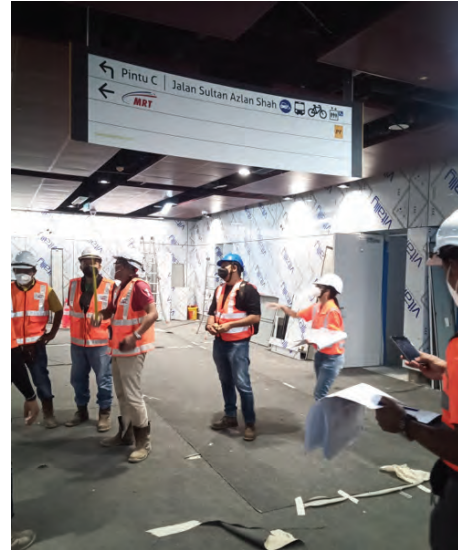
- Multiple stakeholders.



Signage Prototype Inspection



Signage Paper Mockup Review & Inspection



<p>B3-01 (DIR/WMS/TEP-3)</p>			<p>Platform</p> <p>a) Position – OK b) The messaging should start from lower messaging panel.</p>
Loc.	Site Photos	Marking Plan	Report
<p>B1-02.1 & B1-02.2 (DIR/CHS/TEP-6)</p>			<p>Upper Concourse</p> <p>a) Signage clear height at the station was 2330mm. Based on standardization & shop dwg, the signage clear height should be 2350mm. b) The messaging should start from lower messaging panel.</p>



KUALA LUMPUR CONVENTION CENTER

CLIENT: GTD / KLCC (holdings) BHD



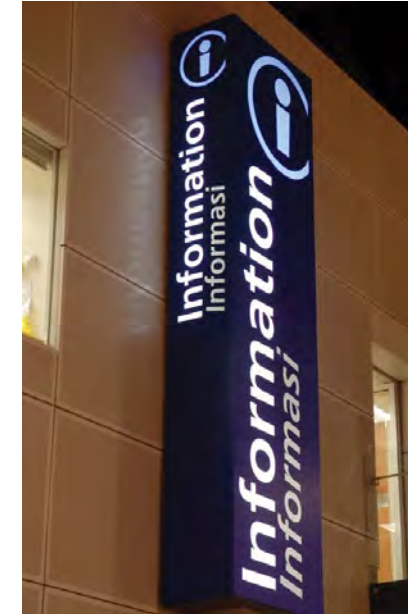
Level Directory Sign



Directional Sign



Mimic Floor Plan



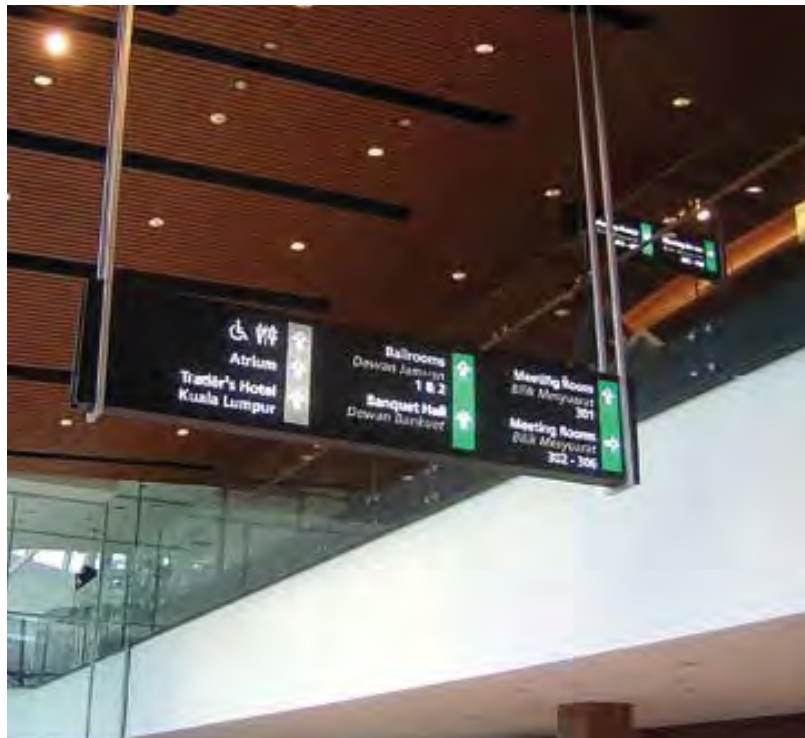
Identification Sign



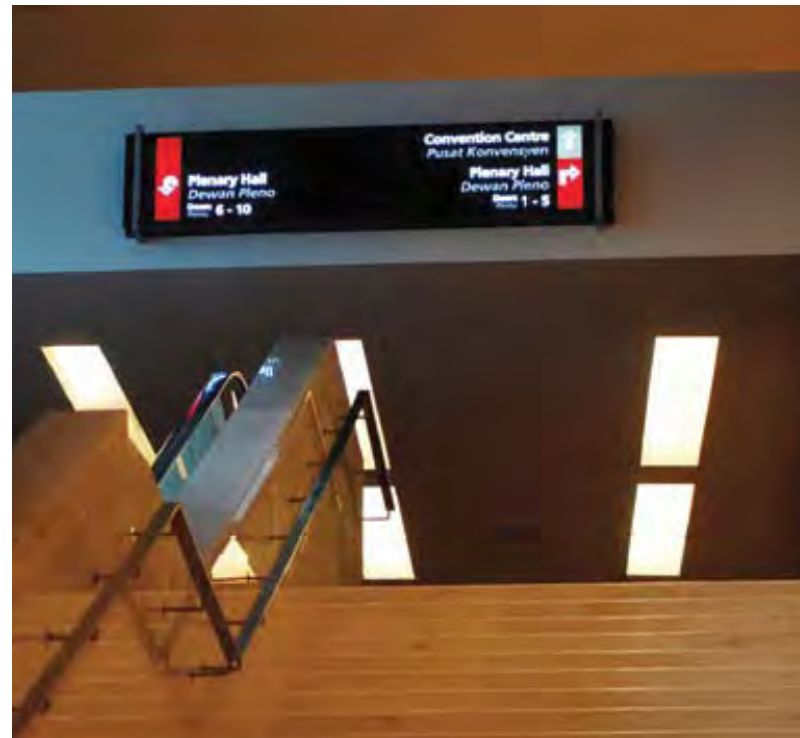
Identification Sign



Room Number Identification Sign



Directional Sign



Directional Sign

DESA PARK CITY KUALA LUMPUR

CLIENT: PERDANA PARKCITY

BRIEF:

- 473 acres township with 18 neighborhoods, commercial & retail facilities, hospital, schools & various other public facilities & parks.
- To audit existing external wayfinding.
- To study & propose an external wayfinding solution for vehicular traffic with the objective of ensuring visitors & guests at Desa ParkCity are able to navigate their way smoothly

CHALLENGES:

- Sprawling township with numerous neighborhoods & various facilities.
- Limited capacity & ability of client's fabricator to produce desired design solutions.

SOLUTION:

Color-coding for the various components within the township, identifying & realigning signage locations, recommending clear zones for signage visibility, redesigning signage system for greater flexibility in changing & updating information were among the solutions recommended.

Working with the township's traffic consultant, changes & additions to messaging content to assist in better traffic dispersal across the township, particular at the ingress & egress points, were also recommended.

PRIMARY SIGN

① 80mm text height.



op 1

op 2

- no left panel.

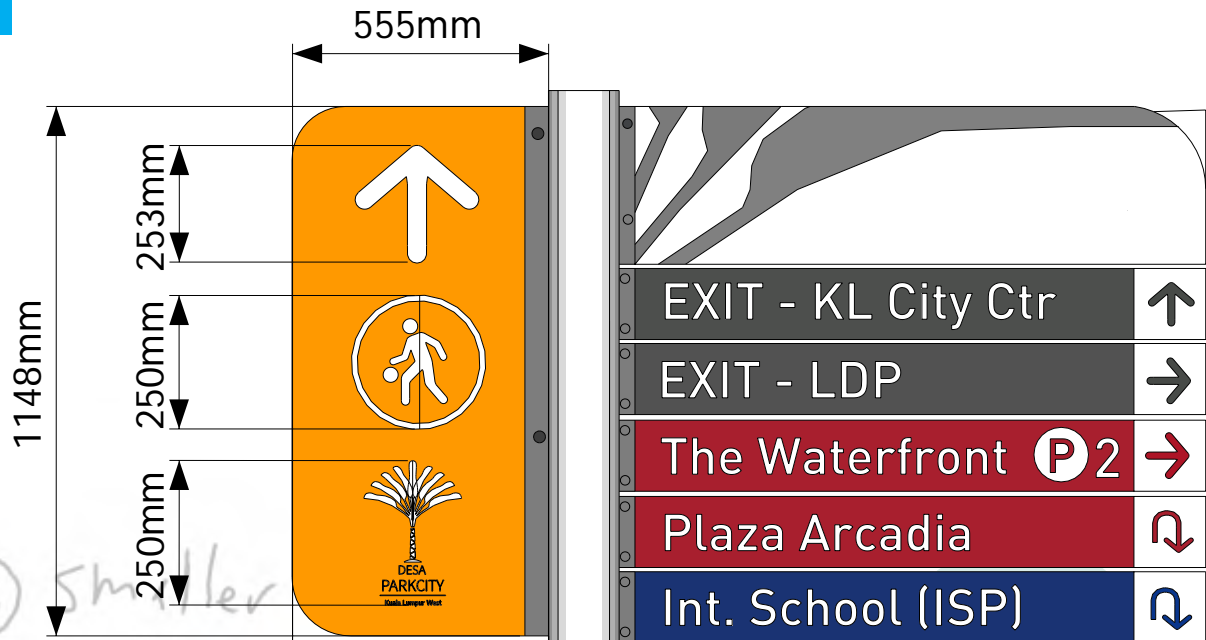
④ Logo DRG - white

③ smaller



- primary sign

- residence sign



EXIT - KL City Ctr		↑
EXIT - LDP		→
The Waterfront P2		→
Plaza Arcadia		↻
Int. School (ISP)		↻
ParkCity Med Ctr		↻
KL Baptist Church		↑
ParkCity Club		↻
SportsCenter		↻

Text height : 80mm



Vehicular Street Sign





Vehicular Directional Sign (3D Rendering)



Pedestrian Site Map (3D Rendering)



Vehicular Directional Sign



Pedestrian Site Map

MENARA DIALOG

PETALING JAYA

CLIENT: DIALOG GROUP BHD

BRIEF:

- Wayfinding system that utilizes minimal signs & promotes more interaction between staff & guests.
- Signage design to incorporate natural material.

CHALLENGES:

- Seaside location's elements takes a toll on external signs

SOLUTION:

Wayfinding study & solution proposal of the project was straight-forward given the resort's well-structured vehicular & pedestrian traffic flow with amenities & facilities located along the natural flow.

Design-wise, in the absence of brand guidelines, FW came up with solutions that complemented the architectural design of the resort, which had a very organic & natural feel to it.

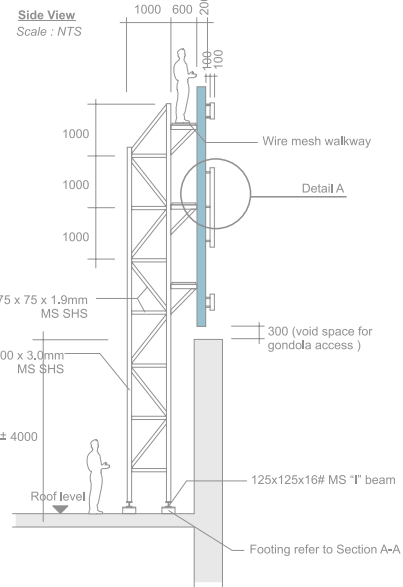
Shape & form as well as color palette of the signage family that were adopted, closely matched that of the resort's architecture, while graphic elements were inspired by the sea's eco-system.

Along with international standard icons, customized icons were also developed to further enhance the exclusiveness of the resort, matching the typography design which emphasized on legibility & readability while maintaining an exclusive appeal.

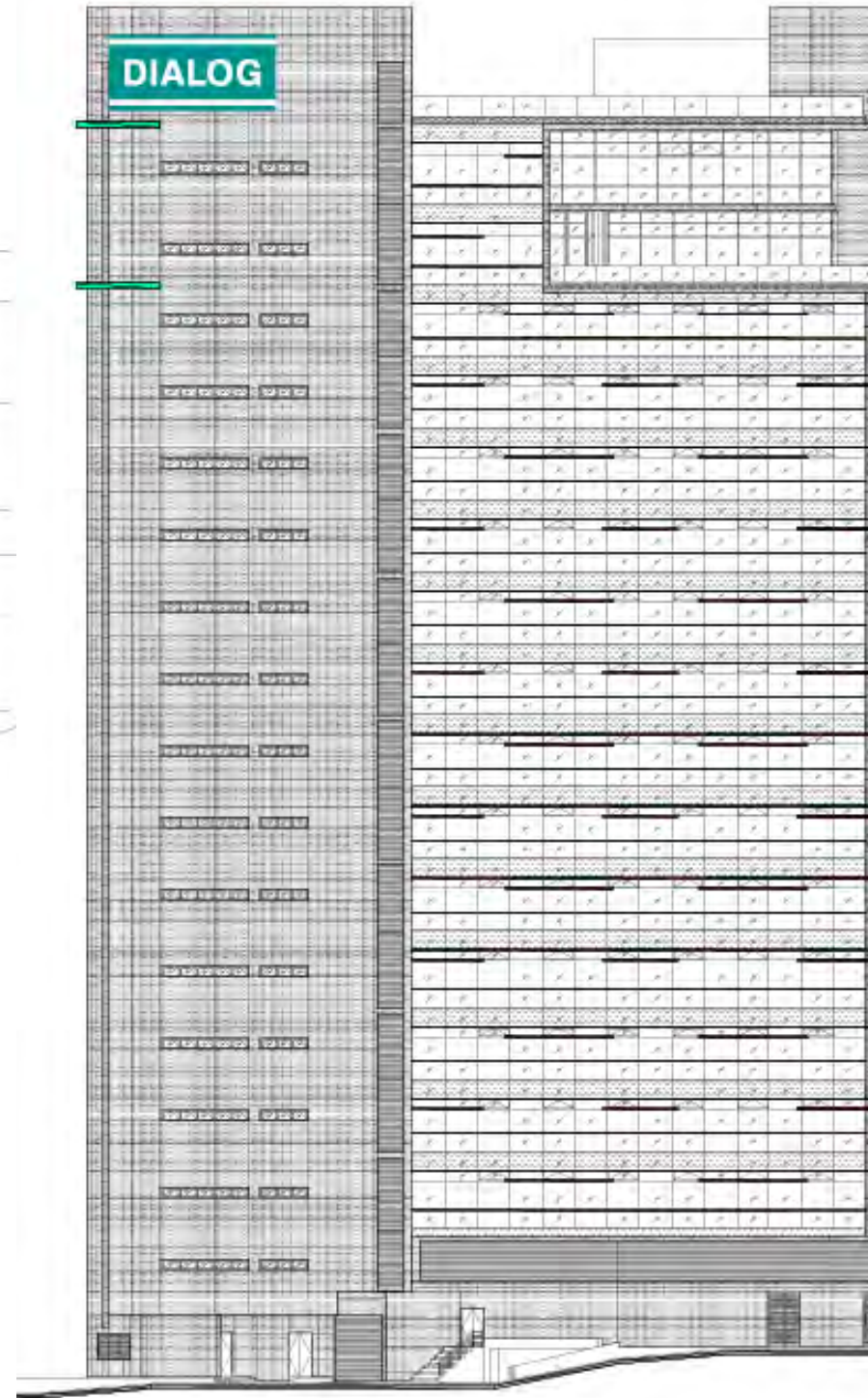
Natural wood was chosen as the main material for the family of signs, with Grade 316 stainless steel being preferred over Grade 304 for superior corrosion resistance. Acrylic panels with thicker depth were also used to prevent any instances of the panels warping, given the seaside heat.

FW also recommended additional environmental graphic design (EGD) application solutions which included graphic treatment on glass elements & wind flags throughout the resort, to further enhance guests' brand experience.

DIALOG



DIALOG





Entrance Statement Sign



Pylon Signage



Pylon Directional Sign



Level Directory Sign



Floor Identification Sign



Room Name Sign



Ramp Mural Sign



Wall Mural Directional Sign



Column Sign

THE ATMOSPHERE

SERI KEMBANGAN

CLIENT: TEMPO PROPERTIES

BRIEF:

- 20 acre mixed retail & commercial development
- Wayfinding system that allows for easy navigation between the various phases.

CHALLENGES:

- Multiple ingress & egress points across a sprawling development footprint.
- Maintaining fabrication standards given multiple fabricators involved.

SOLUTION:

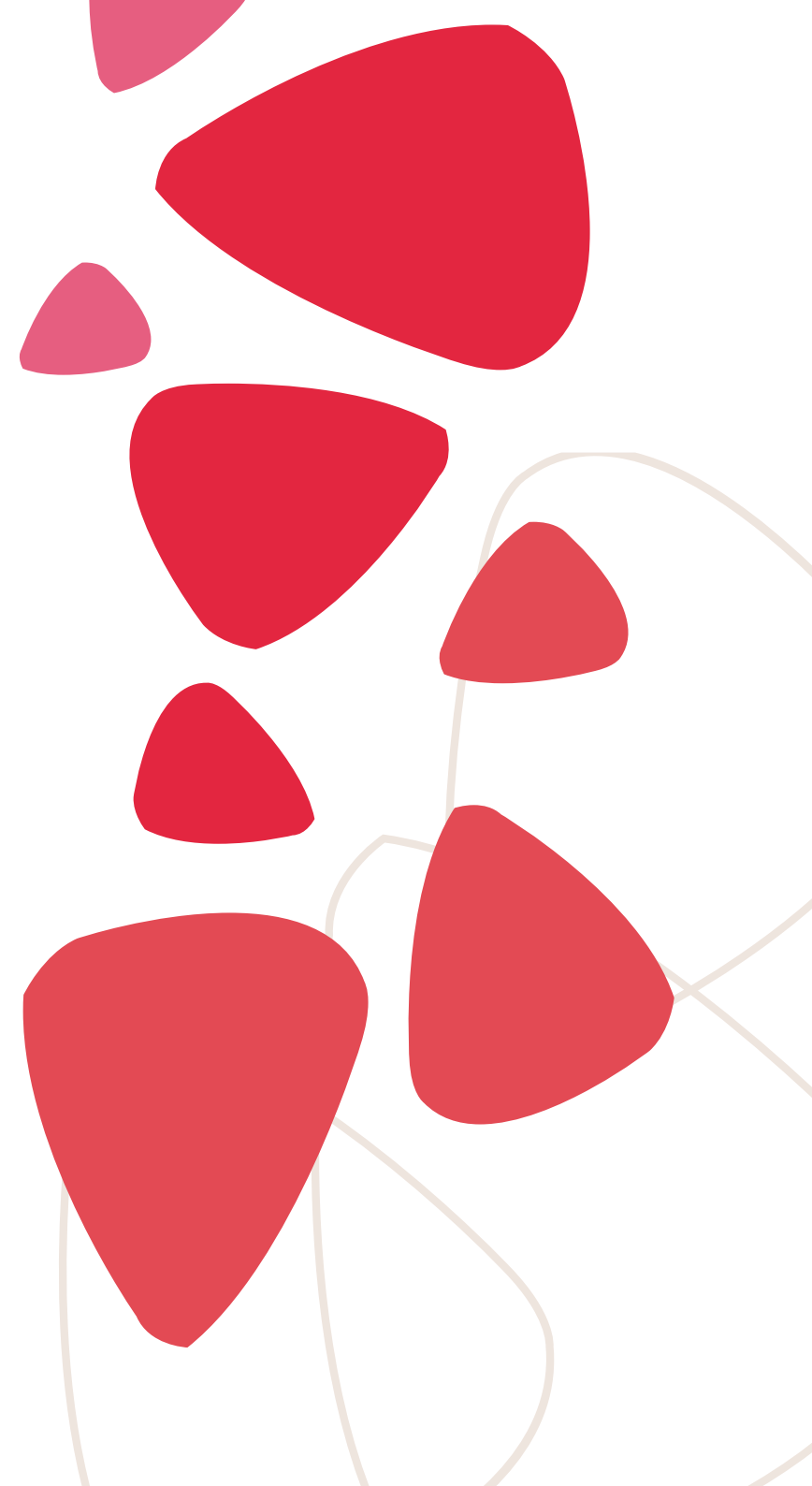
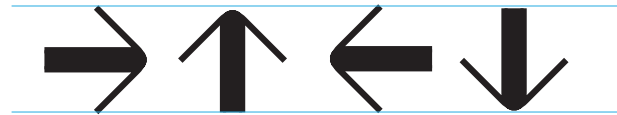
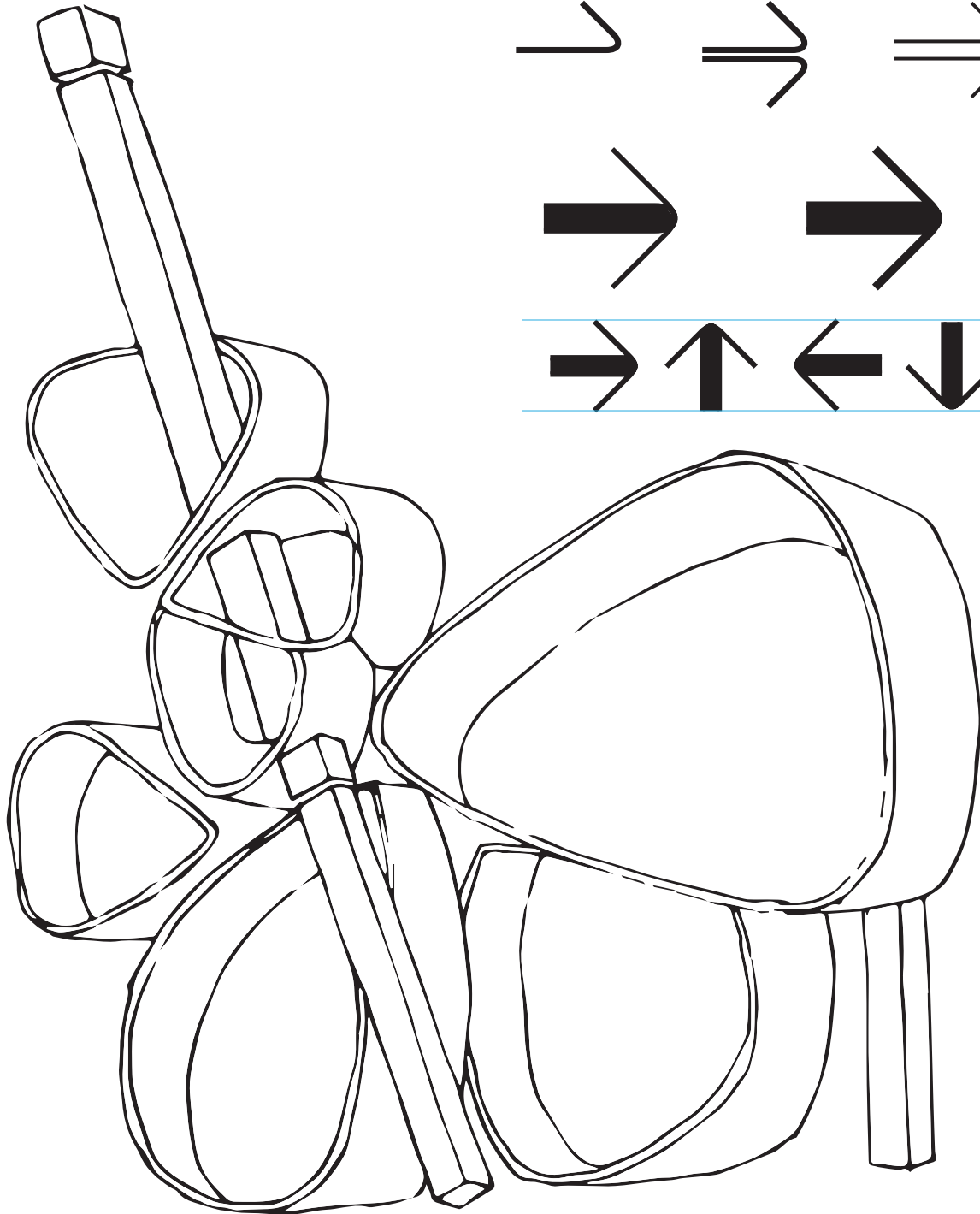
It's not often that we come across a client with a team of decision-makers that was very open & receptive to design ideas; Atmosphere was one of a few.

Wayfinding strategy-wise, pedestrian traffic were "encouraged" / led to meander across the different phases of the development while for vehicular traffic, the strategy centered around easy navigation & for quick egress through the various exit points.

Given that there weren't any brand guidelines for us to work with, our design solution was driven by the architectural elements of the development combined with graphic elements that were derived from marketing collateral of the project.

An avant-garde, fluid & organic design direction was chosen to complement the architecture as well as to build upon the marketing direction of the project.

Through value-engineering, a cost-savings of 30% was achieved on the fabrication & installation phase where multiple fabricators were engaged instead on a single contractor.





Main Entrance Statement Sign





Vehicular Directional Sign



Direction Sign



Vehicular Directional Sign



Pedestrian Street Sign

UNIKL PASIR GUDANG

CLIENT: TRC

BRIEF:

- 24-hectare campus size, with a capacity for 3,000 students.
- Full-facility university campus with students' & staff residences, lecture rooms & halls, labs, auditorium, admin buildings, mosque, sports & recreational amenities.
- To deliver campus-wide wayfinding & signage design solution.

CHALLENGES:

- Significantly reduced budget.
- Sprawling campus area.

SOLUTION:

A zoning solution was introduced as part of the wayfinding strategy, which placed more emphasis on vehicular traffic solution given the size of the campus, as well as focusing on clear identification of the various buildings throughout.

Design-wise, while agreeing with the concept & design direction proposed, significant thought had to be placed on providing alternative material specifications given the allocated budget, which we believe to be chronically low.



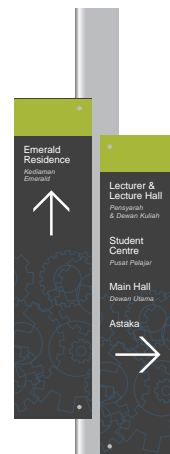
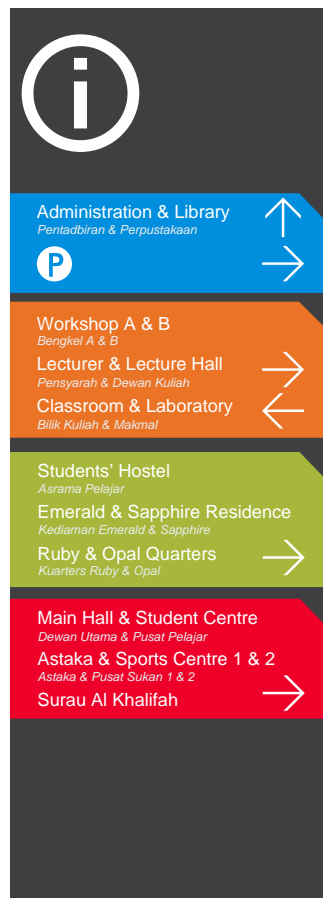


Bangunan Pentadbiran
Kediaman Fellow
Pusat Pelajar
Surau
Astaka
Bengkel A

Bangunan Pentadbiran
Kediaman Fellow
Pusat Pelajar
Surau
Astaka
Bengkel A

Bangunan Pentadbiran
Kediaman Fellow
Pusat Pelajar
Surau
Astaka
Bengkel A

Bangunan Pentadbiran
Kediaman Fellow
Pusat Pelajar
Surau
Astaka
Bengkel A





Main Entrance Statement



Identification Sign



Campus Map Sign



Direction Sign

GOLDEN PALM TREE RESORT SEPANG

CLIENT: SEPANG GOLD COAST

BRIEF:

- Wayfinding system that utilizes minimal signs & promotes more interaction between staff & guests.
- Signage design to incorporate natural material.

CHALLENGES:

- Seaside location's elements takes a toll on external signs

SOLUTION:

Wayfinding study & solution proposal of the project was straight-forward given the resort's well-structured vehicular & pedestrian traffic flow with amenities & facilities located along the natural flow.

Design-wise, in the absence of brand guidelines, FW came up with solutions that complemented the architectural design of the resort, which had a very organic & natural feel to it.

Shape & form as well as color palette of the signage family that were adopted, closely matched that of the resort's architecture, while graphic elements were inspired by the sea's eco-system.

Along with international standard icons, customized icons were also developed to further enhance the exclusiveness of the resort, matching the typography design which emphasized on legibility & readability while maintaining an exclusive appeal.

FW also recommended additional environmental graphic design (EGD) application solutions which included graphic treatment on glass elements & wind flags throughout the resort, to further enhance guests' brand experience.

Natural wood was chosen as the main material for the family of signs, with Grade 316 stainless steel being preferred over Grade 304 for superior corrosion resistance. Acrylic panels with thicker depth were also used to prevent any instances of the panels warping, given the seaside heat.





Glass Door Sticker



Room Direction Sign



Facilities Direction Sign



Room Sign



Room Direction Sign

PLATINUM PARK KUALA LUMPUR

CLIENT: NAZA TTDI

BRIEF:

- 9 acres mixed upscale residential, retail, hotel & grade A office towers.
- To study & propose external wayfinding solutions throughout the development.
- To create a standard external wayfinding signage design language & template to be applied across all phases of the development, for both vehicular & pedestrian traffic.
- Design must support the development's brand identity as well as to complement the architecture of the office towers.
- To redesign the existing Platinum Park identification signage into an iconic signage.

CHALLENGES:

- Very advanced stage of construction; solutions would have to be retro-fitted.
- 1 of 3 office towers was already operational & had its own signage installed.

SOLUTION:

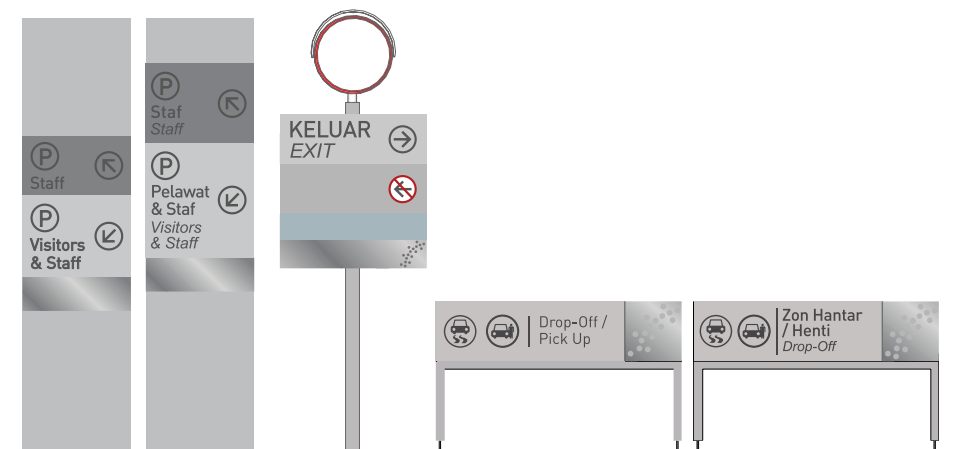
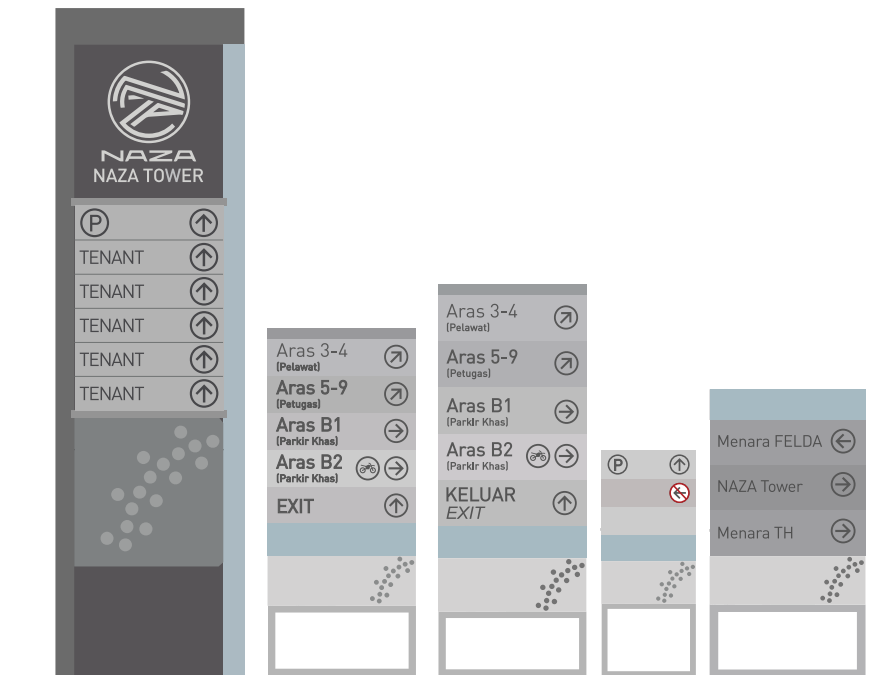
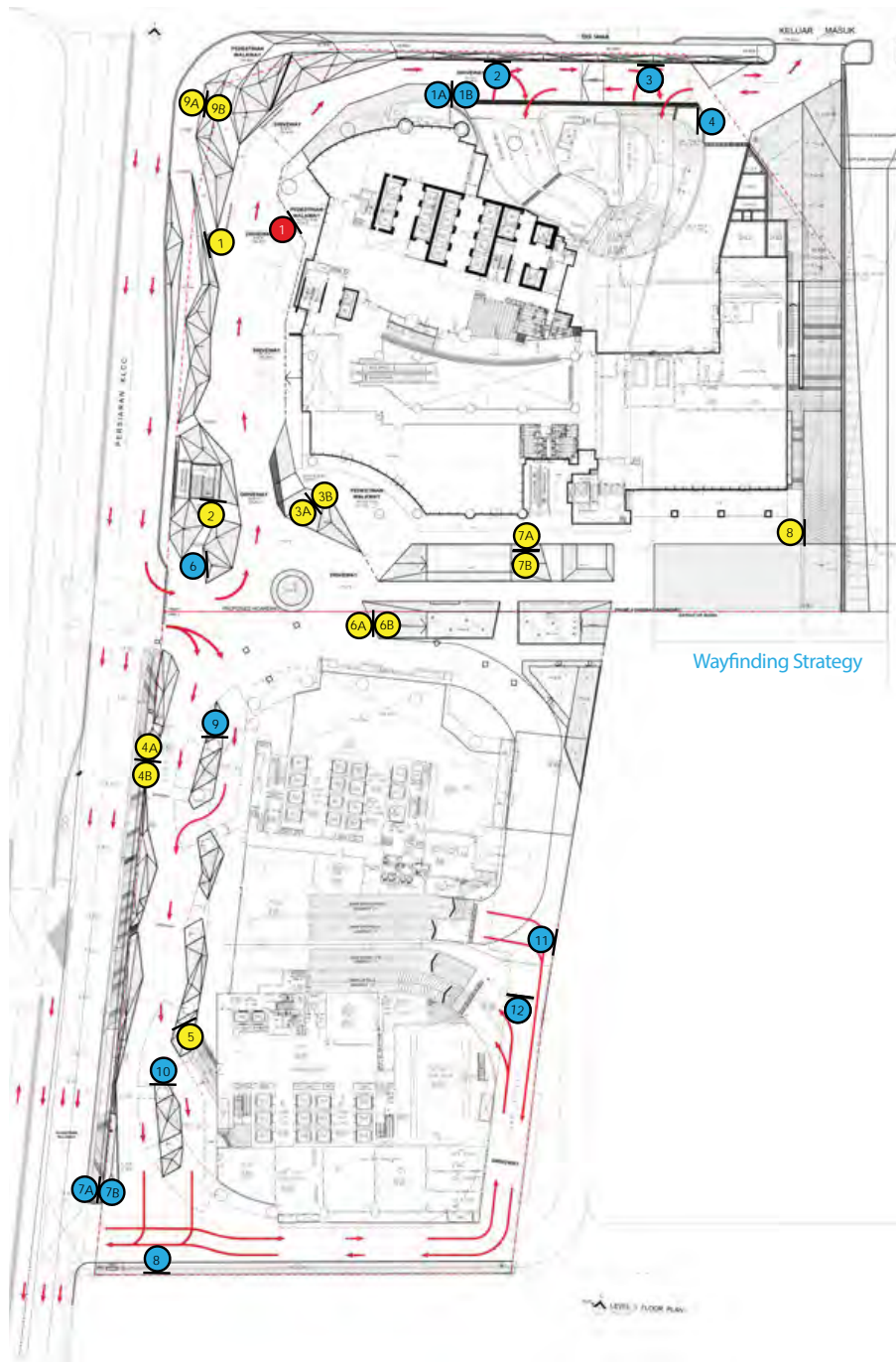
High-grade stainless-steel, engineering-grade tempered glass & premium quality LEDs were the main components of the design solution.

For location maps placed around the development, vandal-resistant material which is virtually indestructible, was incorporated into the design.

Main identification signs were designed to allow for interchangeable information of key tenants of the office towers, with illumination added for low-light visibility as well as to enhance the ambiance of the vicinity.

Strategically located at the edge of KLCC, with a majestic unimpeded view of the Petronas Twin Towers, a proposal for a hybrid entrance statement design solution which marries sculptural & conventional signage with cutting-edge digital projection was embodied.

Unfortunately, budget constraints resulted in the design being KIV'd, & a new design was crystallized to fit the budget provided.







Entrance Statement Sign



Entrance Statement Sign



Pylon Signage

DURRAT AL BAHRAIN

BAHRAIN

CLIENT: DURRAT AL BAHRAIN

BRIEF:

- Mixed development project across 15 artificial man-made islands, covering 5 square kilometers.
- Dual-language wayfinding design with materials robust enough to withstand Bahrain's climate.

CHALLENGES:

- Seaside location's elements takes a toll on external signs





ARABIAN PARK HOTEL DUBAI

CLIENT: ARABIAN PARK HOTEL

BRIEF:

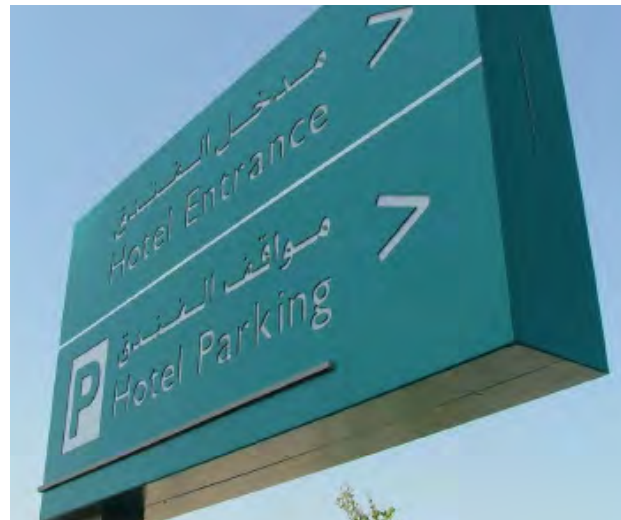
- A 3-star boutique business hotel located close to Dubai's commercial attractions & international airport
- The team was entrusted to develop a full suite of design services from brand identity design of the hote & its F&B outlets, to wayfinding as well as operational graphics



Building ID Sign



Building Entrance Sign



Vehicular Directional Signage



Facilities Directory Sign



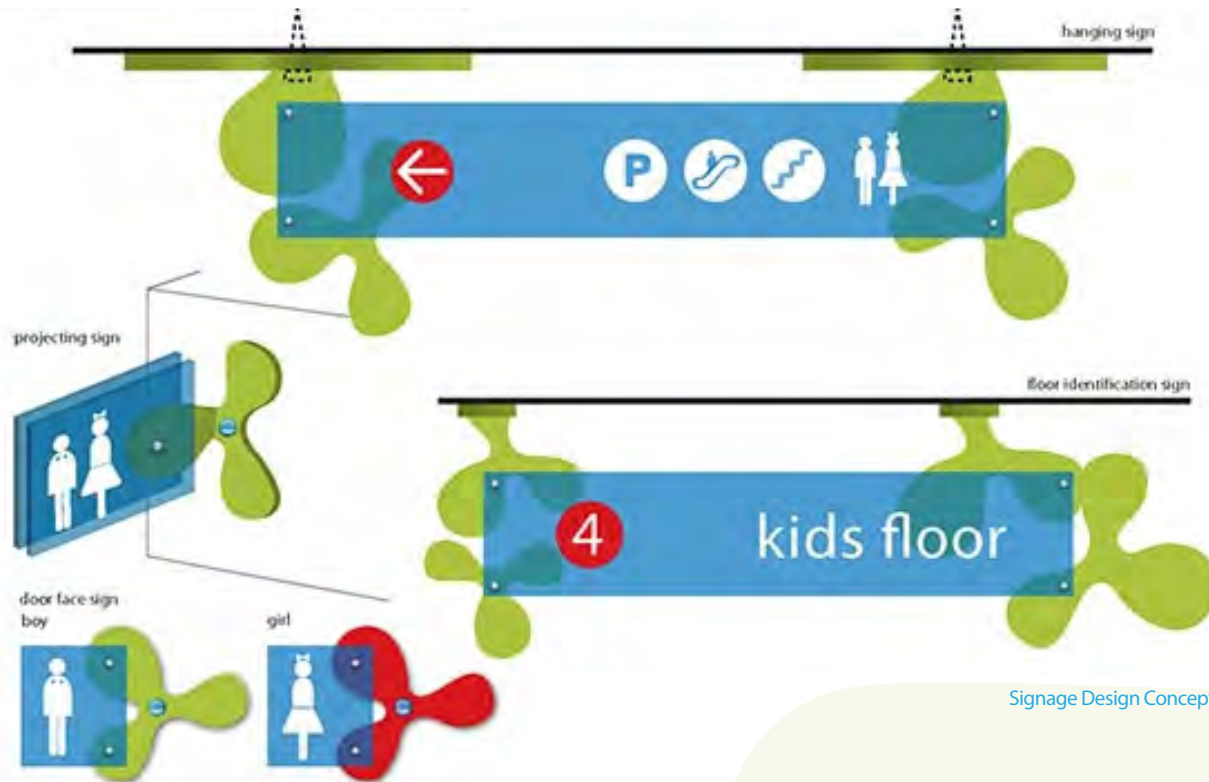
Floor Directory Sign



Floor Level Sign

BSC MY PLAYROOM KIDS FLOOR

CLIENT: BRDB



Signage Design Concept



Facilities Direction Sign



Information Desk

CLIENT: BRDB







BSC SURAU

CLIENT: BRDB

ACM box
up c/w spray painted
finish



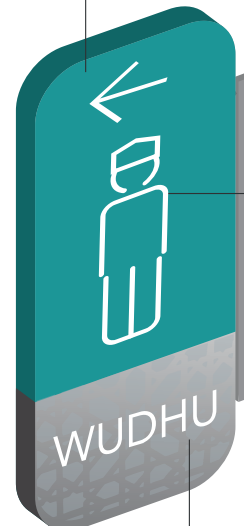
Stainless Steel
with motif (etching)

Cut out opaque
sticker for icon



ACM box
up c/w spray painted
finish

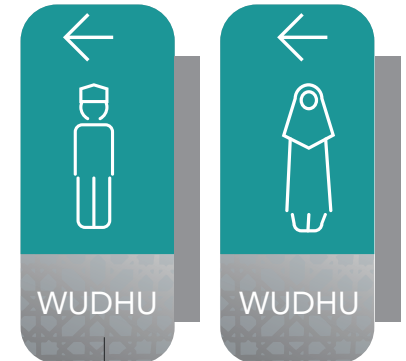
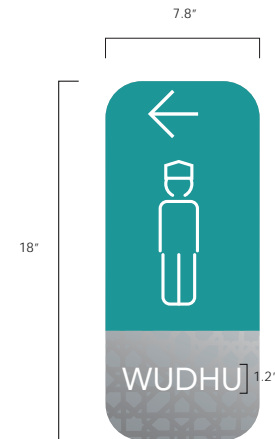
Cut out opaque
sticker for icon



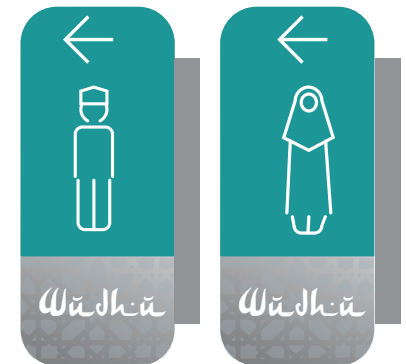
ISOMETRIC

Stainless Steel
with motif (etching)

To be mounted
on wall/pillar



Stainless Steel with
motif (etching)



Font Option 2



ENVIRONMENTAL GRAPHIC DESIGN





ENVIRONMENTAL+ GRAPHIC DESIGN

Nope, this has nothing to do with greening the earth or maintaining the o-zone layer. Instead, it has everything to do with 3-D design. Any form of signage for your retail store: We

design that. Step into a shopping mall during festive seasons & you are bound to see decorations all over the mall:

We design that too.

Kiosks, displays, merchandise & promotion counters, banners, buntings, backdrops etc at exhibitions & events in hotels, convention halls etc:

Yes, we also design that!

As a matter of fact, we do any outdoor graphic displays.

We do not, however, turn water into wine... yet. Where there's an interior, we are there to design

GATTACA OFFICE @ Q CENTRAL

CLIENT: GATTACA



CHRISTMAS @ BSC

CLIENT: BRDB



MRT GALLERY @ MENARA I&P 1

CLIENT: BRDB



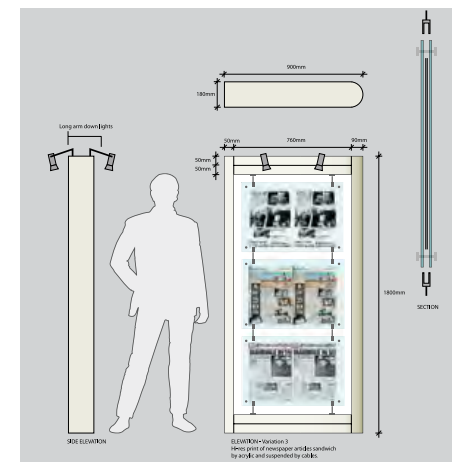
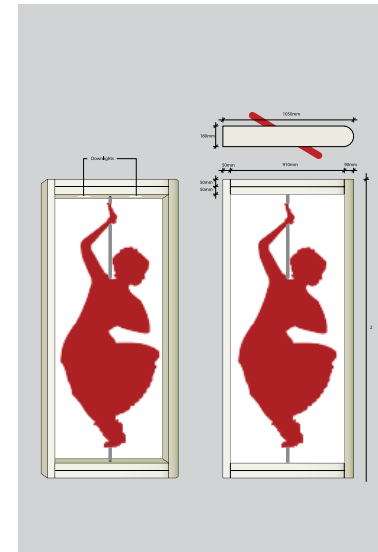
BSC DANCE MALAYSIA

CLIENT: BRDB / NSTP





August 27 - September 17, 2010 | Bangsar Shopping Centre



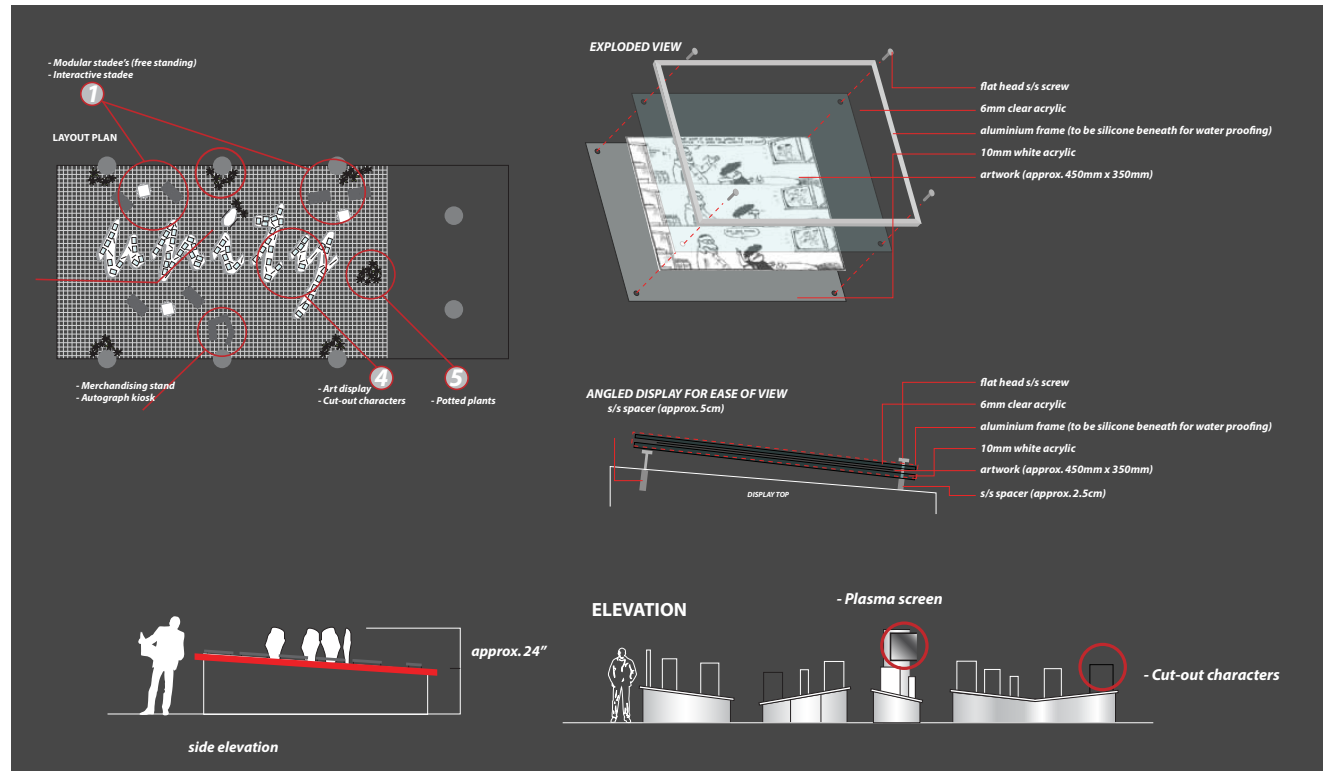
BRDB & NSTP MY KUALA LUMPUR

CLIENT: BRDB



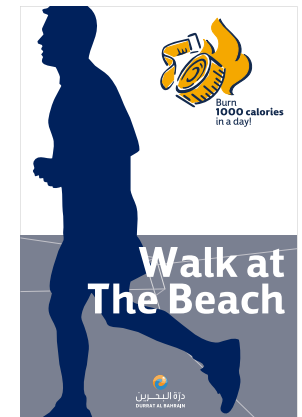
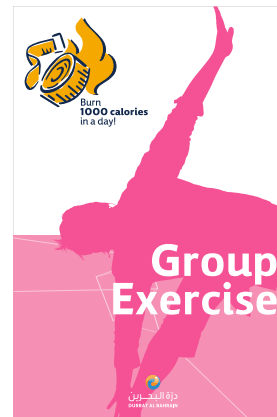
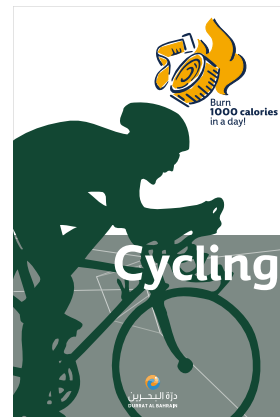
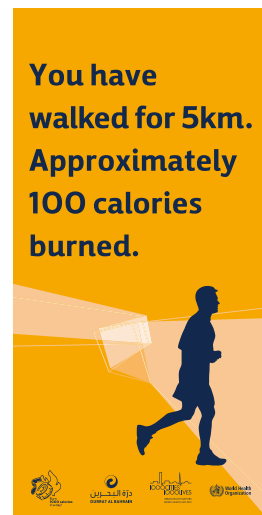
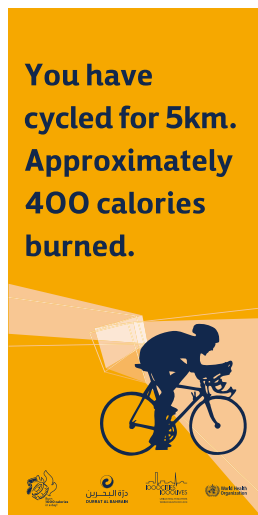
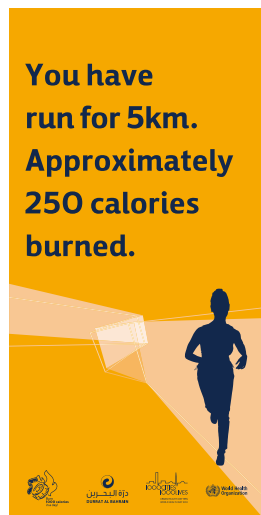
LAT MERDEKA

CLIENT: BRDB / NSTP



DURRAT AL-BAHRAIN 1000 CITIES, 1000 LIVES

CLIENT: DURRAT AL-BAHRAIN



MALAYSIAN OLYMPIANS

CLIENT: NSTP



HARI RAYA @ AXIS MALL

CLIENT: AXIS MALL



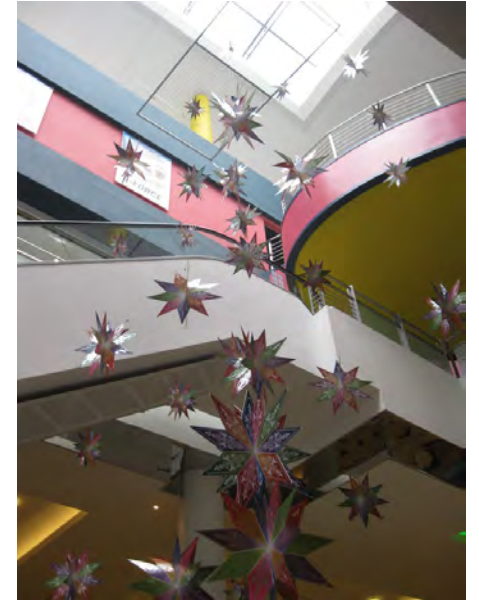
CHINESE NEW YEAR @ CAP SQUARE

CLIENT: CAP SQUARE



DEEPAVALI @ CAP SQUARE

CLIENT: CAP SQUARE



BRAND & CORPORATE IDENTITY DESIGN



BRAND + IDENTITY DESIGN

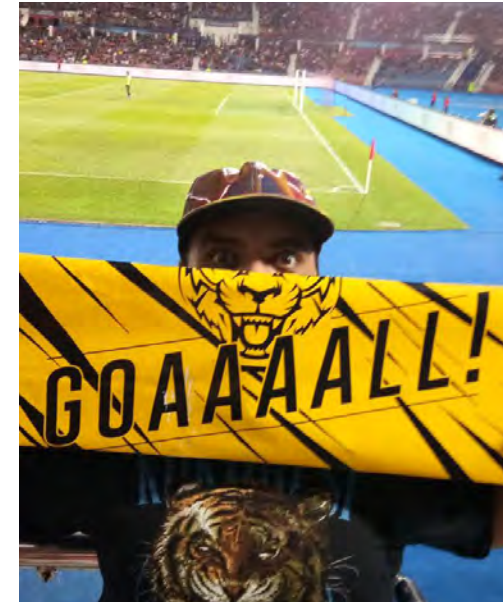
Need to differentiate your company / organization / product / service from that of others? To bridge the gap between how you are perceived by your customers & what you actually want to be identified as?

We can assist you in establishing your brand identity & communicate it tangibly to your customers & potential customers by designing appropriate schemes which include logos, stationery, menus, product packaging etc.



THE GALACTIC TRADE

CLIENT: THE GALACTIC TRADE



WAFI GOURMET DUBAI

CLIENT: WAFI GOURMET



ART CAFE DUBAI

CLIENT: ART CAFE



ARABIAN PARK HOTEL DUBAI

CLIENT: ARABIAN PARK HOTEL



CHOP CHOP RESTAURANT DUBAI

CLIENT: CHOP CHOP



GALLOPING GOURMET DUBAI

CLIENT: GALLOPING GOURMET



ST. MORITZ DUBAI

CLIENT: ST MORTIZ



URBAN BISTRO ISTANA HOTEL KUALA LUMPUR

CLIENT: ISTANA HOTEL



NOODLE FACTORY

CLIENT: NOODLE FACTORY

