

## Press Release

For Immediate Release  
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### **Dutch information design and consultancy firm, Bureau Mijksenaar, with new operations in New York City.**

New York, NY, November 19, 2002 - Bureau Mijksenaar bv, Amsterdam, the designers of new wayfinding systems for New York's airports, announces the opening of their US office, Bureau Mijksenaar USA, Inc. in New York.

The launch of Bureau Mijksenaar USA is a key step in the company's further expansion into the U.S. market. "We seek to service our existing US clients with expanded capacity as well as address the increased demand for smarter wayfinding solutions in public spaces across the US – be it airports, train and subway stations, sport and entertainment arenas, museums, hospitals or parks." says Prof. Paul Mijksenaar, founder of Bureau Mijksenaar and the Paul Mijksenaar Foundation Archive, a comprehensive resource to the company.

Bureau Mijksenaar is an internationally operating agency specializing in consultancy and design for visual information in public spaces.

Since 1986, Bureau Mijksenaar has developed a variety of highly functional and aesthetic visual navigation, orientation and information systems. Known as the 'WaySigning People', Bureau Mijksenaar produces designs of premier quality and ease of use for the consumer. With emphasis on the functional aspect of design, the team at Bureau Mijksenaar applies insights of ergonomic research and analyzes the way users interact with their environment. Their unique combination of research, analysis, creativity and over 25 years of experience in high-profile wayfinding design has made for an exclusive reputation and measurably successful project results.

Over the past years, Bureau Mijksenaar's focus has been the creation of wayfinding systems for major airports and transit hubs in Europe and the US. The company's work at Schiphol Airport in Amsterdam in 1999 still counts as the ultimate in effective and aesthetic airport signage worldwide. A signature piece, which inspired The Port Authority of New York & New Jersey to commission Bureau Mijksenaar with the development of new signage system standards for all three major New York/New Jersey airports: John F. Kennedy, Newark Liberty and LaGuardia.

Further work of Bureau Mijksenaar includes signage systems for Olbia Costa Smeralda Airport in Sardinia, the Dutch Railways, the Rotterdam and Amsterdam subways, the Amsterdam Ajax Arena, the Van Gogh Museum in Amsterdam, Museum Schloss Moyland in Germany, De Weezenlanden Hospital in Zwolle and Amsterdam's park Amsterdam Woods. For a complete project list, please check [www.mijksenaar.com/projects](http://www.mijksenaar.com/projects).

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Enclosed:

- Project profiles: Latest US work, Signage for NY Airports
- Photographs: Paul Mijksenaar, Signage System at Terminal 4, JFK Airport

## Project Profiles: Latest US work

### **LaGuardia Airport, Central Terminal, Pilot Project**

In 2000, a pilot project at LaGuardia Central Terminal confirmed that Bureau Mijksenaar's new color-coded signage system had significantly improved consumer satisfaction. It kicked off further development and implementation of Bureau Mijksenaar sign systems in all three major New York/New Jersey airports.

### **JFK Airport, International Air Terminal 4, Sign System**

After the pilot project at LaGuardia, Terminal 4 at JFK Airport, at its opening in 2001, was the first to show the complete implementation of Bureau Mijksenaar design standards. Signs and flight information displays at this brand new terminal were designed to repeat the success and functionality of Schiphol Airport. Passengers at both sides of the Atlantic since navigate easily through areas of departure and arrival.

### **LaGuardia Airport, Roadway Sign System**

With Bureau Mijksenaar's new wayfinding system in place for the airport's terminals, its expansion to the airport's roadways followed. New color-coded roadway sign standards have been set which give users the same ease of use inside the terminals as well as when leaving Grand Central Parkway. Implementation of the ca. 130 signs at LaGuardia's roadways can be expected in 2003.

### **Newark Liberty Airport Terminals A, B, C, AirTrain and Parking Facilities**

Bureau Mijksenaar developed a comprehensive master system for the naming and signage design of parking facilities connected to the terminals and the train station by the AirTrain. The new sign system can be experienced at all AirTrain stations since the opening of Newark Liberty Airport Train Station in 2002.

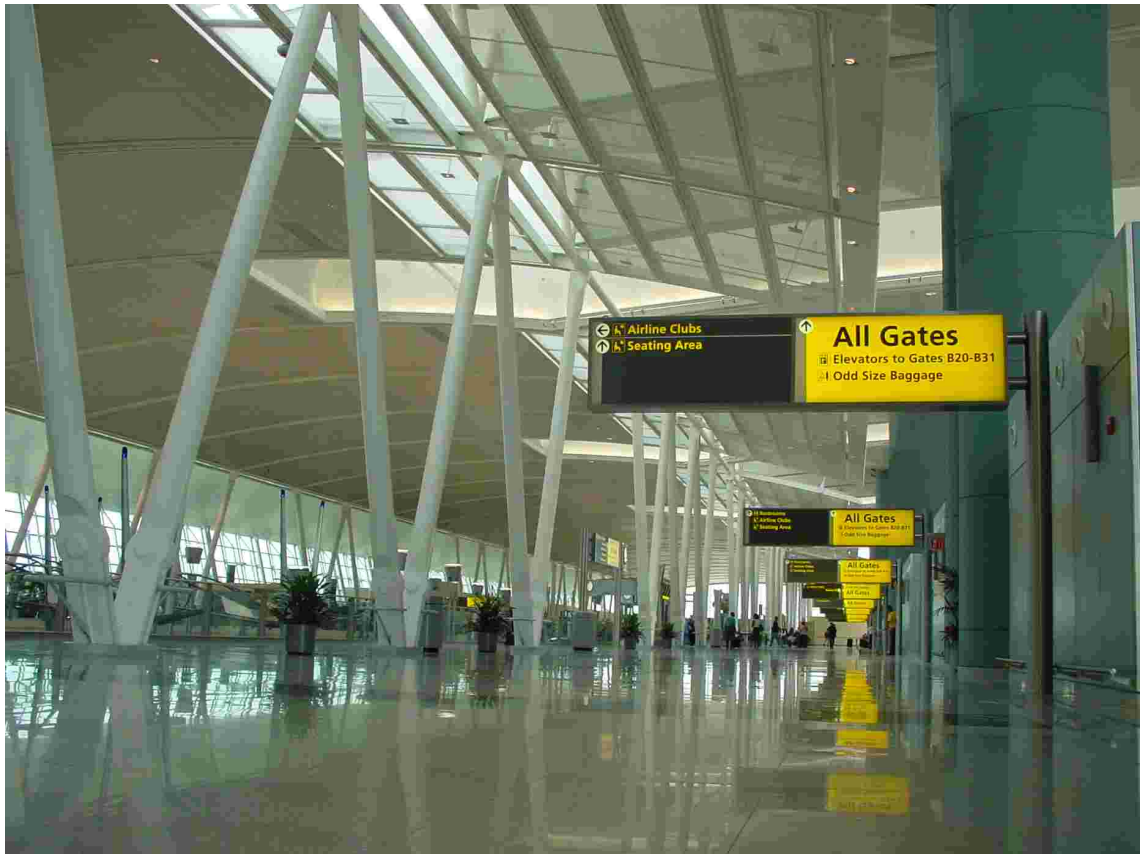
### **PATH Wayfinding Design**

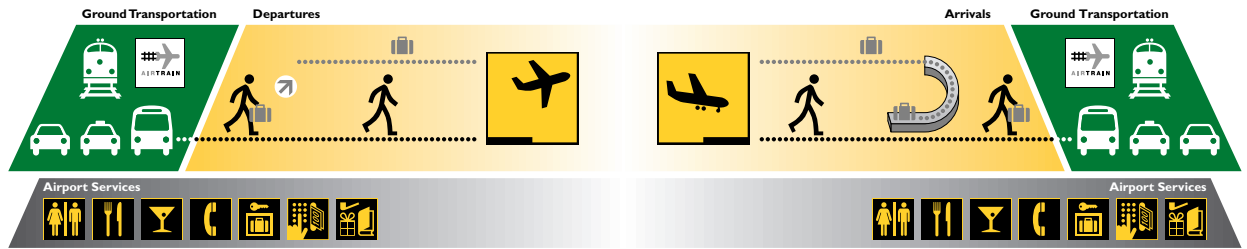
A challenge to design a wayfinding system which guides consumers in their travel through various parts of the PATH system - from entrance to platform, to and into the trains and back to street exits and subway connections. Bureau Mijksenaar's analysis of user experiences with the existing PATH information system yielded not only the definition of new design standards, but also the design of line maps and system diagrams. The first signs are to be implemented in 2003.

## Paul Mijksenaar



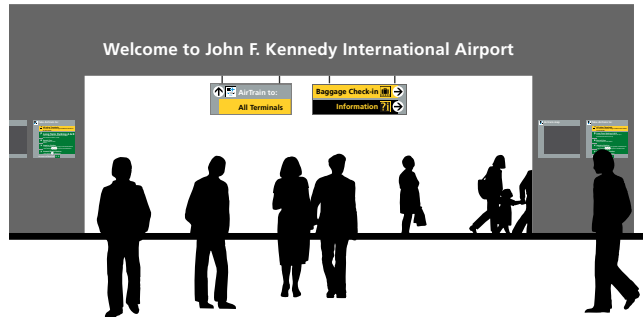
## Terminal 4, John F. Kennedy International Airport





## Signage for New York Airports

Client: Port Authority of New York & New Jersey  
 Period: 1999 -



In 1999 the Port Authority of New York & New Jersey commissioned Bureau Mijksenaar to develop a new signage system for three major airports: John F. Kennedy, Newark, and LaGuardia. The hundreds of signs at an airport are meant to help travelers find nearly as many destinations. Reading and interpreting all these signs can make the head spin. Passengers hurrying to catch a plane may panic if they don't understand which way to go. The mere thought of flying is alarming enough for many of them.

A good solution to this problem is to keep the number of signs to a minimum. A color-coded system helps reduce the number of signs to be read. With such a system in place, passengers follow only those signs that are relevant to them at any given moment:

**This airport has a color coded signing system**

<p>Follow yellow signs when flying</p> <ul style="list-style-type: none"> <li>• Ticketing</li> <li>• Baggage</li> <li>• Gates</li> <li>• Check-in</li> </ul>	<p>Follow black signs for airport services</p> <ul style="list-style-type: none"> <li>• Restrooms</li> <li>• Escalators</li> <li>• Phones</li> </ul>	<p>Follow green signs when leaving the airport</p> <ul style="list-style-type: none"> <li>• Ground transportation</li> <li>• Parking</li> </ul>
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- Yellow signs offer information pertaining to flights.
- Black signs refer to airport facilities.
- Green signs indicate how to leave the airport.

Another big advantage of color-coding is that such signs have a higher degree of visibility than do those generally seen in the United States, which often feature white letters on a black or beige background.

Bureau Mijksenaar is currently working on the development and implementation of signage systems at all three airports mentioned above.

