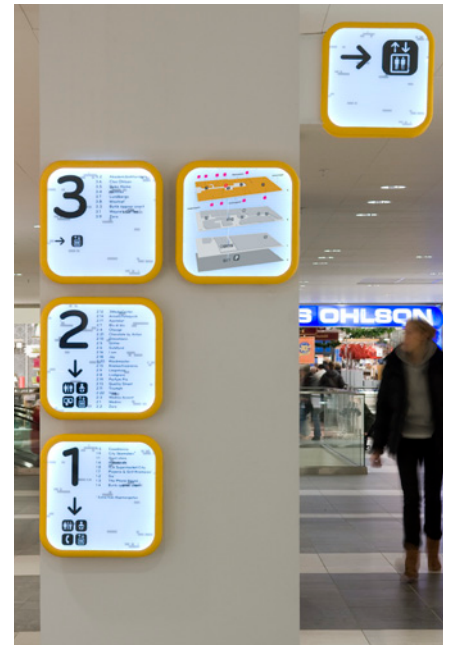


Before



After

1 Krämaren



Frid Horsnell Design

Client: Aberdeen Property Investors
Project: Corporate Identity, information and navigation signage system
Date: March 2008

Background

Krämaren is a shopping centre located in central Sweden. Built in 1963 by Erik and Tore Ahlsén it was an outstanding example of modernist architecture, combining living quarters with commercial activity.

Decades of brutal rebuilding, lack of design consideration and poorly executed signage robbed Krämaren much of its character.

Possibilities

Krämaren's visual identity didn't reflect a modern shopping centre. The customers thoughts of what Krämaren represented was alarmingly far from the owners vision. Neglect over the years led to multiple logotypes that in no way reflected the architects original futuristic ambitions, let alone a shopping environment.

Solution

The new corporate identity has the spirit of the 1960's search for technological advancement. Taking space exploration as a reference we considered the shopping centre as a living, breathing experience: the heart of shopping in Örebro. The building has a big personality, therefore we gave the entré signs a pulse. They breathe when Krämaren is closed. A wayfinding solution for three floors, placed on a variety of backgrounds was found. Technologically advanced signage solutions that visually float above their background were implemented.

With a tactile quality, random digital patterns sit on the square format signs. Framed in Krämaren yellow made of matt rubber, they are objects of attraction along with being clear and functional information systems.

1. Logotype
2. 'Breathing' entré signage for Krämaren
3. Information signage



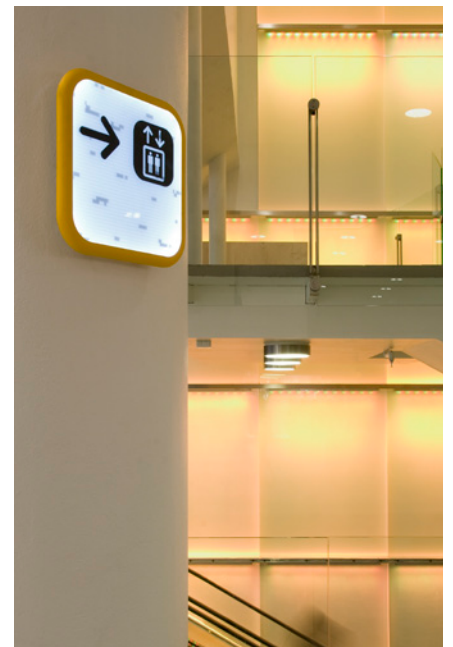
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Horsnell
Design



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- 4. Light box promoting the opening
- 5. Signage on entré doors
- 6. Toilet information signage in detail
- 7. Directional signage
- 8. Information signage for toilets
- 9. 'Breathing' entré signage for Krämaren

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