

PRESS RELEASE

Mijksenaar is at work on new projects at home and abroad

Signage for Floriade 2012 and a review of 36 Dutch Railway (NS) stations are just a random selection of our current projects

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Amsterdam-based design agency Mijksenaar – world-renowned for its expertise in routing and wayfinding – is involved in a variety of new projects.

Mijksenaar has been asked by ARCADIS to create a wayfinding system that will guide visitors through the grounds of Floriade 2012. Floriade 2012 is a world horticultural expo that will last approximately seven months and is expected to attract over two million visitors. (Both the design and realization of the basic park for Floriade 2012 are the responsibility of ARCADIS.)

On busy days, more than 30,000 people are expected to visit Floriade 2012, with a maximum of 35,000 on peak days. To see everything on display at the fair, the visitor will cover an average of 7 to 8 kilometres while touring the grounds. Crowd management plays a vital role in such an event. Visitors have to be encouraged to view other areas or activities, especially when one exhibit or location is experiencing pedestrian traffic congestion. Well-coordinated signage is extremely important in such a situation.

Another of Mijksenaar's current projects is a wayfinding review of 36 Dutch Railway (NS) stations, which follows the completion of last year's review of 46 stations. The goal is to modernize all NS signage. Renovation work and new insights revealed the need for a thorough inspection of existing signage, which is to be updated to meet the requirements of the coming decades.

Other recently completed projects include the Maritime Museum Rotterdam and the Wallraf-Richartz-Museum in Cologne. At present Mijksenaar is also working on projects for the Jeroen Bosch Hospital ('s Hertogenbosch) and a new terminal for Utrecht's Central Station (in collaboration with Benthem Crouwel Architects).

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