PALACE THEATRE MANCHESTER

Design for Box Office sign

28 April 2018

CCD

ATG AMBASSADOR THEATRE GROUP

PALACE THEATRE MANCHESTER WAYFINDING
STATEMENT OF OPERATION

The Palace Theatre is an acknowledged heritage building with much of its interior features listed and rightly protected. ATG and the Palace Theatre management are seeking to refresh the wayfinding signage within and external to the building in ways that demonstrate sensitivity to the architectural heritage but take account of the needs of modern visitors.

The Theatre is a complex building to navigate. The largest seating areas, the Stalls are below street level. There are half levels and several modest sized bars and lobbies intertwined throughout the building. Routes in, out and around the building are not always straight forward or logical and customers regularly get lost or disorientated with the numerous passageways, stairways and doorways they need to traverse as they move from foyer to seat to bars to toilets. Bottle necks frequently occur and it is challenging to offer the levels of hospitality service for customers during the constrained timeframes of a 15-20 minute interval. Critically the building has to function efficiently and safely with up to 2,000 people inside it.

Members of the public do occasionally wander into key operational areas of the Theatre such as stores, bar preparation areas or back of house corridors. This is not safe and also adds to venue security challenges.

We have all grown more aware of access issues, the need for legible and unambiguous signs and clarity of directions. Our current signage does not comply with the Equalities Act 2010.

Over the years additional signs have been added to try and alleviate confusion, bottle necks and improve flow around the building and address access concerns. As with any scheme that is added to piecemeal there comes a point where, to achieve real improvement and advantage, a fresh start and a holistic view needs to be taken across all aspects of wayfinding. We have reached that point now and identified the capital investment to address these concerns.

The new wayfinding scheme has been developed and designed:

- To sign clear routes through the building that aid and enhance the customer's experience and ease congestion, disorientation and frustration.
- To make clear the location and routes to customer hospitality offer (i.e. Bars & toilets)
- In the event of emergency evacuation or lock down to assist in guiding large numbers of people through the building under pressurised conditions.
- To replace older signage with clear, legible and unambiguous words and/or simple icons that are more inclusive and Equalities Act compliant
- To improve customer health and safety and enhance security.
- To create a new consistent brand/materials/finish that has been sensitively considered and will improve the look of the theatre's interior décor.

A fully designed and considered wayfinding and information signage scheme will prevent the spread of temporary piecemeal signage in the future and enhance rather than detract from the stunning historic interiors. Every effort will be made to ensure that the architectural detailing will be retained and not damaged, in some cases where wayfinding sign locations are essential to aid flow in the theatre, discreet fittings will enable the signs to 'float' in front of the architectural detailing so not to completely obscure them. It will do this while making the experience for a 21st century audiences safer, more secure and more welcoming.

Sheena Wrigley

Theatre Director
Palace Theatre & Opera House

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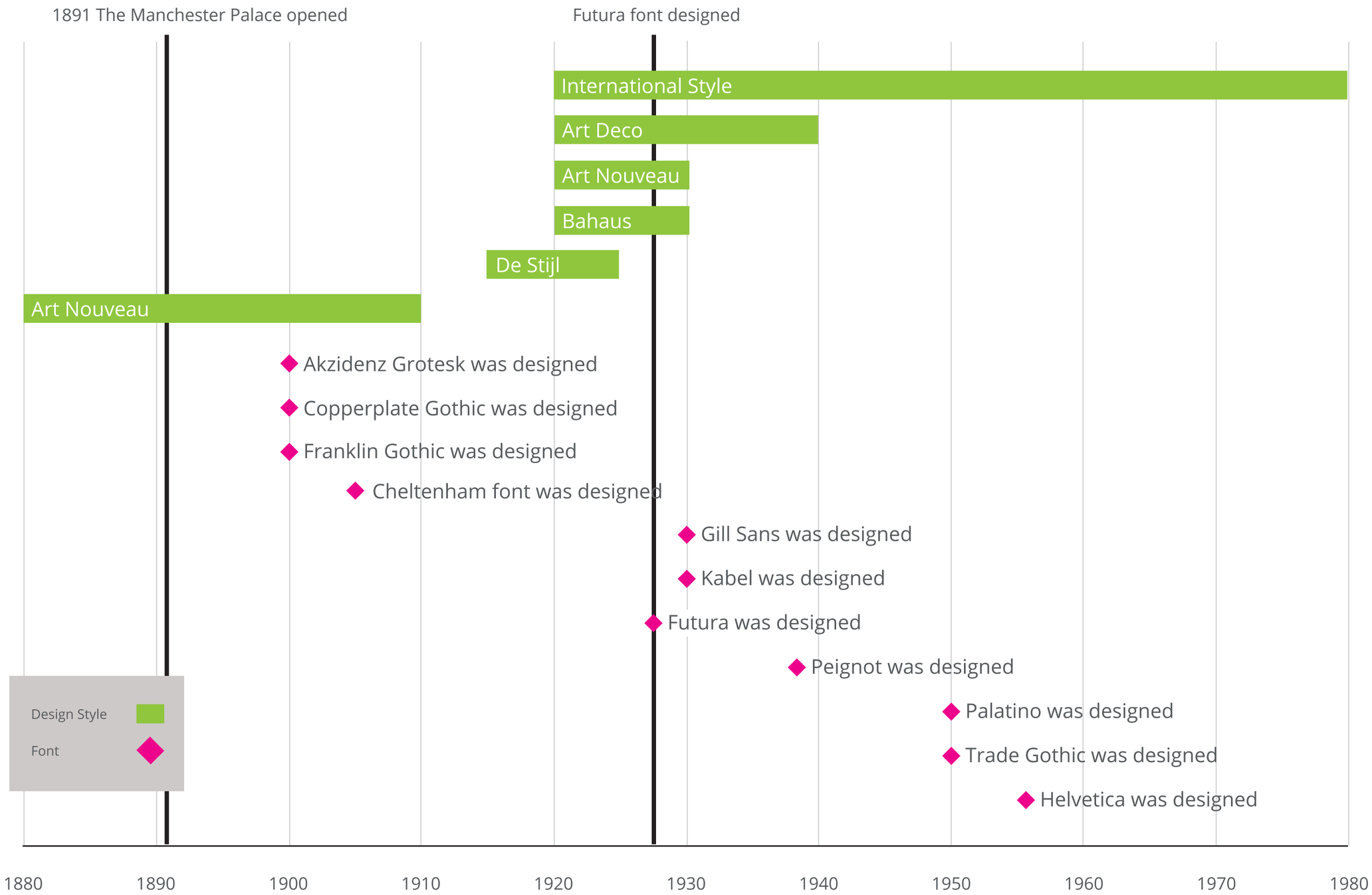
PALACE THEATRE MANCHESTER WAYFINDING
TYPOGRAPHY



Source: **Typography Timeline** http://www.counterspace.us/typography/timeline
https://www.linotype.com/762/paul-renner.html

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TYPOGRAPHY

Universal design guidelines recommend the use of a sans serif font for wayfinding purposes to aid legibility. The use of a single typeface across all mediums will bring unity and coherence over a range of otherwise potentially disparate elements.

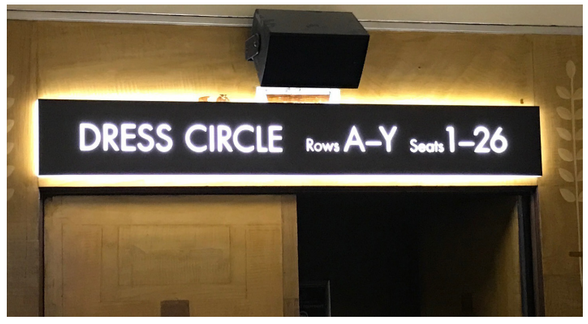
Futura

In the late 1920s, the renowned German type designer Paul Renner created the iconic geometric sans serif typeface family, and is currently used in the Lyceum and the Apollo Victoria Theaters

Futura

Palace Theatre Manchester

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()





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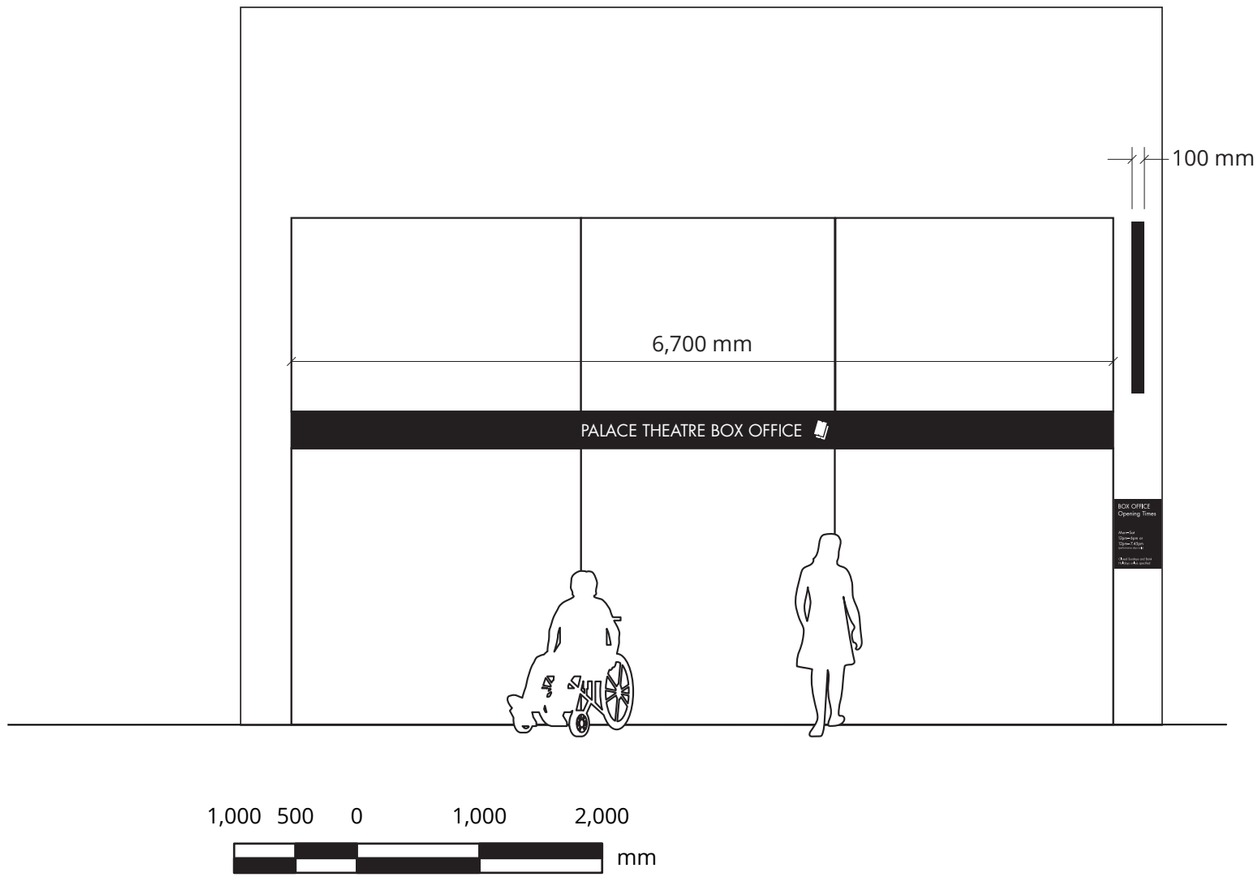
PALACE THEATRE MANCHESTER WAYFINDING
SIGN FAMILY

SIGN FAMILY EXTERNAL

FRONT ELEVATION

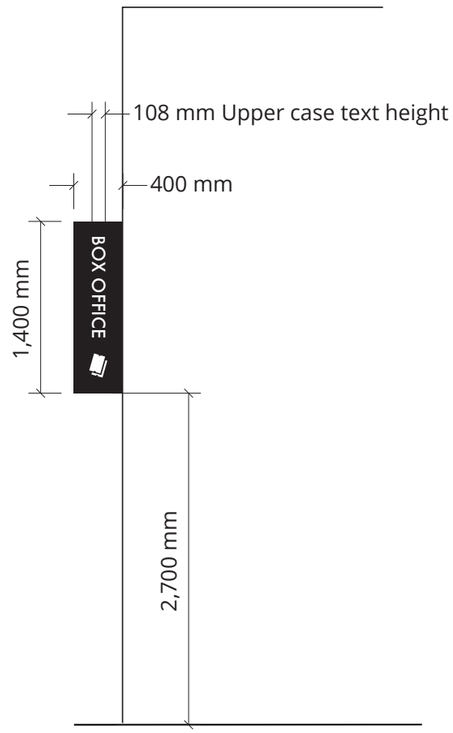


1,000 500 0 1,000 2,000

mm

SCALE BAR 1:50 @A3

SIDE ELEVATION



Box Office
Projecting sign

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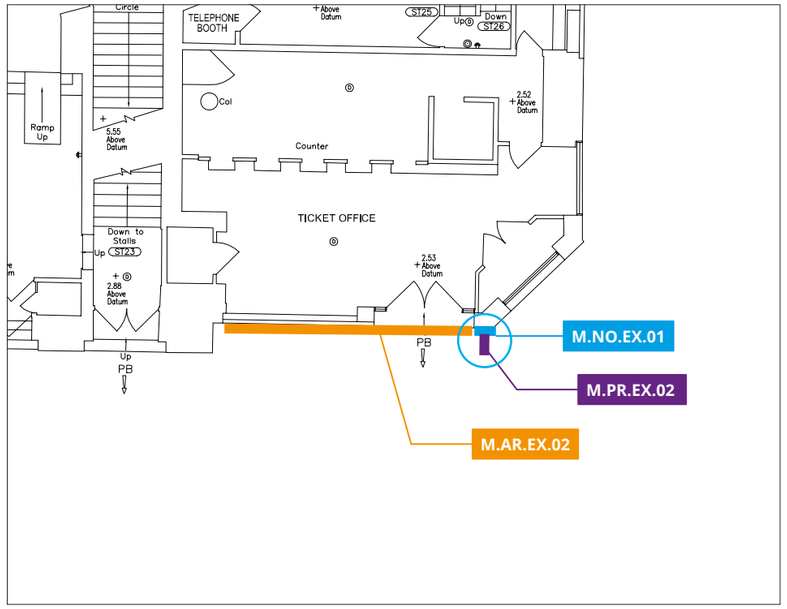
PALACE THEATRE MANCHESTER WAYFINDING
SIGN DETAILS





Photo



Design

Sign reference	**M.PR.EX.01**
Level	External
Location	Entrance
Sign type	Projecting sign
New/Replace Existing	Replace existing
Quantity	1
Specification	Aluminium construction box sign with internally illuminated letterforms and pictogram. Sign double sided.
Fixing	Sign fixed to bracket, drilled and plugged into wall
Size	1,400 mm (h) 400 mm (w)
Illumination	Yes, connected to existing power supply
Notes	

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