

New Wayfinding Standards for Port Authority of New York & New Jersey Receives SEGD Global Design Award

Mijksenaar and W&CO have received an Honor Award in the 2021 SEGD Global Design Awards for their work on Port Authority of New York and New Jersey's new Wayfinding Standards. The revamped Wayfinding Manual sets a visionary standard for a world-class, passenger-focused wayfinding experience at all Port Authority airports.

Accessible for the first time [online](#), the new Wayfinding Standards proactively address a rapidly evolving industry and redevelopment of the airport network.

The refreshed design imparts the bold, no-nonsense personality of the New York/New Jersey region together with its punchy, energetic side—all built on the solid foundation of functional wayfinding principles.

Time for a Turnaround

Over the last decade, the Port Authority of New York and New Jersey saw its passenger ratings steadily fall, surpassed by new and renovated airports.

The Port Authority approached Mijksenaar and W&CO to revamp its Wayfinding Manual as part of significant investment into its aviation facilities. This provided a singular opportunity to refresh the airport wayfinding system to provide an intuitive, cohesive, 21-century experience.

Easy-to-use for Years to Come

The top-to-bottom revamp of the Wayfinding Standards resulted in an easy-to-use, comprehensive online wayfinding manual. It includes core principles and strategies as well as detailed guidelines and specifications, providing everything needed to implement and maintain an exceptional wayfinding system for years to come.

Bold and Punchy Design

'Clarity of information in airport wayfinding is of utmost importance—but focusing on this alone can lead to a generic experience' said Nicole Kwan Leighton, Strategy Director, Mijksenaar USA. 'Our challenge was to infuse the region's sense of place into the wayfinding, while safeguarding these core functional elements.'

The design system features a custom, wayfinding-optimized Helvetica Now to reflect the region's iconic transportation vernacular, plus customized pictograms to match the typeface. A distinctive, faceted sign box design elevates flat graphics to dimensional blocks of color, which act as visual beacons connecting people to their destinations.

Team and Timeline

Newark EWR Terminal A, opening Spring 2022, will be the first terminal to feature the new design. Implementation of the Standards will be phased in as additional terminals are developed.

Credits

Client: Port Authority of New York and New Jersey
Wayfinding Standards: Mijksenaar USA, W&CO
Website Design & Development: Mijksenaar USA, W&CO
Master Planning: Mott MacDonald, Grimshaw
View the Standards here: wayfinding.panynj.gov

About Mijksenaar

Mijksenaar: wayfinding experts, founded on a mission to make things better. For 35 years we have designed visual information that moves millions confidently and fluently – through airports, cities and museums, across hospitals and campuses. Unequaled in our ability to design user-centric wayfinding, we collaborate with many of the best architects, designers and experts to help people find their way.

About W&CO

W&CO is a digital design and development studio based in Brooklyn, NY, specializing in strategy, design, and development. The team combines decades of experience in civic-minded design and placemaking, with a passion for creating sophisticated, human-first solutions. With extensive expertise in wayfinding strategy applied to the digital domain, W&CO is a leader in the fast-growing specialization of digital wayfinding.

About The Port Authority of New York and New Jersey

2021 marks The Port Authority of New York and New Jersey's Centennial Year. The bi-state agency builds, operates, and maintains many of the most important transportation and trade infrastructure assets in the country. Founded in 1921, the agency's network of aviation, ground, rail, and seaport facilities is among the busiest in the country, supports more than 550,000 regional jobs, and generates more than \$23 billion in annual wages and \$80 billion in annual economic activity. The Port Authority also owns and manages the 16-acre World Trade Center site, where the 1,776-foot-tall One World Trade Center is now the tallest skyscraper in the Western Hemisphere. The Port Authority receives no tax revenue from either the State of New York or New Jersey or from the City of New York. The agency raises the necessary funds for the improvement, construction or acquisition of its facilities primarily on its own credit. For more information from the Now Arriving blog, please visit panynj.gov/blog.

Note for editors, not for publication

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