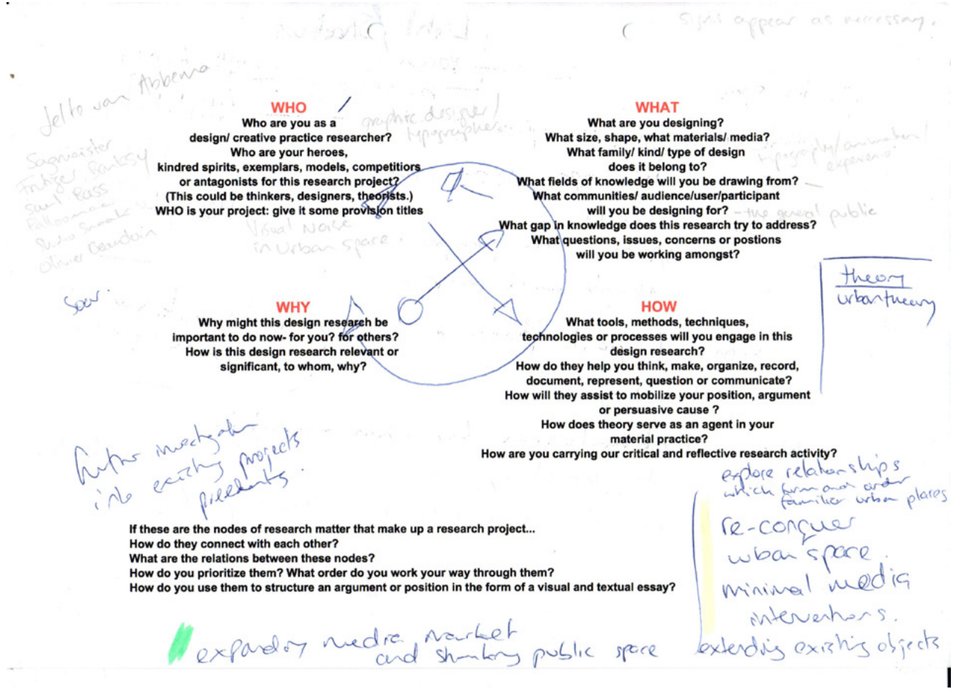
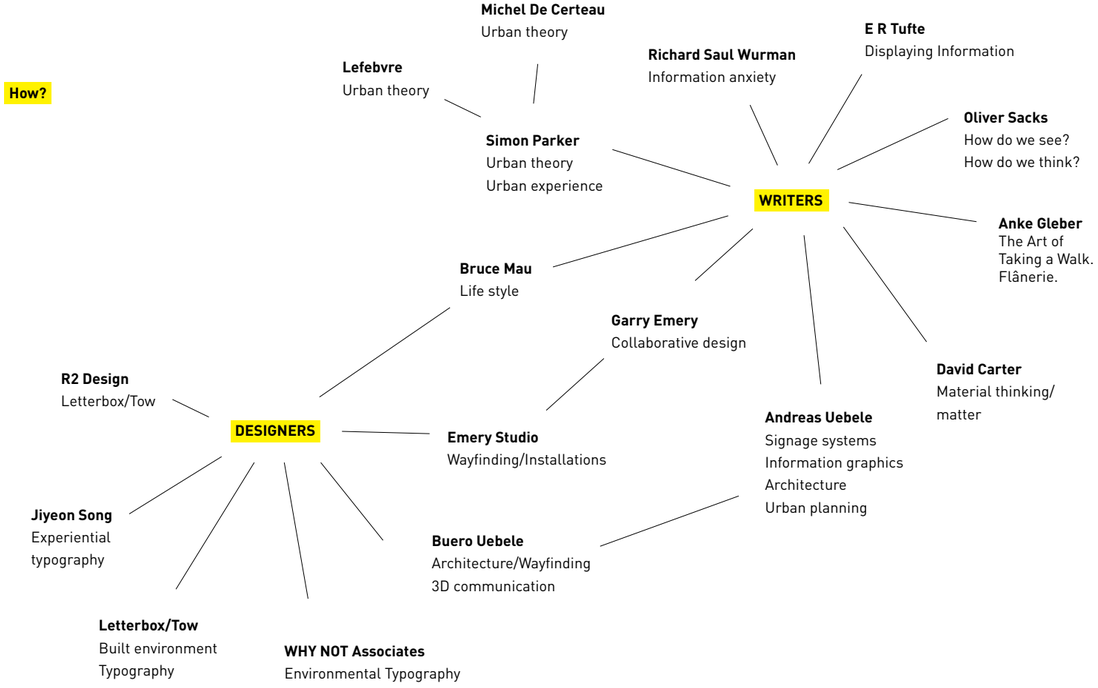
workbook

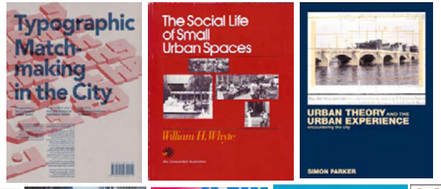
capital letters project

A workbook accompanying a thesis for the degree of Master of Design | 2012 | Laura Haughan
Massey University | Wellington, New Zealand | Te Kunenga ki Purehūroa, Aotearoa

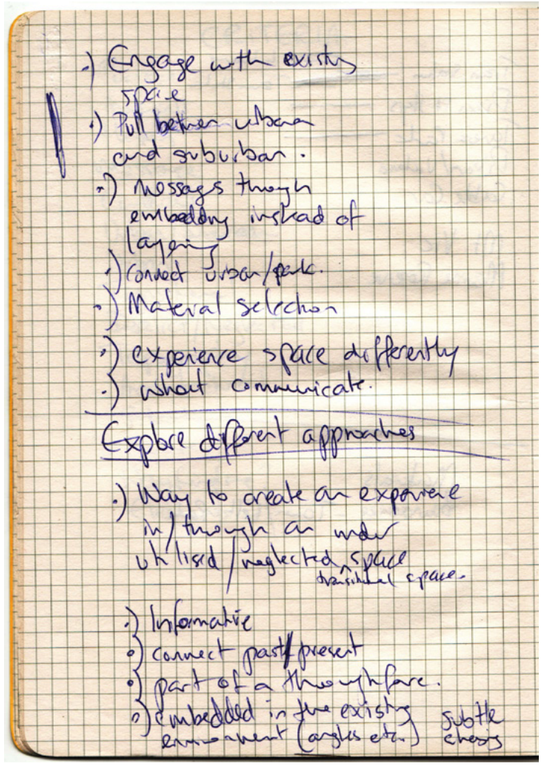

WHO
Who are you as a
design/ creative practice researcher?
Who are your heroes,
kindred spirits, exemplars, models, competitiors
or antagonists for this research project?
(This could be thinkers, designers, theorists.)
WHO is your project: give it some provision titles
WHAT
What are you designing?
What size, shape, what materials/ media?
What family/ kind/ type of design
does it belong to?
What fields of knowledge will you be drawing from?
What communities/ audience/user/participant
will you be designing for?
What gap in knowledge does this research try to address?
What questions, issues, concerns or postions
will you be working amongst?
WHY
Why might this design research be
important to do now- for you? for others?
How is this design research relevant or
significant, to whom, why?
HOW
What tools, methods, techniques,
technologies or processes will you engage in this
design research?
How do they help you think, make, organize, record,
document, represent, question or communicate?
How will they assist to mobilize your position, argument
or persuasive cause ?
How does theory serve as an agent in your
material practice?
How are you carrying our critical and reflective research activity?
If these are the nodes of research matter that make up a research project...
How do they connect with each other?
What are the relations between these nodes?
How do you prioritize them? What order do you work your way through them?
How do you use them to structure an argument or position in the form of a visual and textual essay?

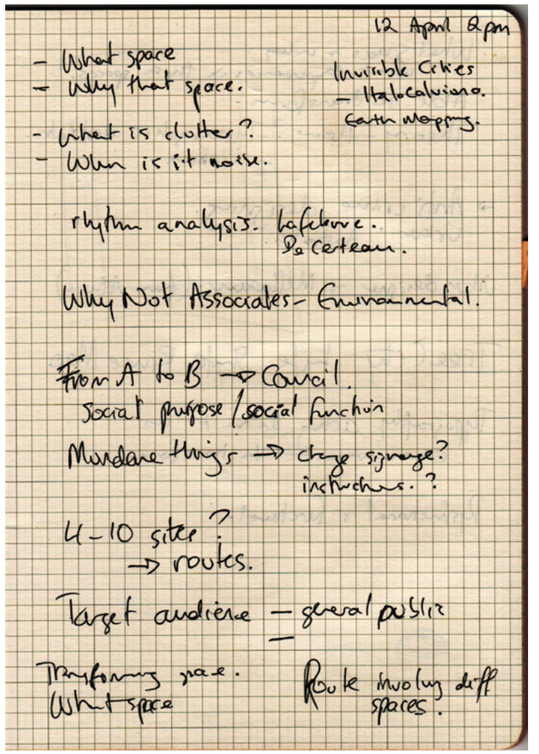

How?
DESIGNERS
WRITERS
Michel De Certeau
Urban theory
Lefebvre
Urban theory
Richard Saul Wurman
Information anxiety
E R Tufte
Displaying Information
Simon Parker
Urban theory
Urban experience
Oliver Sacks
How do we see?
How do we think?
Anke Gleber
The Art of
Taking a Walk.
Flânerie.
Bruce Mau
Life style
Garry Emery
Collaborative design
David Carter
Material thinking/
matter
R2 Design
Letterbox/Tow
Emery Studio
Wayfinding/Installations
Andreas Uebele
Signage systems
Information graphics
Architecture
Urban planning
Jiyeon Song
Experiential
typography
Buero Uebele
Architecture/Wayfinding
3D communication
Letterbox/Tow
Built environment
Typography
WHY NOT Associates
Environmental Typography

Proposed Reading



Proposed Reading





typocircle.co.uk
→ 3

How onwards –
(what & why? – specifics of How.
↓
My sites.
↓
What to draw attention to/
change.

·) Statement of How/why?
↓
Type in environment
underutilised.
Prop statement.

Statement and what needs to be
addressed.

Design Question
Brief

Gap? → Underutilised.

Draw attention – form/directional/instructional

Tufte – Vis display of quan...
Uebele.

32 Down 16 Female 16 Male.

8 Chatting
7 ipod
3 texting
1 phone.

13 Up 7 Male. 6 Female.

5 Chatting
3 ipod
2 running.
1 texting
2 new shopping

Ⓐ Maps: Google earth
Tavera then/now
Dixon – no. of steps
Toilets.

Ⓑ Floor plans → Turnbull

Interesting – Sunlight protection Act.

WELLYFONT? – In between spaces.

The Streets of My City
→ Irvine-Smith. HIST

PROJECTIONS?
Nässe – Ansaugt.?
Rain/puddles.
Mirror.

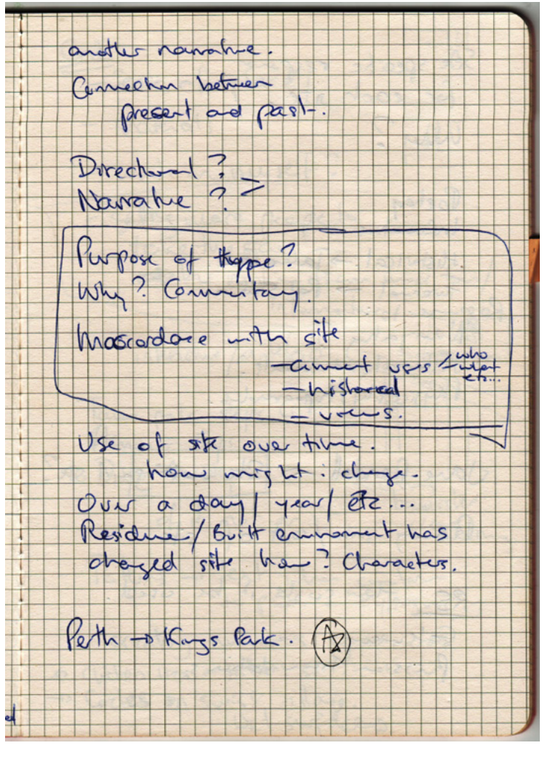
Circulation patterns.

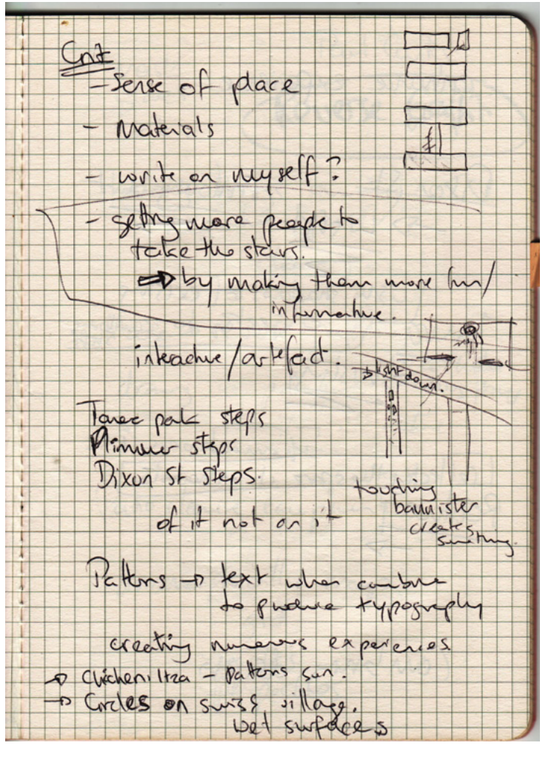
Colour as identity/
way finding tool.

Colour selection
Material considerations
Typefaces.
Location

Council maps &
historical information

Regulatory signs.
Orientation signs.
Directional signs
Identification signs.





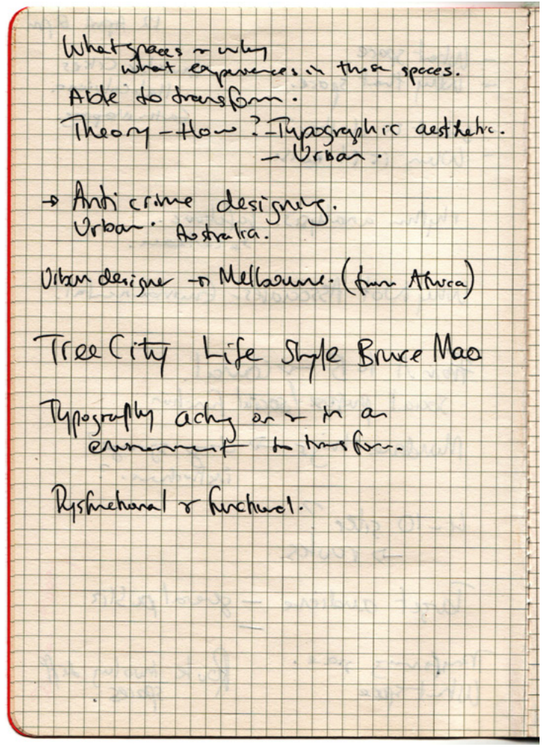
How can typography accentuate the identity of urban spaces in an integrative manner in order to enhance public experience.

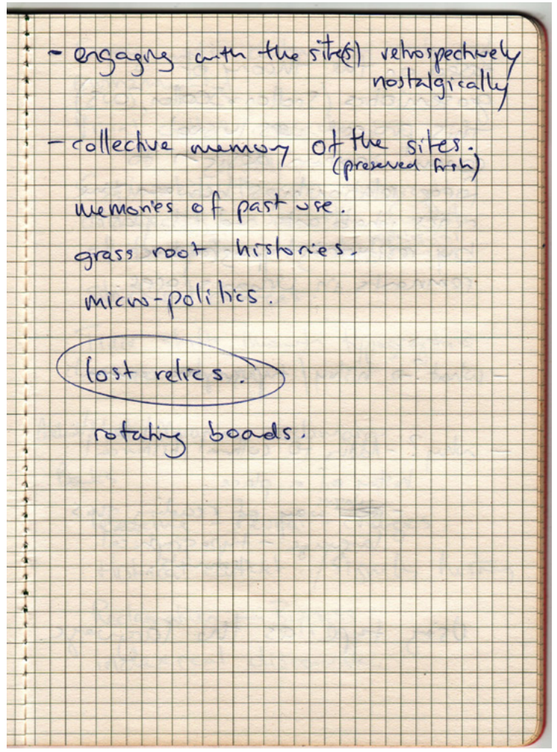
The design aims to:

- Create an experience in/through an under utilised/neglected/in between space
- Highlight the importance of public space
- Highlight the way in which these spaces contribute to the rhythm of a city
- show how these spaces might be used to inform/connect people to their surroundings
- create a sense of place
- allow person to experience/explore the space differently (whether this is a one off experience or multiple)

The design should possess the following features:

- be informative/have a purpose
- connect the past to the present
- connect the urban to the landscape
- connect the person to the space
- be embedded/complimentary to the existing features, materials and topography (architectural/natural angles already present)
- interactive element – between space, elements and human
- be rich in content whilst still being subtle in terms of placement





Experimenting
Do I want a strict system?
Fonts, colours materials...

150
IN BETWEEN PLACES
some blurb about my project and wellington
URBAN SPACES
and some more details and all that
CITY TRACES

150
PLACES
SPACES
TRACES

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CITY TRACES
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SPACES
CITY
TRACES
URBAN
PLACES
IN BETWEEN
SPACES
CITY
TRACES

SYSTEM FOR SITE NARRATIVE? Or do I treat each site more specifically?
Inorder to code the various sites and their narratives, looking at a type of (grid) system, once applied to sites might have to adjust. Will this work? Can it be applied to various structures and materials/surfaces. Needs to work well at various sizes. Playing around with options:

1840
letters twopence,
the first daily mail from Thorndon to Pito-one
newspapers
was inaugurated on July 11th
a penny.

1840
letters twopence,
newspapers
a penny.

1840
letters twopence,
the first daily mail from Thorndon to Pito-one
newspapers
was inaugurated on July 11th
a penny.

EXAMPLE STORY – IDEAL TYPE OF STORY?
I like the simplicity of this narrative:
The first Wellington Post Office, burnt down in 1842, stood where the citizens' memorial now stands, and the first daily mail from Thorndon to Pito-one was inaugurated on July 11th, 1840 - letters twopence, newspapers a penny.

FONT CHOICE
Use a font typical of signage?
Or use a New Zealand font?
Kris Sowersby's National?

WORK THROUGH
In between spaces, in between narratives
Layering of information
Type could also be added to the numeric glyhs

How will the user know to use smart scan/go to website for more info?
Info in bar of glyphs?

Experimenting
Do I want a strict system?
Fonts, colours materials...

1840
letters twopence,
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newspapers
was inaugurated on July 11th
a penny.

1840
letters twopence,
the first daily mail from Thorndon to Pito-one
newspapers
was inaugurated on July 11th
a penny.

1865
letters twopence,
the first daily mail from Thorndon to Pito-one
newspapers
was inaugurated on July 11th
a penny.

1840
letters twopence,
the first daily mail from Thorndon to Pito-one
newspapers
was inaugurated on July 11th
a penny.

Criteria for choice? Info displayed.

Political? Cultural? Social.

1840
letters twopence,
the first daily mail from Thorndon to Pito-one
newspapers
was inaugurated on July 11th
a penny.

Typographic remnants?

1840
letters twopence,
the first daily mail from Thorndon to Pito-one
newspapers
was inaugurated on July 11th
a penny.

PLACING TYPE

Re-thinking visual language in transitional space

How can typography accentuate the identity of urban spaces in an integrative manner in order to enhance public experience.

Sites

Site 01
Train Station

Site 02
Tanera Park

Site 03
Cnr Dixon & Victoria Sts

Site 04
Dixon St Steps

Site 05
Cable Car Lookout

Site 02
Tanera Park
180°

Existing typography

Informational typography

Marketing/commercial typography

Dominant colours

Historical research

Site 01
Wellington Train Station
360°

Existing typography

Informational typography

Marketing/commercial typography

Dominant colours

Dixon St Steps
360°

Existing typography

Informational typography

Marketing/commercial typography

Dominant colours

Site 02
Tanera Park
360°

Existing typography

Informational typography

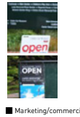
Marketing/commercial typography

Dominant colours

Site 05
Cable Car Lookout
360°

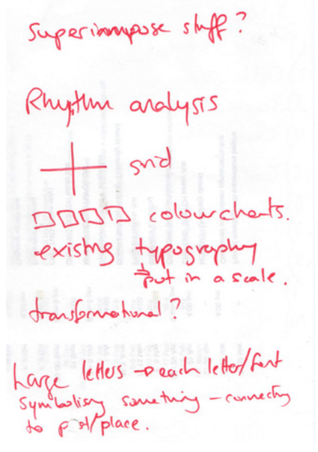
Existing typography

Informational typography

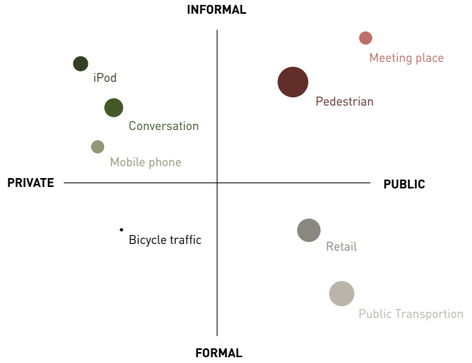


Marketing/commercial typography

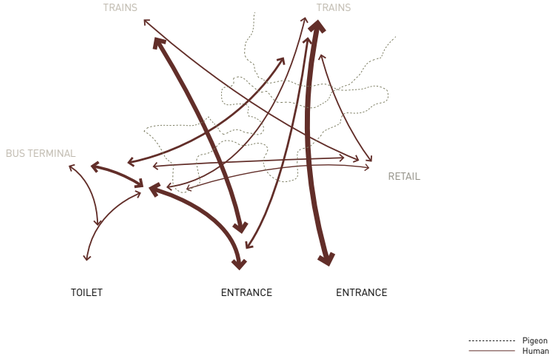
Dominant colours



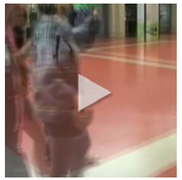
Use of space

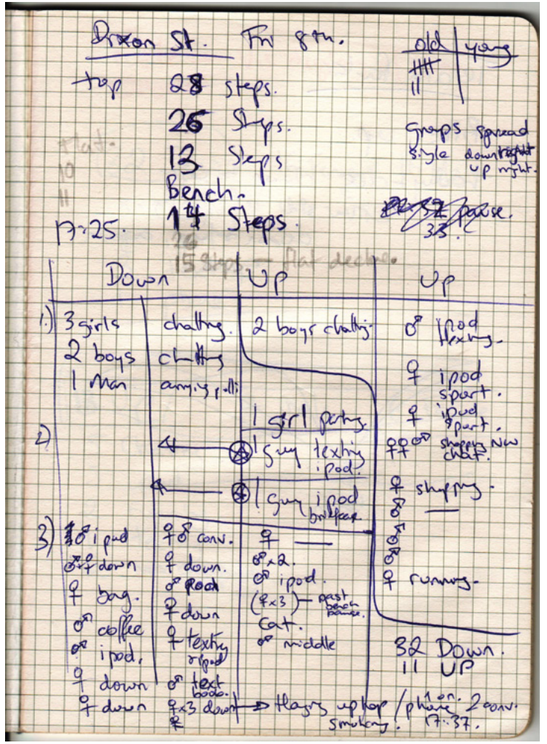


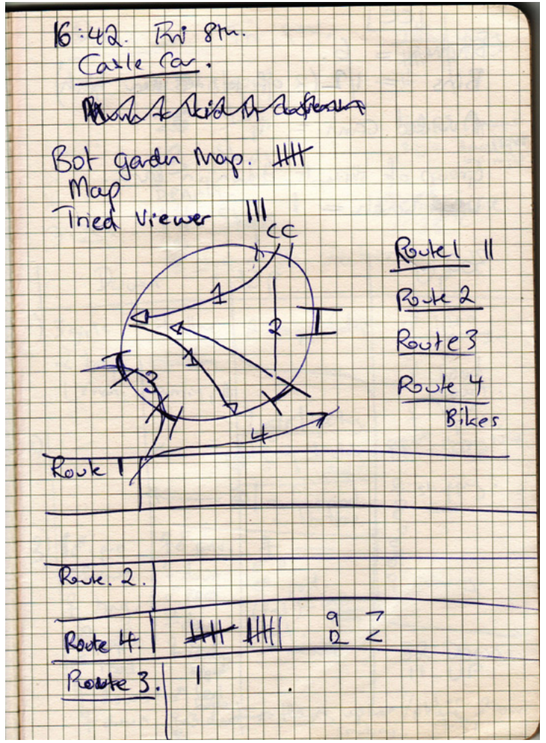
Circulation



15 mins video footage







Site	Dates	Site Information	History	Photos	Uses	Materials	Methods
Tavera Park/Epuni St	**1972 Old Men's/Benevolent Home** **1937 Shirts Home** **1968–1970 Central Park Hospital**	Remnants of hospital outdoings. Various sets of steps/walls remain	- Tavera Park's awe fo rmerly occupied by a home/hospital. Opened in 1851, by 1937 became Shirts Benevolent home and in 1968 the Central Park Hospital and closed in 1970. 1860 housed american soldiers who gave Brooklyn its name. - Originally the site of Wellington's first reservoir, which was built in the 1850s - to Mitchelltown, overlooking Central Park, is to be found the Shirts Benevolent Home, now known as the Central Park Hospital, opened January 28th, 1911 - WWII soldiers named Brooklyn		Steps connect Epuni St to Tavera Park	Concrete Wood Graffiti	Reverse graffiti? Utilise steps/wall remnants
Arthur Street	**1906 Built**	Displaced and derelict building on Bijoens	In its glory days its history included being used as a church hall and a music studio. The ornate, dilapidated building at 30 Arthur Street used to be the Boys' Institute - built in 1906 by the same architect who designed the Wellington and Christchurch railway stations, William Gray Young.		None		Utilise windows
Courtenay Toilets	**1911 built** **1999 closed**	Derelict underground building on Courtenay Place	Built in 1911 and closed in 1999 after being called "too shabby". This toilet was designed by City Engineer William Morton and completed in 1911. It featured a earthen toilet on the waist side.		None	Brick Iron Concrete	Utilise tiles
Cnr. Harris St/Jervois Quay	**1892**	Remains of demolished building.	One of Wellington's first advertising agencies was founded in 1892 by Sir John Hislop. Hislop and his partner, Harold Hutchison's (1870) building was a landmark on the corner of Jervois Quay and Harris Street till it was demolished to make way for a little green park, named after Sir John. Hislop's first wife was also generous with gifts to the city - the Opera Theatre.		None	Brick Iron Concrete	Utilise brick wall.
Cambridge/Kent Tce	**1855 earthquake – swamped** **1886 reclamation completed ?**	Large strip of land between two main roads	Kent and Cambridge Terraces run along the path of the former Waitangi Stream, which was filled in in 1841. To the north, in 1855, a huge earthquake struck which raised the land and drained the swamp. To this swamp, distinguished Reclamation came later than all London Harbour, the first sections of land were reclaimed in 1886, and the last section was not completed in 1986, by which time some nine hectares had been added to the city foreshore.		Large traffic island/ pedestrian pathway?	Tarmac Cobbles Grass	
Basin Reserve	**1863 drainage began** **1866 official cricket ground**	A public/ walkway between the ground's picket fence and the kirb/track of bisclad terracing northwards the playing area.	One of the major problems with the dispersing of the town allotments of 1841 was the lack of public recreation grounds. Land was set aside for such purposes. In 1857 petition to set aside the site of the canal and basin at Te Aro as a public park and cricket ground. The petition was granted and first major cricket match on it in the Kent and Cambridge terraces ruled the Basin Reserve. Between the 1870s and 1920s it was a racecourse. In the 1940s and the Basin Reserve became Wellington's official cricket ground. In 1866			Concrete Cobbles	
Frank Kitts Park	**1980s completed**	Park is between CBD and Waterfront - View of sea is blocked by the high wall.	Completed late 1980s. One of the first areas of the waterfront to be developed. Its design influenced by the annual crowd on race that ran through it. The park is a long, narrow strip between the waterfront and the city. The wall is in the reason why the promenade is flanked by a high wall on its city side – to ensure spectator safety. The last race was held in 1997 and since then the park has been redesigned. The wall has had its gates removed and connections from city to sea – physical and visual – to be improved.		Park	Concrete Tiles	
Harris Street Bridge to F.K.P	**???**	The ugly sister? Just down from City to Sea bridge.			Bridge down CBD and Waterfront	Concrete Metal Wood Rust	

Site	Dates	Site Information	History	Photos	Uses	Materials	Methods
Egmont St	**1911 Name Changed**		To curve to smaller streets, off Ghuznee Street is Egmont Street, a name changed in 1911 from Little Taranaki Street.		Street Pedestrian throughfare		
Botanic Gardens Battery	**1960? commenced** **1966 dismantled** **1972 occupied by Scouts**	Plaque already in place	- Underground magazine (Nissa basement) for the old Dominion Observatory (1907) and Time Ball Station (1865) - Battery Caretakers house (now the Ashburn Scout groups hall) and is partly modified and extended. Originally built for the battery command- er of the Garden battery, but occupied by Mrs Clara Jane Hill. - The garden battery was commisioned in 1896, Dismantled 1966.				
Mt. Victoria Tunnel	**1929 work commenced** **1931 opened**	Work on access roads started in July 1929 and provided work for relief workers since the Depression set in in 1930. One former worker recalled that he worked on the tunnel from 8 am to 4 pm and was paid £3 a week. "Every day we would come to work in their suits and only then change into overalls, so that their neighbours would not know they were doing relief work. Tunnelling began on 1 August 1929 and the tunnel was completed on 1 April 1931. The tunnel was and road completed on 1 April 1931, and then the floor, lights and approach		Vehicle and pedestrian tunnel Sleeping quarter	Concrete		
The Oaks Complex							
Post Office Corner Victoria St/Manners							
Farmers Lane			Farmers Lane which blossomed into recognition at an early date of the city's history as York Lane, a city record (August 25th, 1865) stating: "That the Lane at the rear of Messrs Hunter & Co's premises, and which is to be designated York Lane." Later it acquired the name of Dees Lane.[1] very appropriate in the Great War, but equally inappropriate in the succeeding pre- adventures, for diplomatic reasons, "Dees Lane" was again drastically changed (July 16th, 1942) to Farmers Lane.				
Down Or Steps					Throughfare	Concrete Tiles Stone Wood	
Left Bank					Throughfare Short cut	Concrete Cobbles/tiles	

Site	Dates	Site Information	History	Photos	Uses	Materials	Methods
Garrett St/Bute St							
132 Willis St	**2011 demolished**		The former Settlement Restaurant in Willis St is torn down to make way for a new development. The site has been vacant since 2011 and one of the site have made an application for an extension of five years for the original resource consent and a "temporary" car park for seven years. First edifice/e.storey/				
John St/Adelaide Rd	**2011**						
Fever/Chest Hospital?							
Church St							
Hiriwa/Jewse Carpark							
Abbey Unkrich Hanna & Broughton St							
			In 1934 Albert Hayman and Len Maloghon opened their first Ice Cream parlour in Manners Street, Wellington, New Zealand. In 1936 a second milk bar was opened in Wellington, and another one in Dunedin. The same year, Tip Top Ice Cream Company was registered as a public company with a capital of £100,000. In 1938 Tip Top Ice Cream Company, which now was successfully operating stores in the lower half of the North Island, and in Nelson and Blenheim.				

Site	Dates	Site Information	History	Photos	Uses	Materials	Methods
Bus (Tram) Tunnel	**1907 openend**		The 1200ft-long tunnel took 18 months to build. Work was finished on 11 April 1907 The new tramline through the tunnel was tested the next day and officially opened to the public on 16 April 1907. A single-deck car was used for the test, and the run was a smooth one. The Mayor and Mayoress, city councillors, Corporation officials and members of the Miramar Borough Council were official guests. The Evening Post reported:		Bus Tunnel	Concrete Bricks	
Sutch Memorial Toilets			Three recorded meetings between Sutch and Dmitri Razgavorov over a six-month period in 1974. Sutch kept a record of the appointments in his diary which all occurred at 8.30pm on Thursday evenings. A further appointment was made for corner of Holloway Road and Aro Street on 26 September. On this occasion a whole swag of security agents were present, hiding in a public toilet block, waiting in cars and behind trees.		None	?	
Plimmer Steps			Mr. John Plimmer (1812-1905) gave early Wellington one of its colourful touches when he purchased in 1850 the hull of the wrecked "Inconstant" which ran aground at Barrett Reef, towed it to the shore, and converted it into a warehouse (Noah's Ark) with a wharf for a front path, was a useful and practical member of the Provincial Council. He resided at the head of Plimmer's Steps, where he held sway until an advanced age as "The Father of Wellington."		Pedestrian Throughfare (Retail/Offices/Parking)	Tiles Concrete Steps	
Opera Lane			A dimmly lit lane that we rush down when late for the theatre and afterwards when in a hurry to get to the car.		Pedestrian throughfare	Cobbles Concrete Steps	
Edward St	**1853 constructed**		what is possibly our most Lilliputian thoroughfare, a spot where the proverbial cat could get at least three good bumps. This is Edward Street, constructed in 1853 by Edward Catchpool. It is strange that in these ever-changing back parts of the city Edward Street has endured so long. So many city lanes have been overbuilt, as for instance, Port Lane and Martin Lane nearby. When the time comes, may the Mayor in full canonicals descend upon you to bestow his thanks for one hundred years of unremitting service.		Pedestrian throughfare Retail/Bars		
Cnr. Dixon/Victoria					Pedestrian throughfare Park?	Concrete Slat benches	
Sman Lane/Car Park	**1865 Hotel openend**	Swan Lane runs along the south side of Wakefield Hotel, for many years known as the White Swan Hotel, called by many clients of the past, "The Dirty Duck." Speaking of ducks, George T. London, a first arrival, acquired a further piece of land in this street for his daughter, who wanted to keep ducks. Water was no obstacle, a creek, rising in Polhill Gully and entering the sea behind the Opera House, crossed Cuba Street at the corner of Ghuznee Street where, owing to the proximity of Mr. London's property on the eastern side, the bridge across it was known as "London Bridge." "There!" the old man would sometimes exclaim, gazing at the dense traffic and closely packed buildings of modern days, "Once my duck farm." Mr. London was for many years on the Wellington Education Board, and was for several terms Mayor of Petone. The Bristol Hotel, which he built, now covers part of the "duck farm."			Carpark Throughfare	Concrete	The land is protected from the northerly winds by low rise buildings that permit the **sun** to shaft in over the top providing all day long sunshine.
Tasman St Pool	**1914 Built**		Boys' Institute pool in Tasman St was the oldest indoor pool in Wellington. The building which housed the swimming pool since 1914 has been demolished. Only the street frontage (with YMCA signs on both side walls) is still standing. Contradictorily, the remains of the pool are now visible. They are being used as a base for propping up the wall of a neighbouring factory. "They smashed down my swimming pool to build a Pak 'n save," she said.		None at the moment Proposed site for a Pak n Save	Concrete Iron Dirt/Soil	

COMMANDING a view of all the surrounding countryside the Central Park home for elderly folk in Ohiro Road has turned "frailty" to members of Wellington's old identities since 1201. The original double-storey block has had a number of additions since, that date, to make it possible to accommodate the present 105 resi-

Photo: [illegible]

some of the old folk enjoy sun, rest, and quiet in the Sister Kenwyn memorial chapel. Here the Matron (Miss C. Fitzcarl) and Nurse D. Kaine chat with some of the 30 women inmates about their everyday recreation activities. On Sundays this most recent addition to the hospital is the scene of devotional services with alternating denominational ministers.

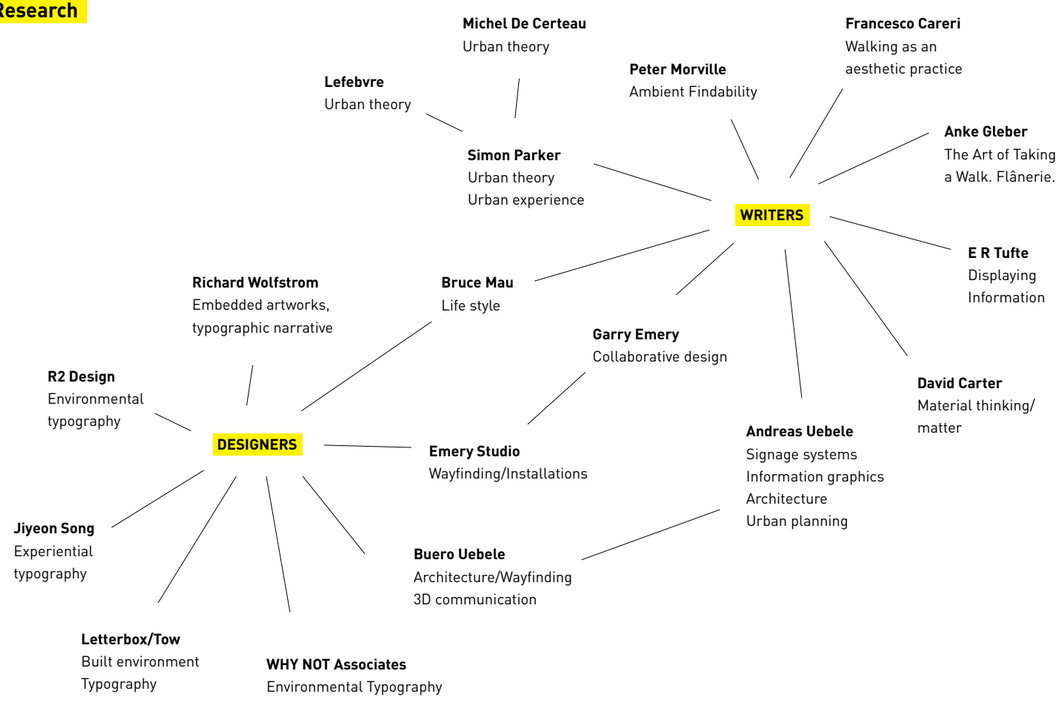
Saturday Gala In Grounds Of Old People's Home

NEXT Saturday will be gala day at the Central Park Hospital grounds from 1.30pm onwards.

The official opening will be performed by the Mayor (Mr. Kirk) at 2 o'clock, and from then on stalls, side shows, fashion and baby parade, marching girls, pony rides and music will be the order.

The chairman of the Hospital Board (Dr. M. J. Nicolson) is expected to say official opening and will make a short address to the gathering. Also present will be the Minister of Health (Mr. Jordan), Chairman of Committees (Mr. Kyle), Mayoress (Mrs. Kirk), Deputy Mayor (Mr. Fowler), Mayor (Mr. Kirk), Deputy Mayor (Mr. Fowler), Mayoress (Mrs

Research



Literature

JOURNEY THROUGH TIME AND SPACE

With the aim to reveal history of in between spaces/places relating to 1865–2015

SITE CRITERIA

Main Criteria
–The site is situated in Wellington
–The site must be an in between space/terrain vague (connector space, tunnel, bridge, alleyway, street) or a 'derelict' space in between uses (temporary carpark, building site etc.)
–The site must reveal an interesting past which relates to a date between 1865–2015

Sub Criteria

Practical
–Ease of access
–Geographical position/topology
–Clustering of sites
–Convenient start/finish point
–Length of walk (time taken as well as distance walked)
–Distance between sites

BREAKDOWN OF SETS

Overall Set
–150 year journey through time and space.
–In between Spaces

Having researched other cities as well as Wellington's City Walks the general themes were:
–Architecture –History
–Adventure –Nature
–Arts/Culture –Local Interest
–Food/Drink

At the moment my project seems to fall mainly into history with a hint of architecture, culture and local interest along with a discovery element.

Breakdown of sets

Some of the overriding similarities/themes when looking at the locations are:
–Reclamation
–Street names
–Transport
–Alleyways/tunnels/bridges/steps – connector spaces
–Derelict sites (abandoned buildings/ruins/empty spaces, where buildings have been removed but nothing has been put in their place)

Some themes such as
Hospitals
WWs
Recreation
were researched and the discarded due to insufficient facts or not enough sites relating to the theme within the time period.

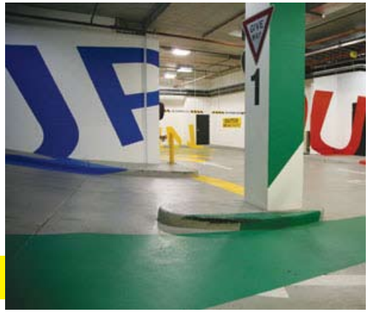
The in between sites vary tremendously in that although they are all in between spaces, their quirky or interesting history does not always relate to another site either in theme or time.
The site histories are so varied that they seemingly cannot be grouped in sets very readily.

This led me to explore the geographical and time line aspects rather than try to create groups that are simply not there.

When looking at the geographical positioning of the sites (see map of Wellington), it seemed logical to create routes and then further explore those routes/ extend the routes to discover other sites along the journey. Which would then correspond to the 1865–2015 time period.

The jumping back and fourth over time is an important factor to consider when devising the routes. Can it work? Is the alternative/unseen/unwrapped Wellington theme enough to hold them together.

Precedents

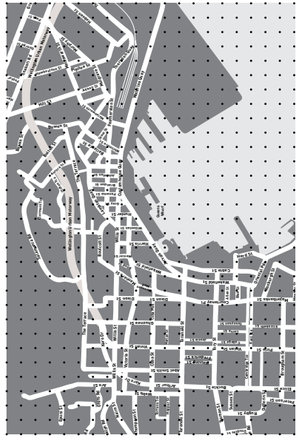


Wrapping/embracing existing structure
Perspective/vantage points
Light/shadow
Disguised intervention

40ish Sites

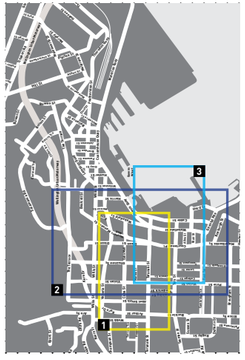
1. Tanera Park/Epuni St
2. Arthur Street
3. Courtenay Toilets
4. Cnr. Harris St/Jervois Quay
5. Frank Kitts Park
6. Harris Street Bridge to F.K.P
7. Cambridge/Kent Tce
8. Basin Reserve
9. Bus (Tram) Tunnel
10. Sutch Memorial Toilets?
11. Opera Lane
12. Edward St
13. Cnr. Dixon/Victoria
14. Swan Lane/Car Park
15. Tasman St Pool
16. Egmont St
17. Midland Park
18. Mt. Victoria Tunnel
19. The Oaks Complex
20. Glover Park
21. Chaffers NW/Te Aro Station
22. Farmers Lane (York/Tokio)
23. Dixon St Steps
24. Left Bank
25. Garrett St/Bute St
26. 155 Willis St
27. Woodward St
28. Lambton Quay
29. Church St (Jacob's Ladder)
30. Karo Drive Walkway
31. Karo Drive Remnants
32. Grand Arcade
33. Victoria Arcade/Chews Lane
34. Bond/Lombard St Parking
35. Lukes Lane
36. Te Aro Park/Pigeon Park
37. Waitangi Park?
38. Blair St
39. Car park/Site of Shed 17
40. Car park/Site of Custom House
41. Willis/Vivian St Carpark

Mapping system



Map sits on grid system
Universal grid for project?

Mapping experiments



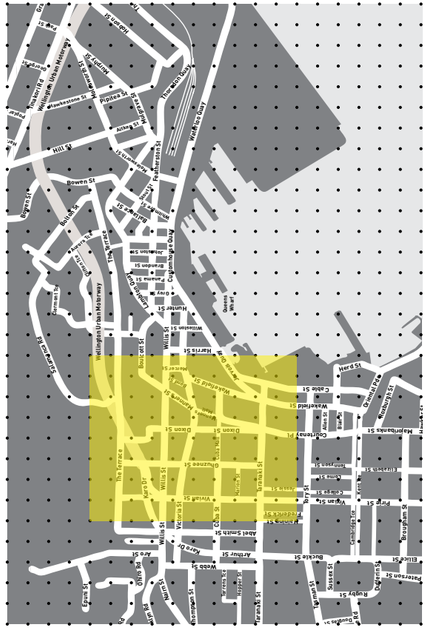
Previous experiments – Example SET/Walk 01

The grid and the squares could form part of the coding and design.

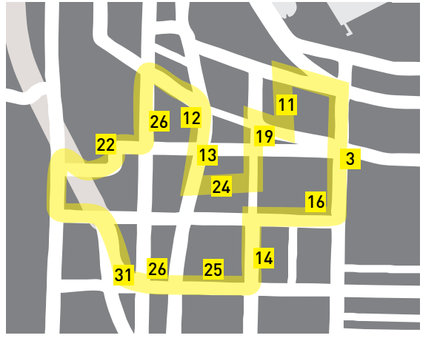
Further design concepts to be explored

Each set/walk can then have a zoom in map. The maps can be displayed on one main map and then individually for each walk.

Mapping system



Example Loop Walk



Some example scribbles:

Experimenting with grid and map reading.
Working with the grid.

Reclaimed land

4. Cnr. Harris St/Jervois Quay

5. Frank Kitts Park

6. Harris Street Bridge to F.K.P

7. Cambridge/Kent Tce

8. Basin Reserve

21. Chaffers New World

–This route follows the old shoreline
–Most of the reclamation took place from1870 onwards
–More sites to be added

Innercity Loop

3. Courtenay Toilets

11. Opera Lane

12. Edward St

13. Cnr. Dixon/Victoria

14. Swan Lane/Car Park

19. The Oaks Complex

20. Post Office Corner?

23. Dixon St Steps

24. Left Bank Alley/Throughfare

25. Garrett St/Bute St Carpark

26. 155 Willis St

30. Karo Drive Walkway

–This route loops
–It includes alleyways, steps, carparks
and derelict buildings

1. Tanera Park/Epuni St

2. Arthur Street

9. Bus (Tram) Tunnel

10. Sutch Memorial Toilets?

15. Tasman St Pool

18. Mt. Victoria Tunnel

31. Karo Drive Remnants

JOURNEY THROUGH TIME AND SPACE

With the aim to reveal history of in between spaces/places relating to 1865–2015

ROUTE AMMENDMENTS

Video + Photo Documentation

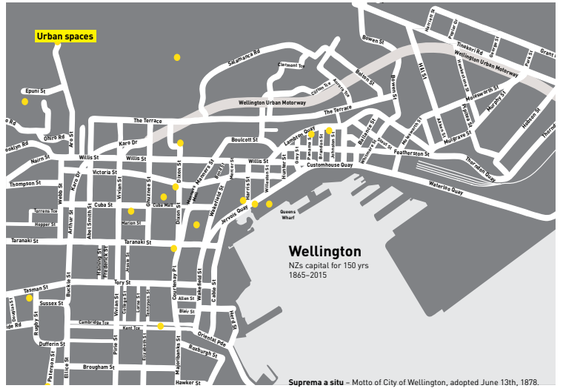
–Through walking the given routes some ammendments have been made
–Distances between sites and possible addition or subtraction of sites still to be finalised.
–Exact walk times to be set once routes are finalised

Routes

–Inner City Loop Route is a quirky in between and through spaces walk mainly involving shortcuts etc.
–Reclamation Route loops to finish within walking distance from Loop Walk but still needs tweeking.
–Inner City Fringe still needs sites added

AUGMENTED REALITY APP? + ANALOGUE DESIGN

–How can app combine with analogue design?
–How will pointer be inserted into the environment? Different material



Possible route ammendments

Innercity Loop

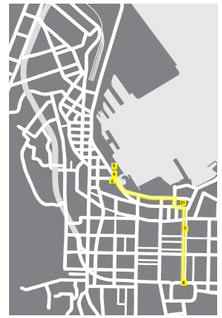
3. Courtenay Toilets
11. Opera Lane
12. Edward St
13. Cnr. Dixon/Victoria
14. Swan Lane/Car Park
19. The Oaks Complex
20. Post Office Corner?
23. Dixon St Steps
24. Left Bank Alley/Throughfare
25. Garrett St/Bute St Carpark
26. 155 Willis St
30. Karo Drive Walkway

–This route loops
–It includes alleyways, steps, carparks and derelict buildings

Innercity Loop

24. Left Bank Alley/Throughfare
19. The Oaks Complex
11. Opera Lane
35. Lukes Lane
3. Courtenay Toilets
16. Egmont St
14. Swan Lane/Car Park
20. Glover Park
25. Garrett St/Bute St Carpark
26. 155 Willis St
30. Karo Drive Walkway
23. Dixon St Steps
41. Willis/Vivian St Carpark
12. Edward St
13. Cnr. Dixon/Victoria
36. Te Aro Park/Pigeon Park

Possible route ammendments



Reclaimed land

4. Cnr. Harris St/Jervois Quay
5. Frank Kitts Park
6. Harris Street Bridge to F.K.P
7. Cambridge/Kent Tce
8. Basin Reserve
21. Chaffers New World

Add:
Start at Train Station?
Waterloo Quay
Customhouse Quay

–This route follows the old shoreline
–Most of the reclamation took place from1870 onwards

Reclaimed land

4. Cnr. Harris St/Jervois Quay
5. Frank Kitts Park
6. Harris Street Bridge to F.K.P
7. Cambridge/Kent Tce
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21. Chaffers New World
22. Farmers Lane (York/Tokio)
17. Midland Park
27. Woodward St
39. Car park/Site of Shed 17
40. Car park/Site of Custom House
32. Grand Arcade
33. Victoria Arcade/Chews Lane
34. Bond/Lombard St Parking
37. Waitangi Park?
38. Blair St

JOURNEY THROUGH TIME AND SPACE

With the aim to reveal history of in between spaces/places relating to 1865–2015

QUESTIONS

Routes
–Geographical enough?
–Video/Photo, process
–Time/Distance
–part of system/set 150?
– how many walks?
– how portray this in finished product?

History/Narratives
–40ish sites
– Finish info sheets with archive material/info
–

Site specific pointer
–Reveal
–light/cleaning/shadow/
–mini projector
–coding system, enough on its own?
–map reveals year/smartphone/pda does, along with pointer to next site?

AR
–How could augmented reality work with this?

USAGE GROUPINGS

DERELICT

1. Tanera Park/Epuni St
2. Arthur Street
3. Courtenay Toilets
4. Cnr. Harris St/Jervois Quay
10. Sutch Memorial Toilets?
15. Tasman St Pool
31. Karo Drive Remnants
19. The Oaks Complex
26. 155 Willis St
25. Garrett St/Bute St
41. Willis/Vivian St Carpark

STEPS

29. Church St (Jacob's Ladder)
23. Dixon St Steps
6. Harris Street Bridge to F.K.P
Plimmer Steps?

TUNNEL/THROUGHFARE

9. Bus (Tram) Tunnel
11. Opera Lane
12. Edward St
30. Karo Drive Walkway
18. Mt. Victoria Tunnel
24. Left Bank
22. Farmers Lane (York/Tokio)
14. Swan Lane/Car Park
16. Egmont St
27. Woodward St
32. Grand Arcade
33. Victoria Arcade/Chews Lane
35. Lukes Lane
38. Blair St

RECLAMATION

7. Cambridge/Kent Tce
8. Basin Reserve?
5. Frank Kitts Park
6. Harris Street Bridge to F.K.P
17. Midland Park
28. Lambton Quay
39. Car park/Site of Shed 17
40. Car park/Site of Custom House

CAR PARKS

5. Frank Kitts Park
6. Harris Street Bridge to F.K.P
13. Cnr. Dixon/Victoria
14. Swan Lane/Car Park
21. Chaffers NW/Te Aro Station
25. Garrett St/Bute St
26. 155 Willis St
34. Bond/Lombard St Parking
39. Car park/Site of Shed 17
40. Car park/Site of Custom House
38. Blair St
41. Willis/Vivian St Carpark

PARKS

36. Te Aro Park/Pigeon Park
5. Frank Kitts Park
17. Midland Park
20. Glover Park
37. Waitangi Park

GEOGRAPHICAL GROUPINGS

Reclaimed land

4. Cnr. Harris St/Jervois Quay

5. Frank Kitts Park

6. Harris Street Bridge to F.K.P

7. Cambridge/Kent Tce

8. Basin Reserve

21. Chaffers New World

22. Farmers Lane (York/Tokio)

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37. Waitangi Park?

38. Blair St

Innercity Loop

24. Left Bank Alley/Throughfare

19. The Oaks Complex

11. Opera Lane

35. Lukes Lane

3. Courtenay Toilets

16. Egmont St

14. Swan Lane/Car Park

20. Glover Park

25. Garrett St/Bute St Carpark

26. 155 Willis St

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41. Willis/Vivian St Carpark

12. Edward St

13. Cnr. Dixon/Victoria

36. Te Aro Park/Pigeon Park

Inner City Fringe

1. Tanera Park/Epuni St

2. Arthur Street

9. Bus (Tram) Tunnel

10. Sutch Memorial Toilets?

15. Tasman St Pool

18. Mt. Victoria Tunnel

31. Karo Drive Remnants

USAGE GROUPINGS

DERELICT

1. Tanera Park/Epuni St

2. Arthur Street

3. Courtenay Toilets

4. Cnr. Harris St/Jervois Quay

10. Sutch Memorial Toilets?

15. Tasman St Pool

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TUNNEL/THROUGHFARE

9. Bus (Tram) Tunnel

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38. Blair St

CAR PARKS

5. Frank Kitts Park

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13. Cnr. Dixon/Victoria

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25. Garrett St/Bute St

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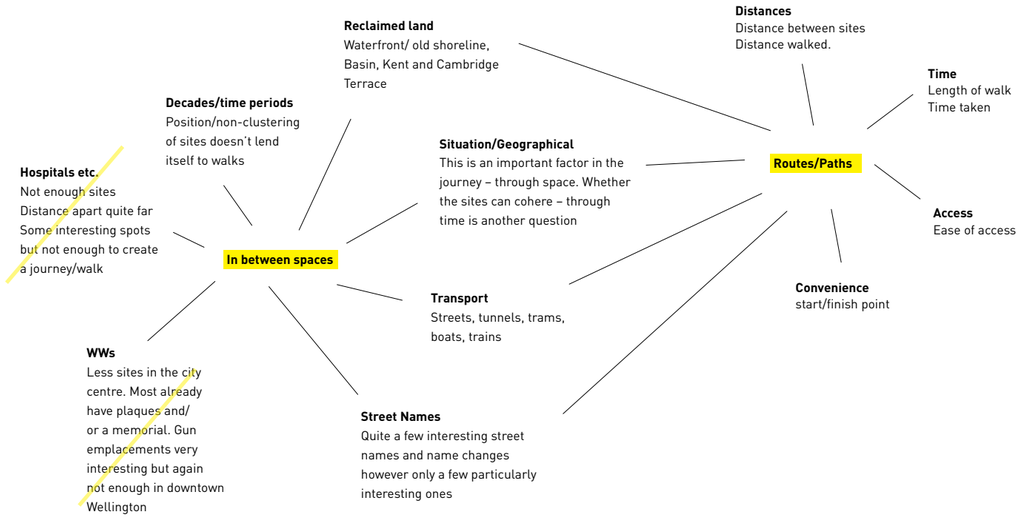
39. Car park/Site of Shed 17

40. Car park/Site of Custom House

38. Blair St

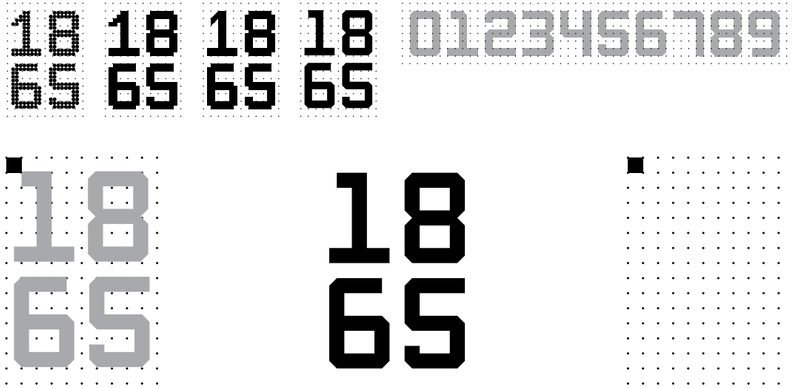
41. Willis/Vivian St Carpark

Process



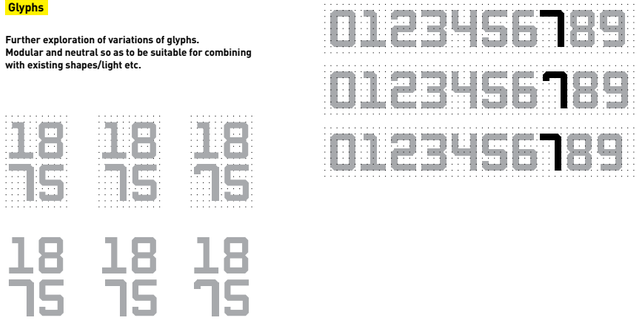
Code system

150 square grid – initial modular glyphs to display years.



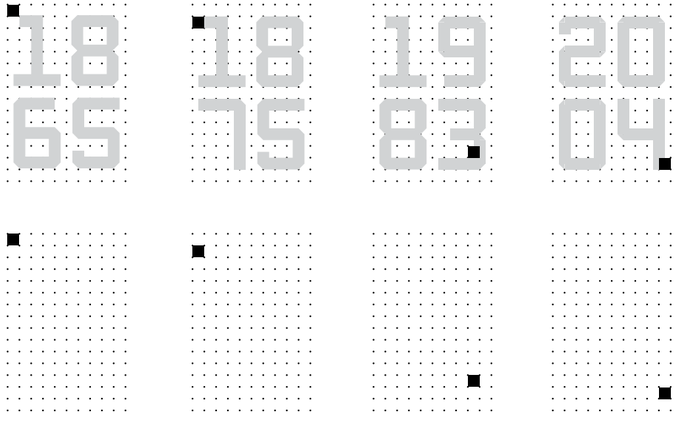
Glyphs

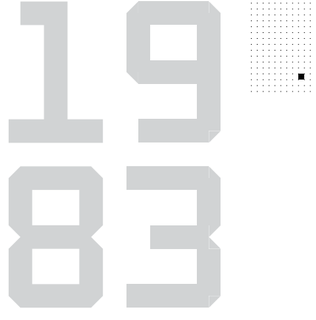
Further exploration of variations of glyphs.
Modular and neutral so as to be suitable for combining with existing shapes/light etc.



Code system

Non-spacial QR code system development.
The code acts as a scannable barcode relating to each year connecting the user to more detailed information about the site via PDA. Working on the timeline basis.
Position of the square relates to the year of interest of that site



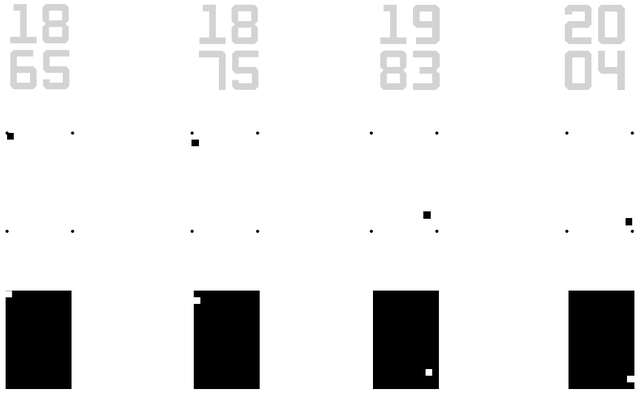


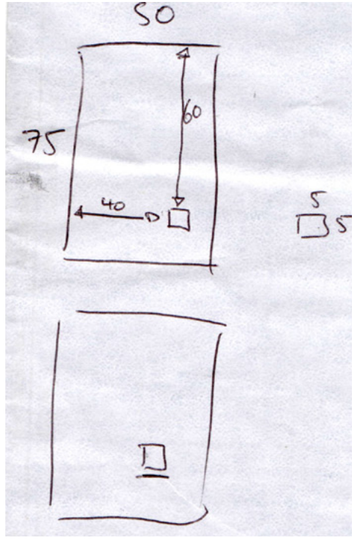
PLACING **TYPE**

In between places
Urban spaces
City traces

Code system

Looking at various methods to represent the year in a code





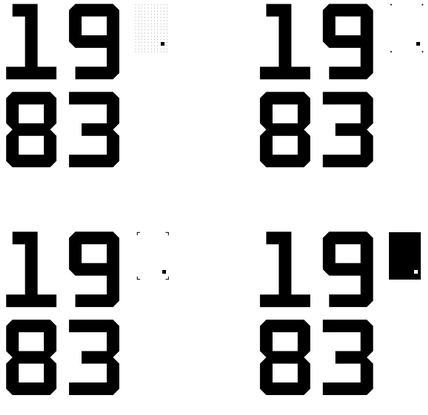
Code system

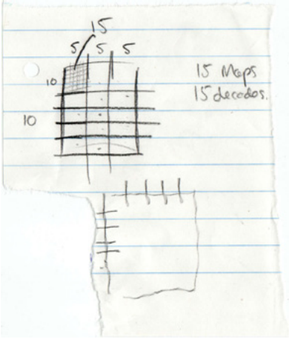
Each square represents a particular year in the 1865–2015 time period. The position of the square allows the user to see where on the timeline the site sits in regard to the entire period.

Removing the grid so the spacial aspect is taken away and it becomes calendar/ timeline based.

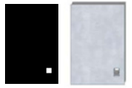
What will be scannable?
What makes the code unique? Is this necessary? How will the user know to scan etc?

Further research/ thought into codes and apps is necessary once





CODING/MARKING



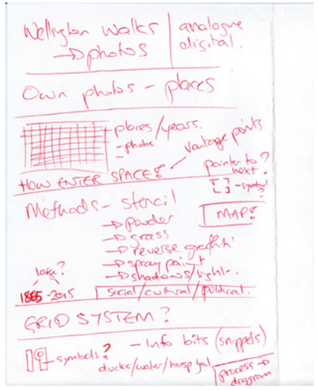
– Position of square relates to significant year

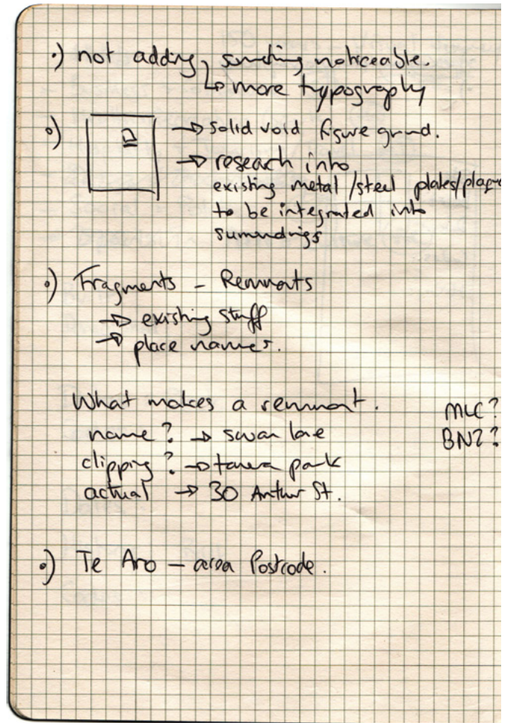
– Each site has diff square cut out

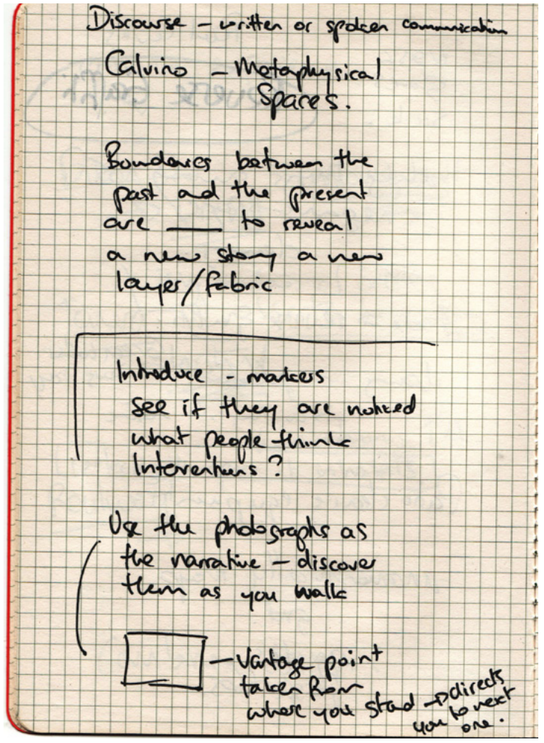
– The system could be used to indicate/mark the sites

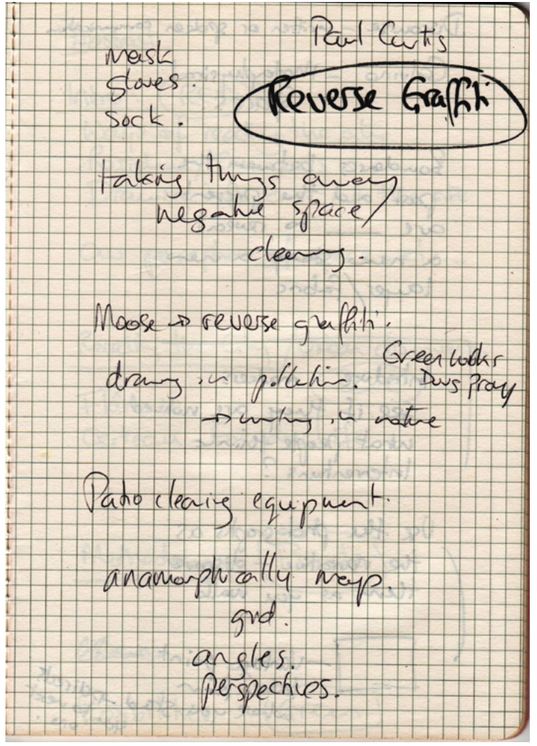
MARKING

– Materials of marker to be developed
– Material, size and surfaces will dictate final outcome
– Semi-permanent/permanent





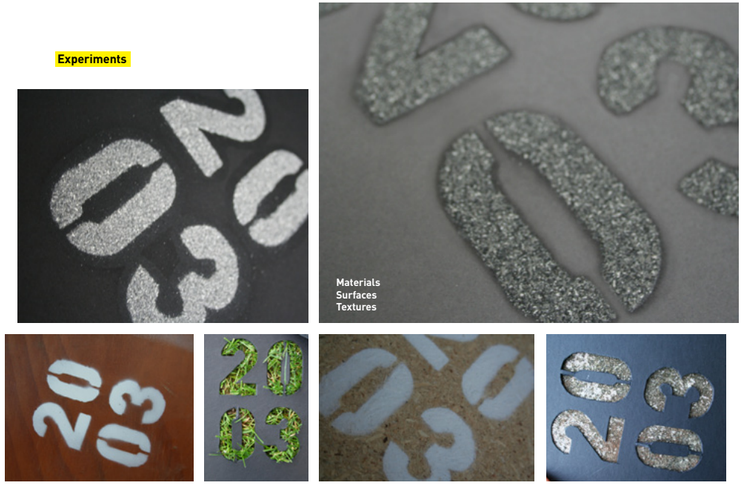




Experiments

Light/shadow

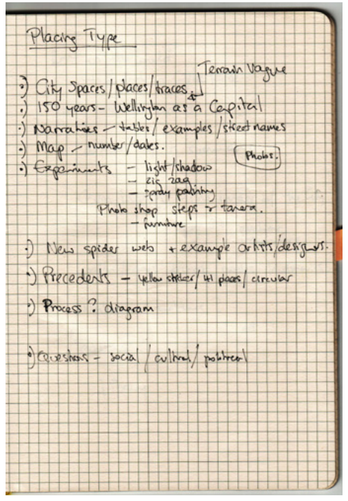
Experiments

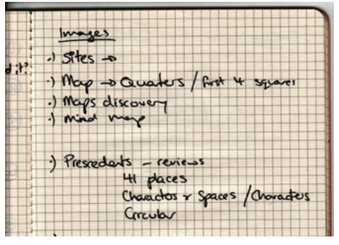


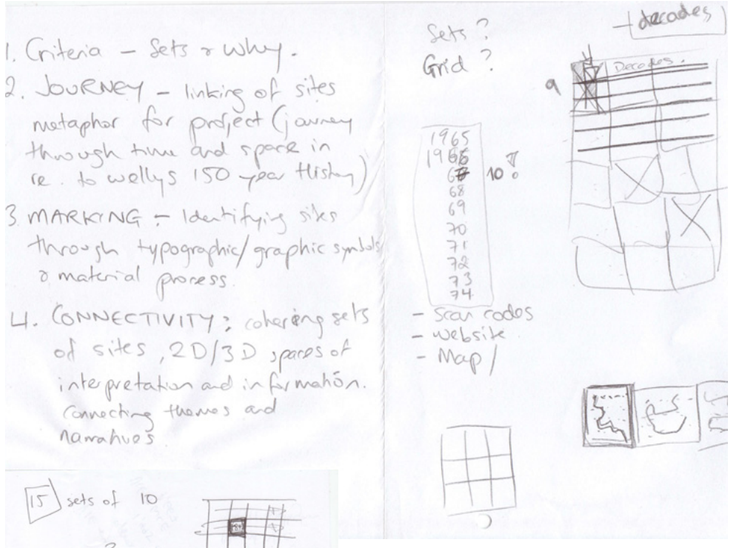
Experiments

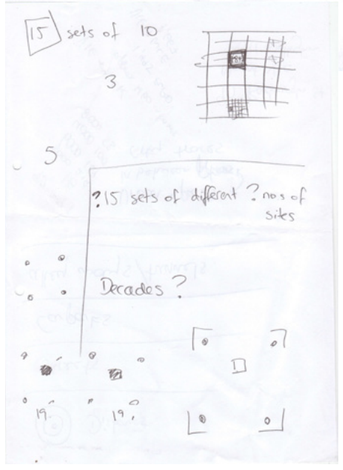
Experiments

Vantage points/perspectives

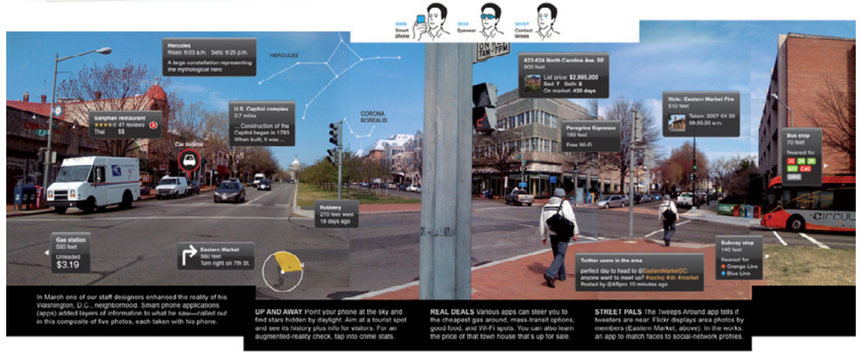

Placing Type
Terrain Vague
City Spaces / places / traces
150 years - Wellington as a Capital
Narratives - tables / examples / street names
Map - number / dates.
Photos
Experiments - light / shadow
- zig zag
- gordy painting
Photo shop steps & tanera.
- furniture
New spider web + example artists / designers.
Precedents - yellow stripes / 41 places / circular
Process ? diagram
Questions - social / cultural / political


Images
Sites →
Map → Quarters / first 4 squares
Maps discovery
mind map
Prescedents - reviews
41 places
Characters & Spaces / Characters
Circular

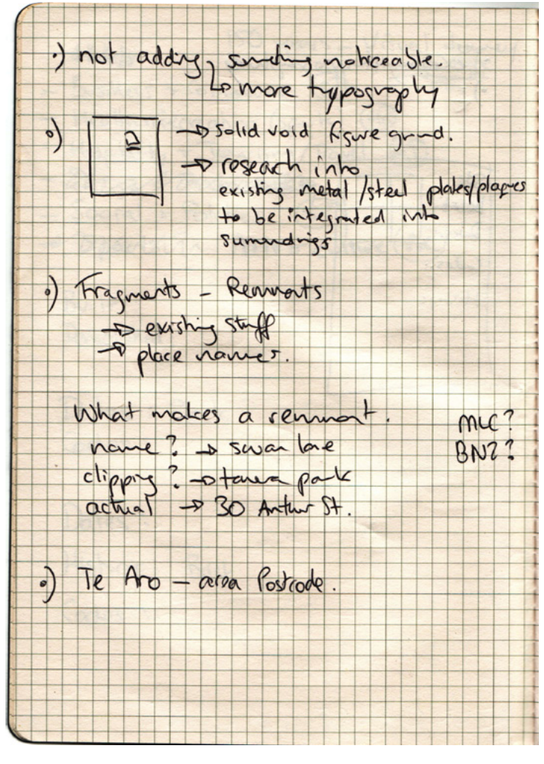

1. Criteria - Sets & why.
2. JOURNEY - linking of sites metaphor for project (journey through time and space in re. to wellys 150 year History)
3. MARKING - Identifying sites through typographic / graphic symbols & material process.
4. CONNECTIVITY: cohering sets of sites, 2D/3D spaces of interpretation and information. Connecting themes and narratives
Sets ?
Grid ?
decades
Decades
1965
1966
67
68
69
70
71
72
73
74
10
- Scan codes
- website
- Map /

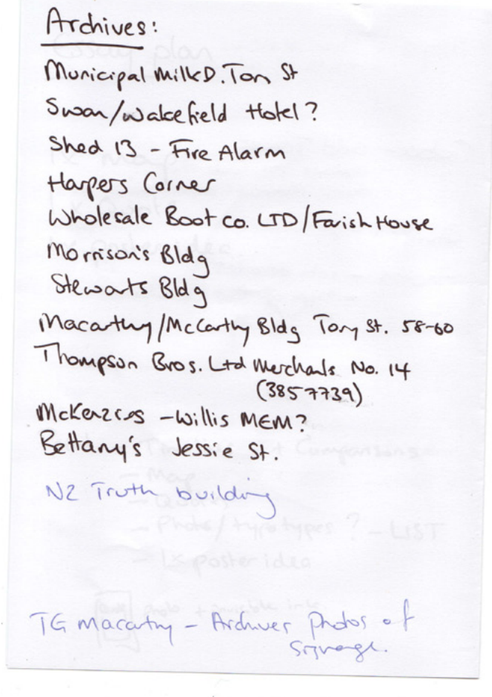

15 sets of 10
3
5
?15 sets of different ? nos of sites
Decades ?

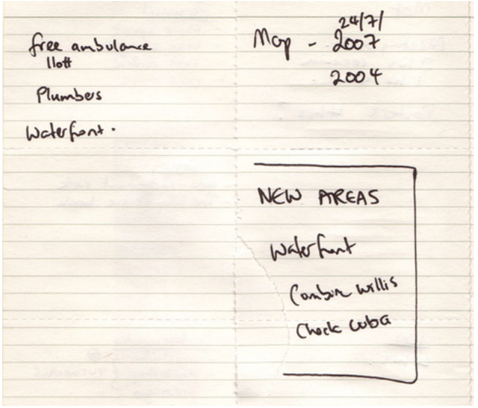
THE BIG IDEA | AUGMENTED REALITY
Revealed World
THE BIG IDEA
FUEL LINE 3
CLAMP
SCREW

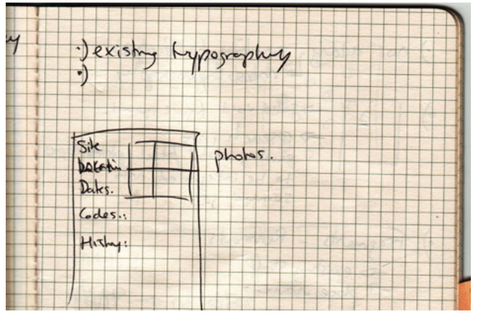

HERCULES
CORONA BOREALIS
$3.19
UP AND AWAY
REAL DEALS
STREET PALS

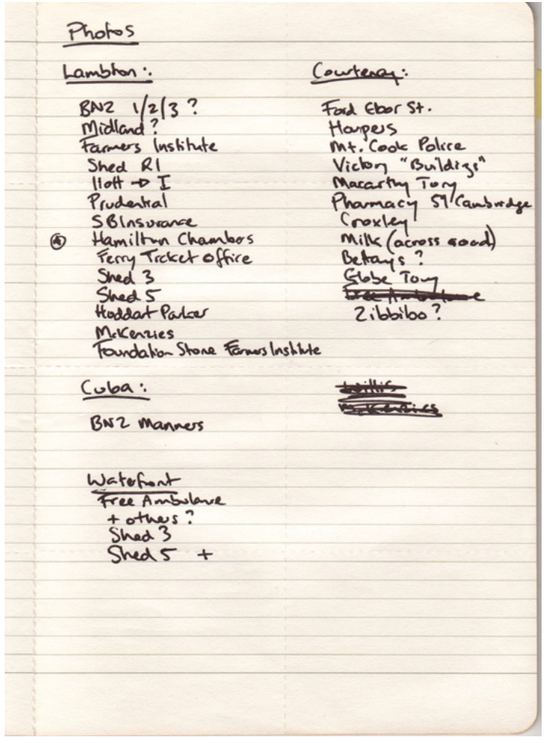
CAPITAL LETTERS

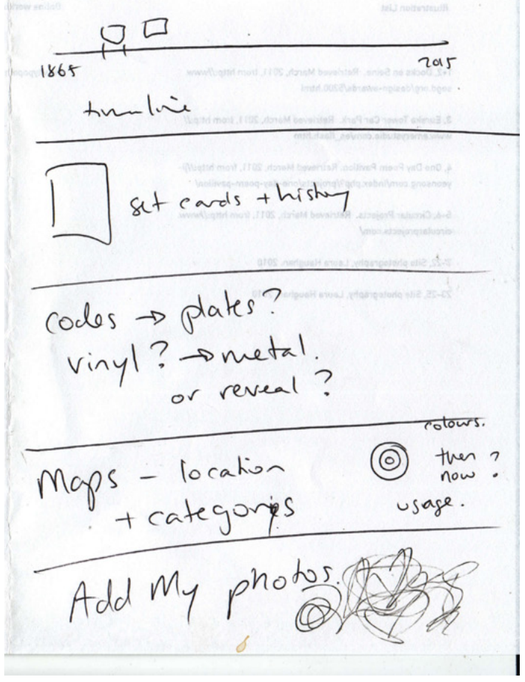


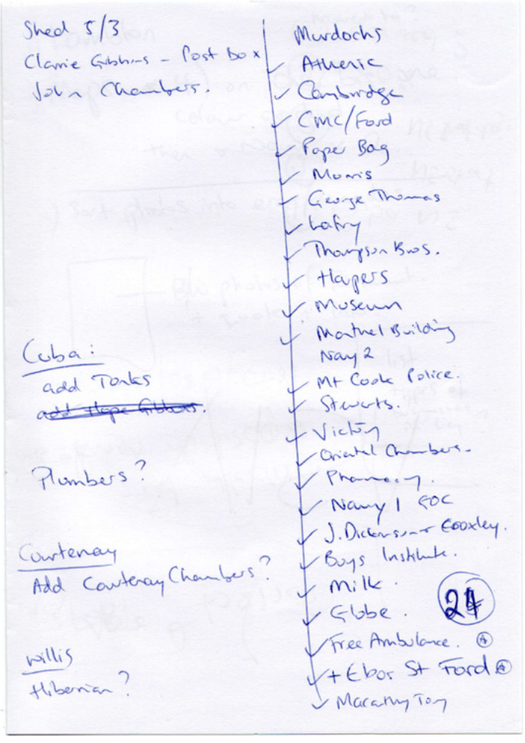



free ambulance
Ilott
Plumbers
Waterfront.
Map - 24/7/2007
2004
NEW AREAS
Waterfront
Combin willis
Check Cuba


existing typography
Site
Location
Dates.
Codes.
History:
photos.


Photos
Lambton:
BNZ 1/2/3 ?
Midland ?
Farmers Institute
Shed R1
Ilott → I
Prudential
SBInsurance
Hamilton Chambers
Ferry Ticket office
Shed 3
Shed 5
Hoddart Parker
McKenzies
Foundation Stone Farmers Institute
Courtenay:
Ford Ebor St.
Harpers
Mt. Cook Police
Victory "Buildings"
Macarthy Tory
Pharmacy 59 Cambridge
Croxley
Milk (across road)
Bettays ?
Globe Tory
Zibbibo ?
Cuba:
BNZ Manners
Waterfront
Free Ambulance
+ others ?
Shed 3
Shed 5 +


1865
2015
timeline
set cards + history
codes → plates?
vinyl? → metal.
or reveal?
colours.
Maps - location
+ categories
then ?
now ?
usage.
Add My photos.


Shed 5/3
Clarrie Gibbons - Post box
John Chambers.
Murdochs
Athenic
Cambridge
CMC/Ford
Paper Bag
Morris
George Thomas
Lafry
Thompson Bros.
Harpers
Museum
Manthel Building
Nay 2
Mt Cook Police.
Stewarts.
Victory
Oriental Chambers.
Pharmacy.
Navy 1 EOC
J. Dickinson & Croxley.
Boys Institute.
Milk.
Globe.
Free Ambulance.
+ Ebor St Ford
Macarthy Tory
Cuba:
add Tonks
Plumbers?
Courtenay
Add Courtenay Chambers?
willis
Hibernian?
24

PRIMARY RESEARCH

Walking Wellington
Photographing remnants
Recording their location

SECONDARY RESEARCH

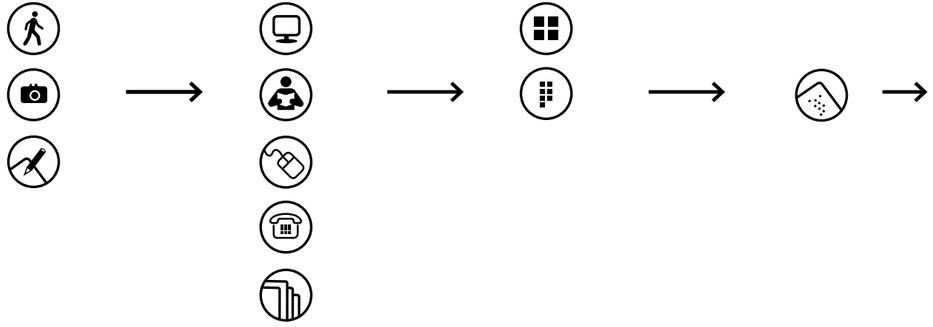
Revealing the narrative
Gathering information from databases
Online databases
Paperspast
Business registers
Wellington City Council
Te Ara Encyclopedia
General internet search
Wellington archives
Creating remnant infocards

CODIFICATION

Mapping quarters
Colour coding
Assigning usage codes to remnants

MAPPING/TRANSLATION

Creating remnant info cards
Mapping data
Sequence mapping
Timeline mapping



TIMELINE

Timeline mapping with usage
Rearranging timeline
Grouping colours
Merging blocks

ANALYSIS

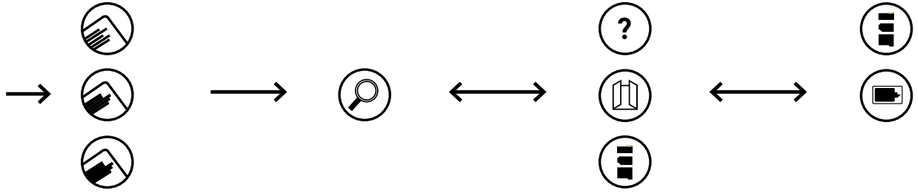
Analysing timelines/patterns

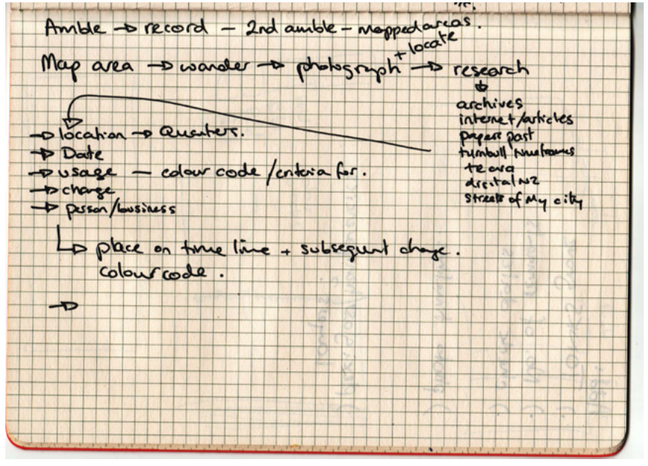
DESIGN PROCESS

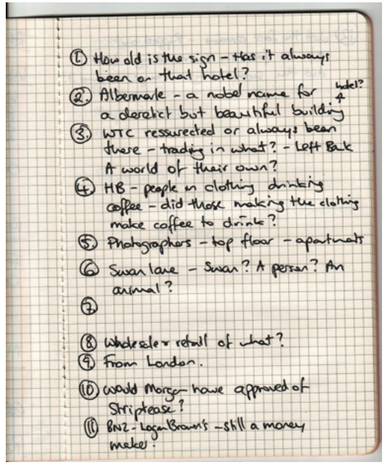
Design experimentation
Folding techniques
Generating decade patterns

DESIGN

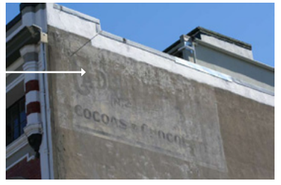
Visual language
Combining patterns with info and images







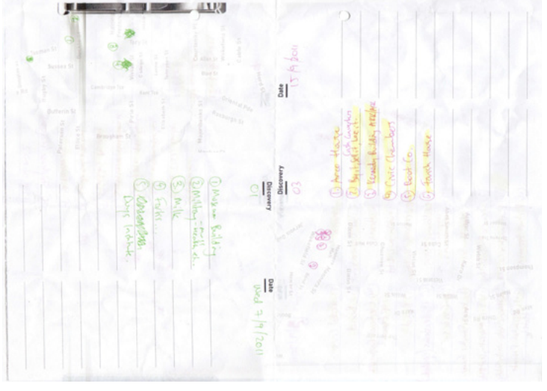
Cadbury's, Ghuznee St

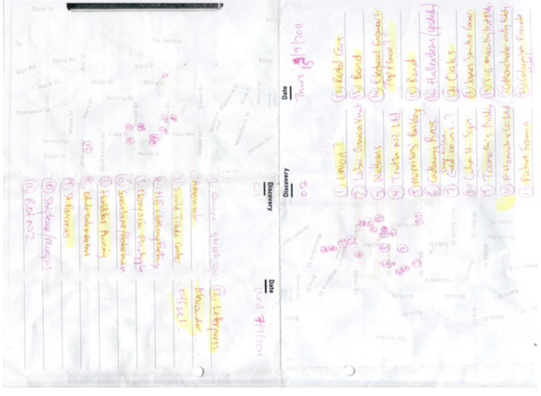


Scollon & Scollon consider any area of the cityscape to be a 'semiotic aggregate' formed of multiplicity of discourses. Signs make meaning in relation to where (and when) they are physically placed in the material world, (Scollon & Scollon, 2003). A primary focus in geosemiotics is indexicality in which signs depend on their context for meaning.

Plumber's Building, Wakefield St

The city presents itself to us full of messages. The efficacy of letterforms goes beyond their verbal meaning. Following letter trails we find trajectories that lead us to culture and heritage.





PRIMARY RESEARCH

Berry & Co., Cuba St

Dawson & Maudsley, Marion St

Cadbury's, Ghuznee St

Bank of New Zealand, Vivian St

L. T. Watkins, Cuba St

The Bake House, Swan Lane

The Albemarle, Ghuznee St

Manchester Unity Building, Cuba St

Typographic remnants are indexical signs. It is their geosemiotic meaning (Scollon & Scollon, 2003) which has been shifted by the advancement of their surroundings. In order to fully understand their semiotics, their historical context must be uncovered.

SECONDARY RESEARCH

L. T. Watkins Ltd.

1935

ca. 1924

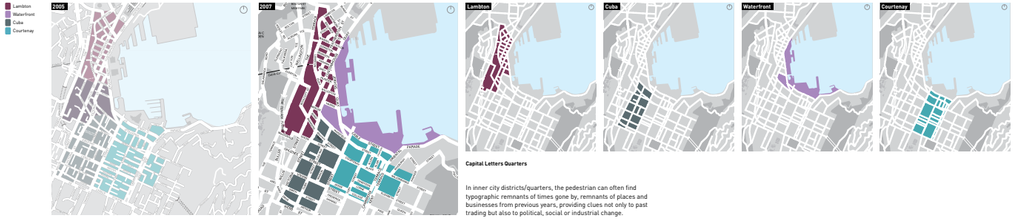
ca. 1940

INFOCARDS

Each remnant was researched in order to obtain dates and histories of its existence. Any information concerning the subsequent usage of the site was also recorded.

The data collected was collated and each remnant received an infocard.

CODIFICATION



Wellington City Council Quarters

Capital Letters Quarters

In inner city districts/quarters, the pedestrian can often find typographic remnants of times gone by, remnants of places and businesses from previous years, providing clues not only to past trading but also to political, social or industrial change.

CODIFICATION

Coding examples

Business and Commerce
Retail, offices

Industrial
Factories, manufacturers, industrial storage

Hospitality and tourism
Hotels, cafes, restaurants

Residential
Houses, apartments, flats

Health and Recreation
Public sports facilities, parks

Social and Political
Police stations, army, fire stations, charities, social institutes

Arts and Culture
Galleries, museums, theatres

Coding for mapping

→ What do the remnants and their narratives tell about the city as a whole, what patterns can be discerned?

→ What process can be used to ascertain their significance in Wellington's urban cultural history?

→ How can the remnant data be visually represented to allow patterns to emerge?

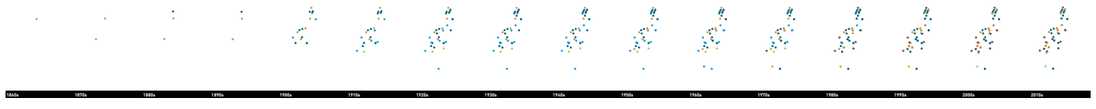
MAPPING/TRANSLATION

- Business/Commerce
- Industrial
- Health and Recreation
- Hospitality and tourism
- Social and Political
- Arts and Culture
- Residential

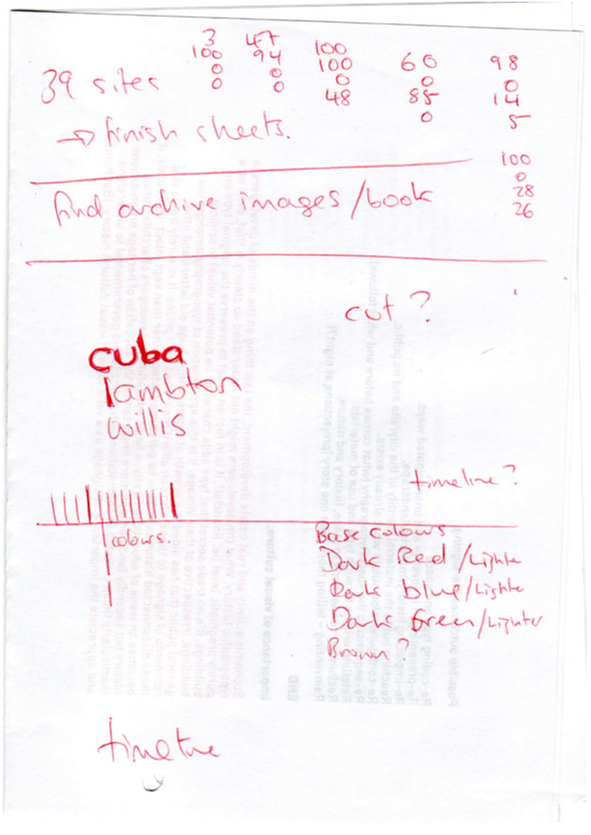
SEQUENCE MAPPING

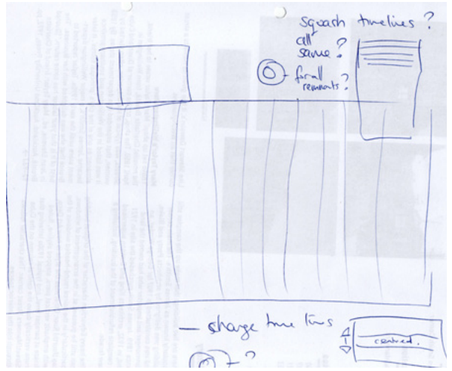
The remnants were mapped geographically using the codification system, showing their code when they came into existence and how their code changed over the decades, reaching the code of their present context.

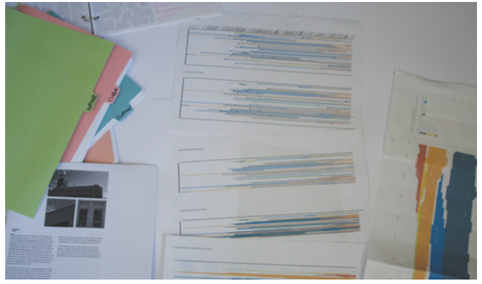
MAPPING/TRANSLATION

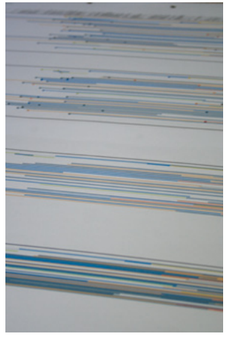


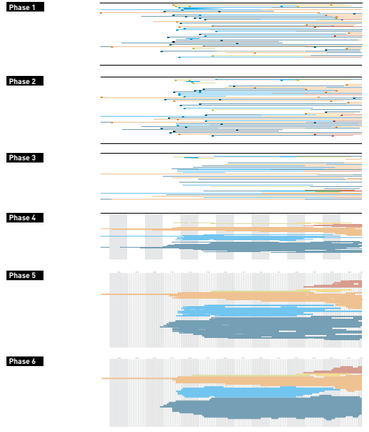
- Business/Commerce
- Industrial
- Health and Recreation
- Hospitality and tourism
- Social and Political
- Arts and Culture
- Residential

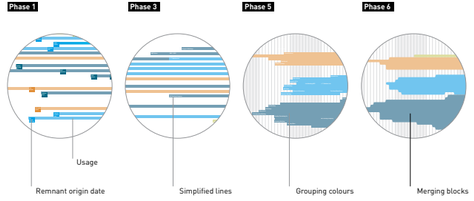






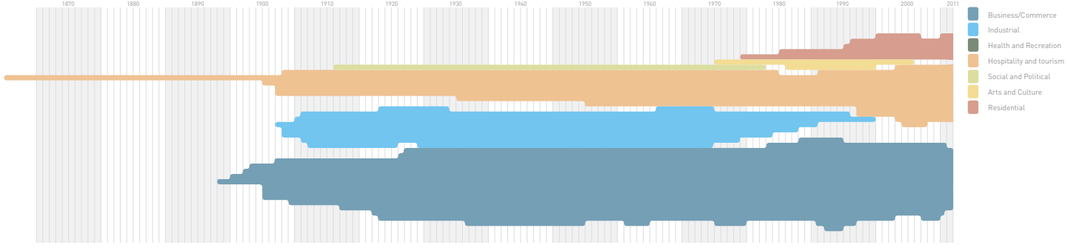






TIMELINE MAPPING

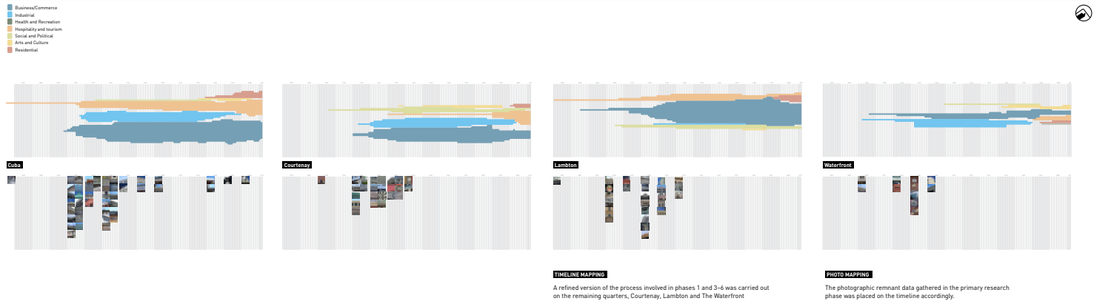
Using the data acquired from the secondary research a timeline was produced for the Cuba Quarter. On a grid structure, the timeline goes from 1865 to 2011 horizontally.



Phase 6

Focussing on these connections – the clustering of remnants and their shared indexicality – changes in the urban fabric of the city are revealed, traces of a continuously reshaped environment become apparent. The city reveals the map.

TIMELINE



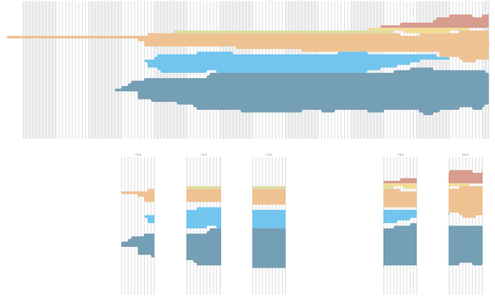
TIMELINE MAPPING

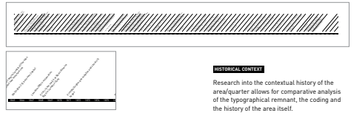
A refined version of the process involved in phases 1 and 3–6 was carried out on the remaining quarters, Courtenay, Lambton and The Waterfront

PHOTO MAPPING

The photographic remnant data gathered in the primary research phase was placed on the timeline accordingly.

ANALYSIS



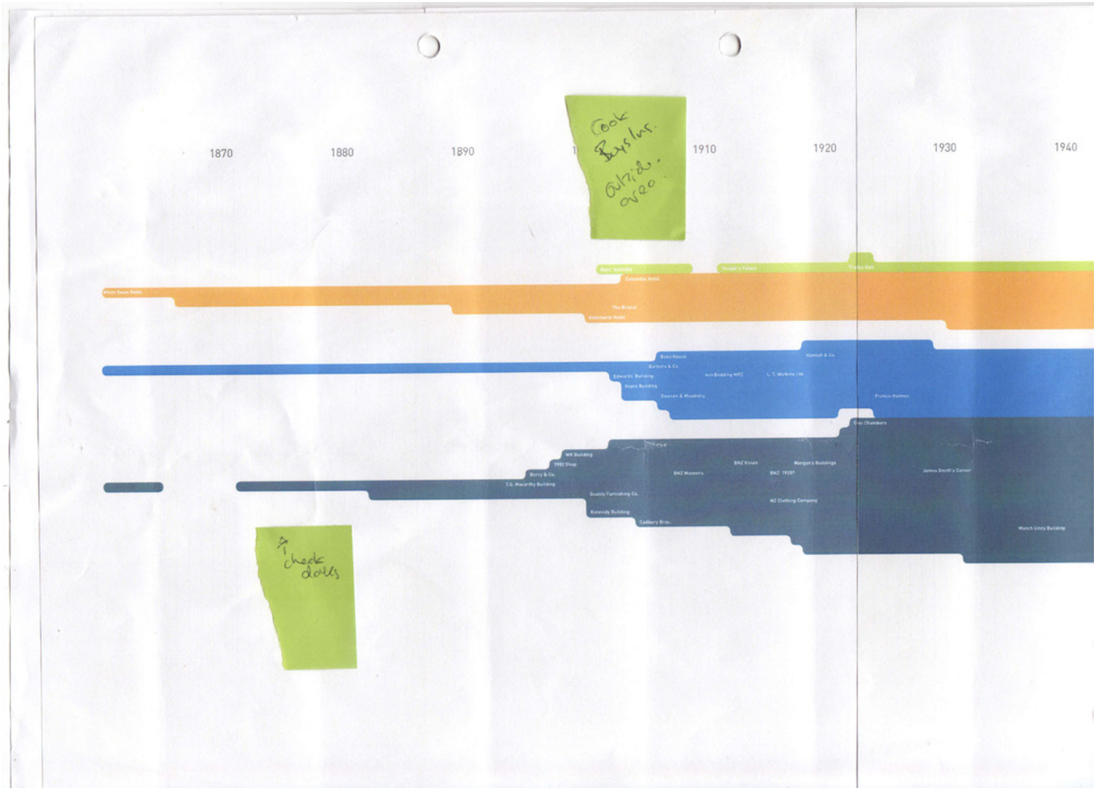


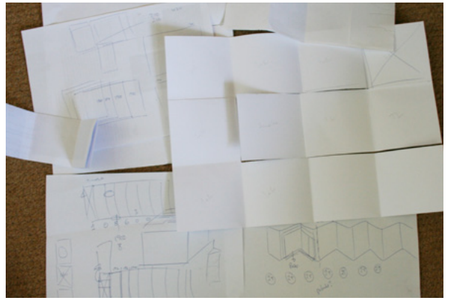
HISTORICAL CONTEXT

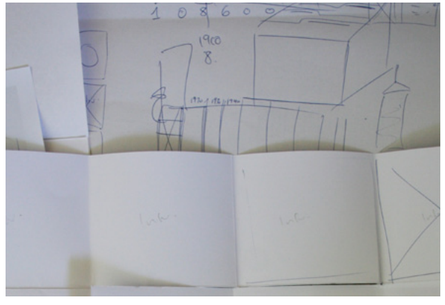
Research into the contextual history of the area/quarter allows for comparative analysis of the typographical remnant, the coding and the history of the area itself.

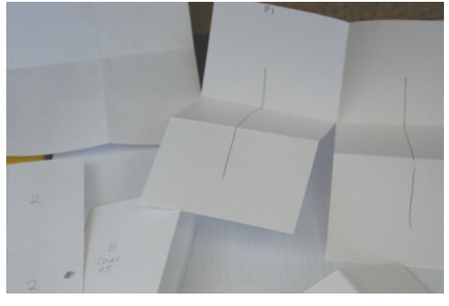
PATTERNS

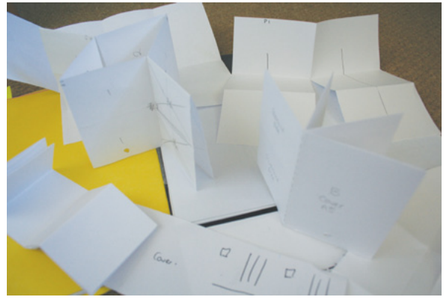
Following letter trails we find trajectories that lead us to culture and heritage. It is the patterns that are derived from this information displayed through visual documentation which reveal what they say about a city's urban fabric.

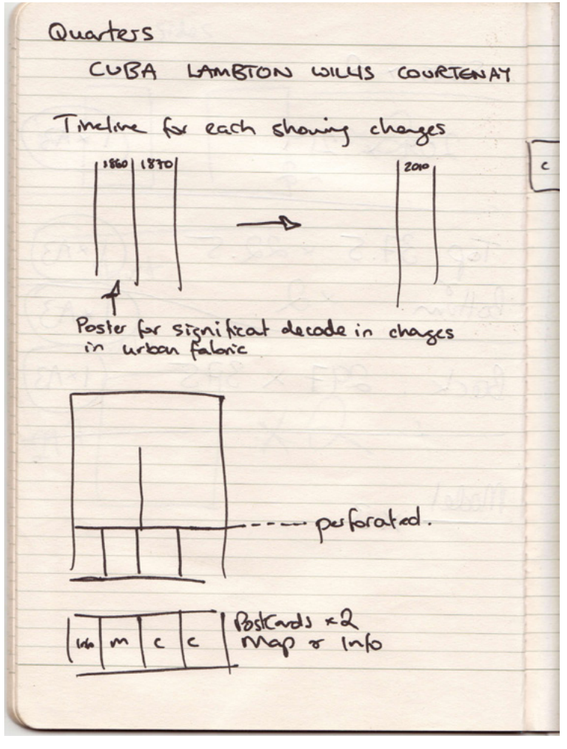


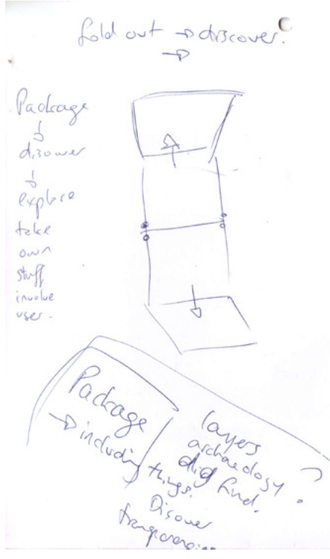




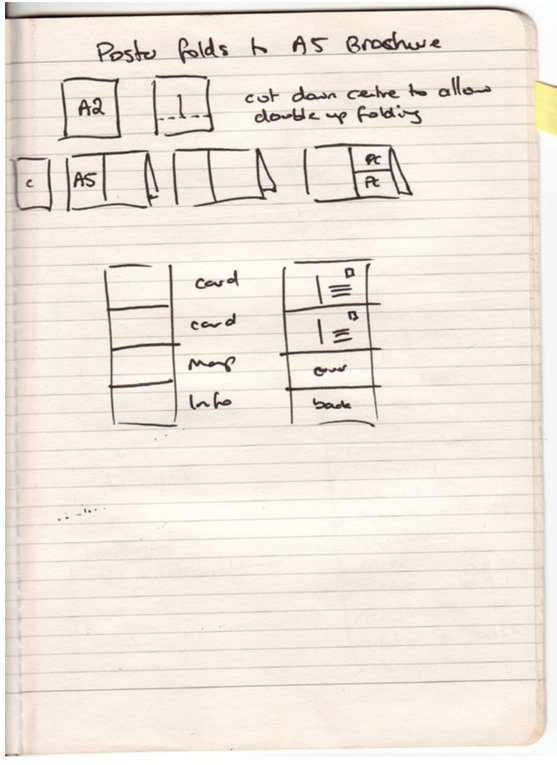


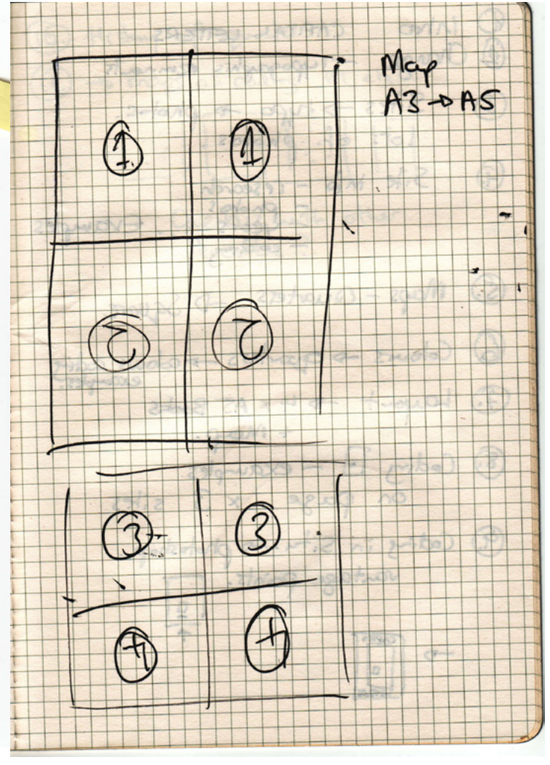


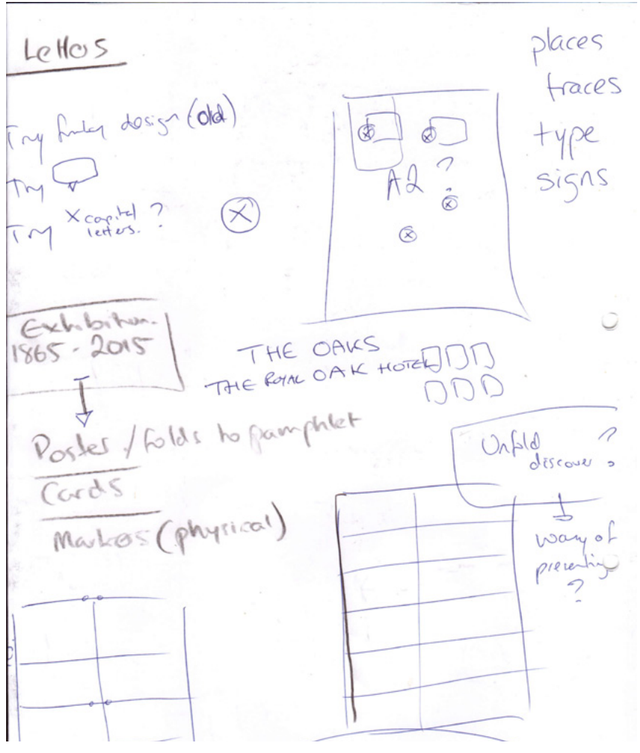

Quarters
CUBA LAMBTON WILLIS COURTENAY
Timeline for each showing changes
1860
1870
2010
Poster for significat decade in chages in urban fabric
perforated.
Postcards x2
Map & info

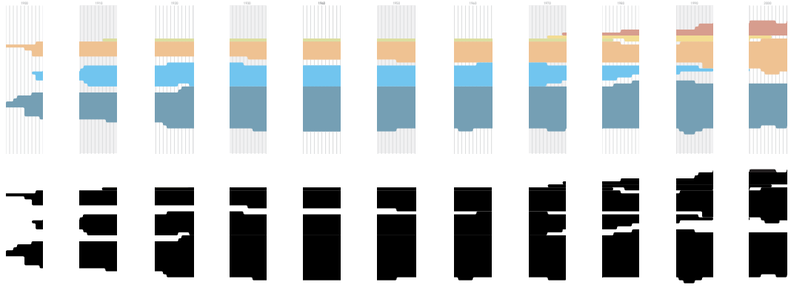

fold out → discover.
Package
→ discover
→ explore
take
own
stuff
involve
user.
Package
→ including
layers
archaeology
Discover

Back
Cover.

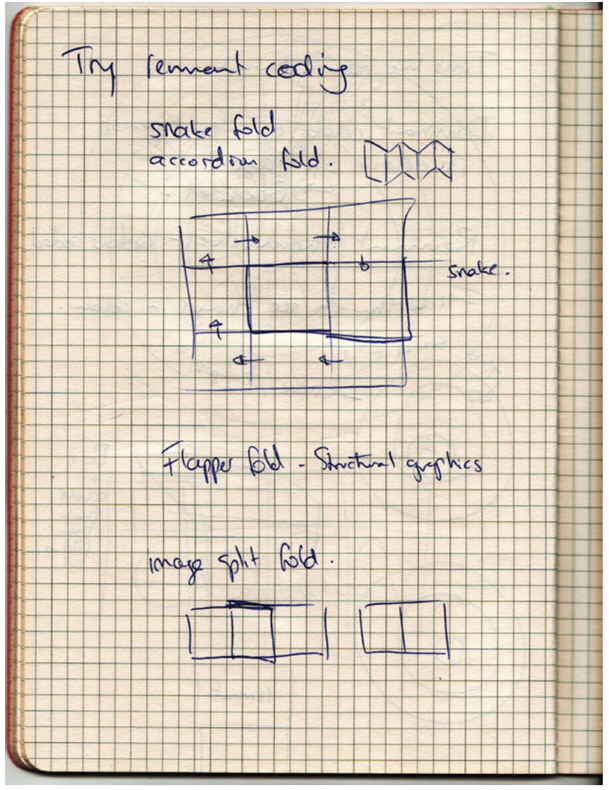

Poster folds to A5 Brochure
A2
cut down centre to allow double up folding
A5
card
card
Map
Info
back

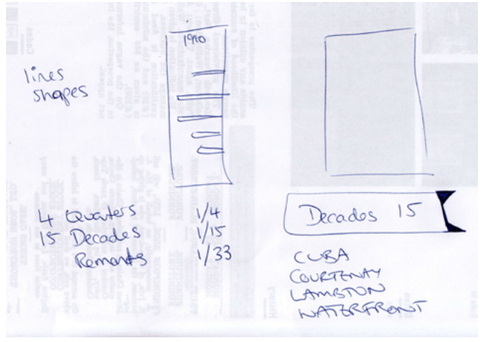

Map
A3 → A5

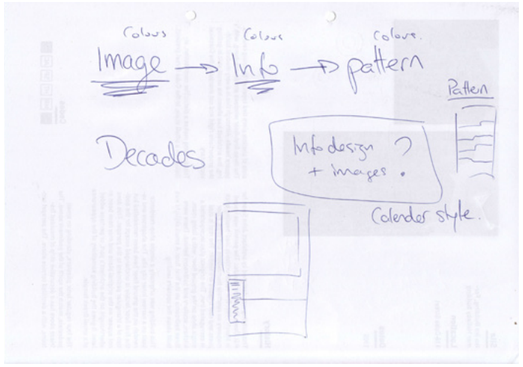

Leflets
places
traces
type
signs
Try funky design (old)
Try
Try x capital letters ?
A2 ?
Exhibition
1865 - 2015
THE OAKS
THE ROYAL OAK HOTEL
Posters / folds to pamphlet
Cards
Markers (physical)
Unfold discover ?
way of presenting ?

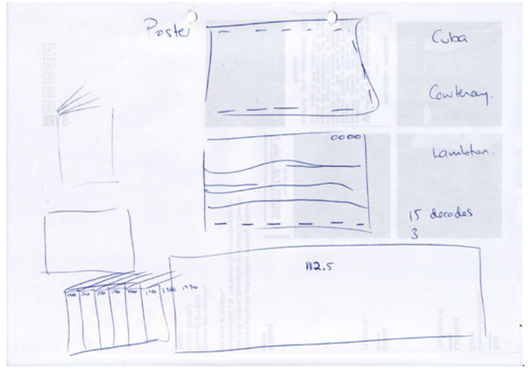

1900s
1910s
1920s
1930s
1940s
1950s
1960s
1970s
1980s
1990s
2000s

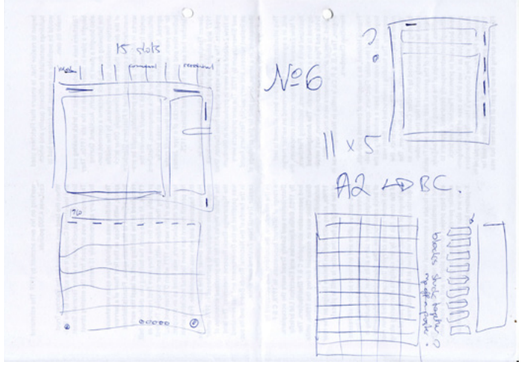
DAWSON
DANDY

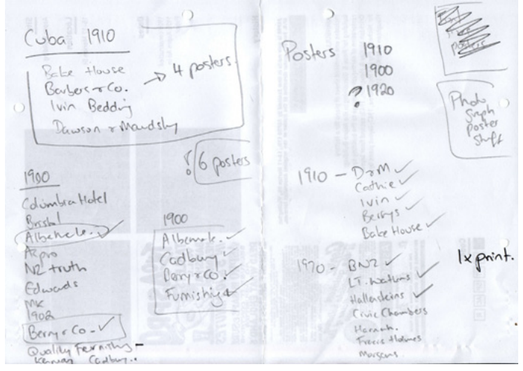

Try remnant coding
snake fold
accordion fold.
snake.
Flapper fold - Structural graphics
image split fold.

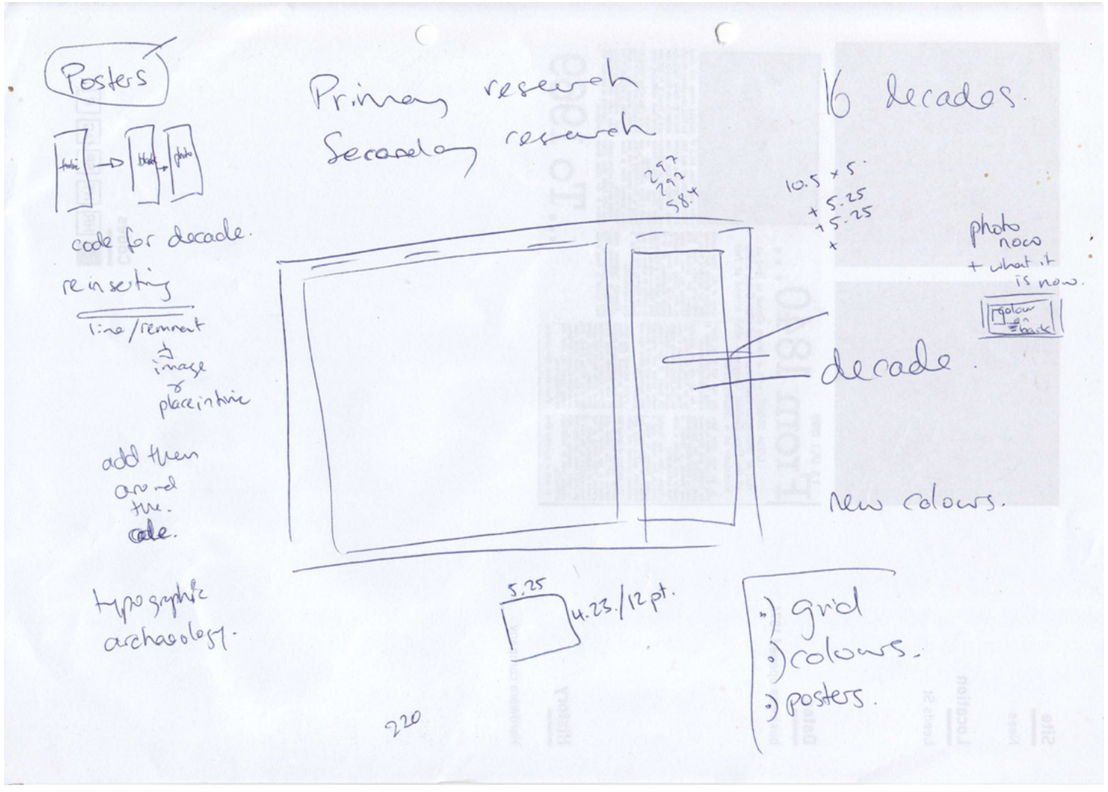

lines
shapes
1910
4 Quarters
15 Decades
Remants
1/4
1/15
1/33
Decades 15
CUBA
COURTENAY
LAMBTON
WATERFRONT

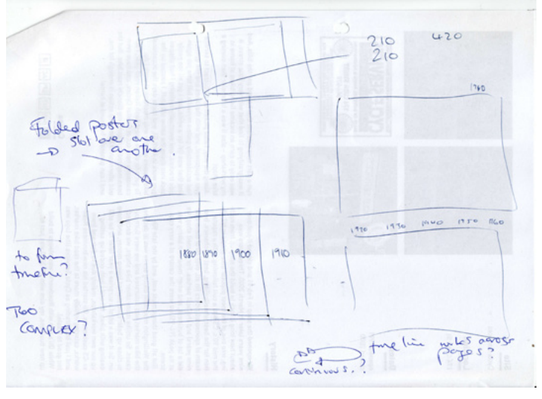

Colours
Colours
Colours
Image → Info → pattern
Pattern
Decades
Info design ?
+ images
Calender style.

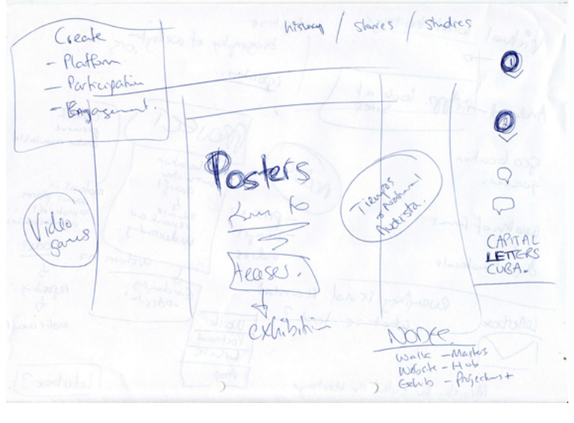

Poster
Cuba
Courtenay
Lambton
15 decades
3
112.5


15 slots
№6
11 x 5
A2 ↔ BC.


Cuba 1910
Bake House
Barbers & Co.
Ivin Bedding
Dawson & Mandsley
→ 4 posters
6 posters
1900
Columbia Hotel
Albemarle
Cadbury
Berry & Co.
Furnishing
Posters 1910
1900
1920
Photo Graph Poster Shift
1910 – D&M
Cathie
Ivin
Berrys
Bake House
1970 – BNZ
LT. Watkins
Hallensteins
Civic Chambers
Harnath
Frances Holmes
Morgans
1x print.


Posters
Primary research
Secondary research
16 decades.
code for decade.
reinserting
line/remnant
image
place in time
add them around the code.
typographic archaeology.
297
297
58.4
10.5 x 5
+ 5.25
+ 5.25
photo now
+ what it is now.
decade.
new colours.
5.25
4.23/12 pt.
grid
colours.
posters.
220





PAGE 19– Posters

Using the timeline as a grid system and adjusting it to fit a large format poster Working on a 650 x 440 format, slightly bigger than A2.

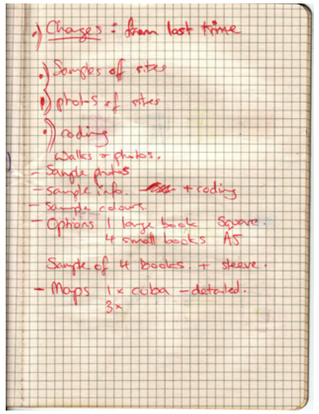
1910
1920
1900

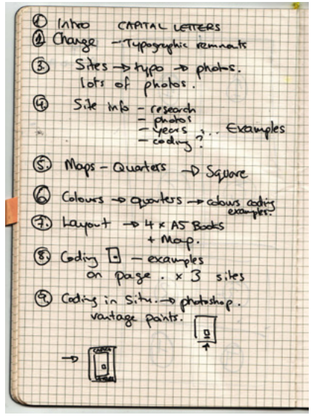
Looking at the shapes and how they can be combined with the information for each remnant.

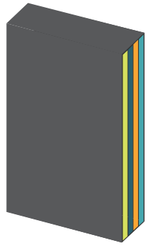
How much info to add on this poster. Collate the info for each remnant. Rewrite.

Excerpts from Newspaper clippings.

The variation in shapes and how this will matter? or not?

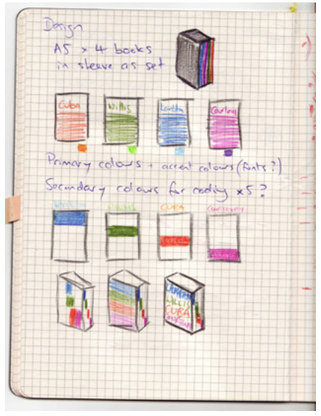


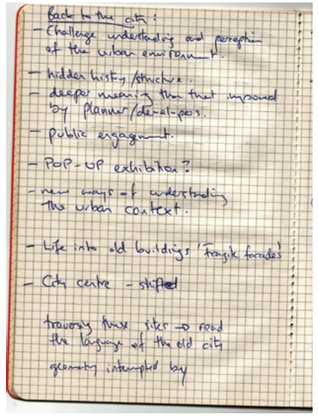


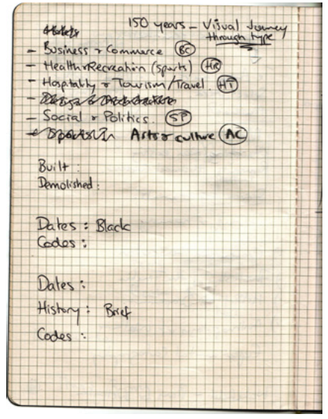


BOOKS AND MAP

- 4 x A5 books, one for each quarter
- Robust sleeve to hold books







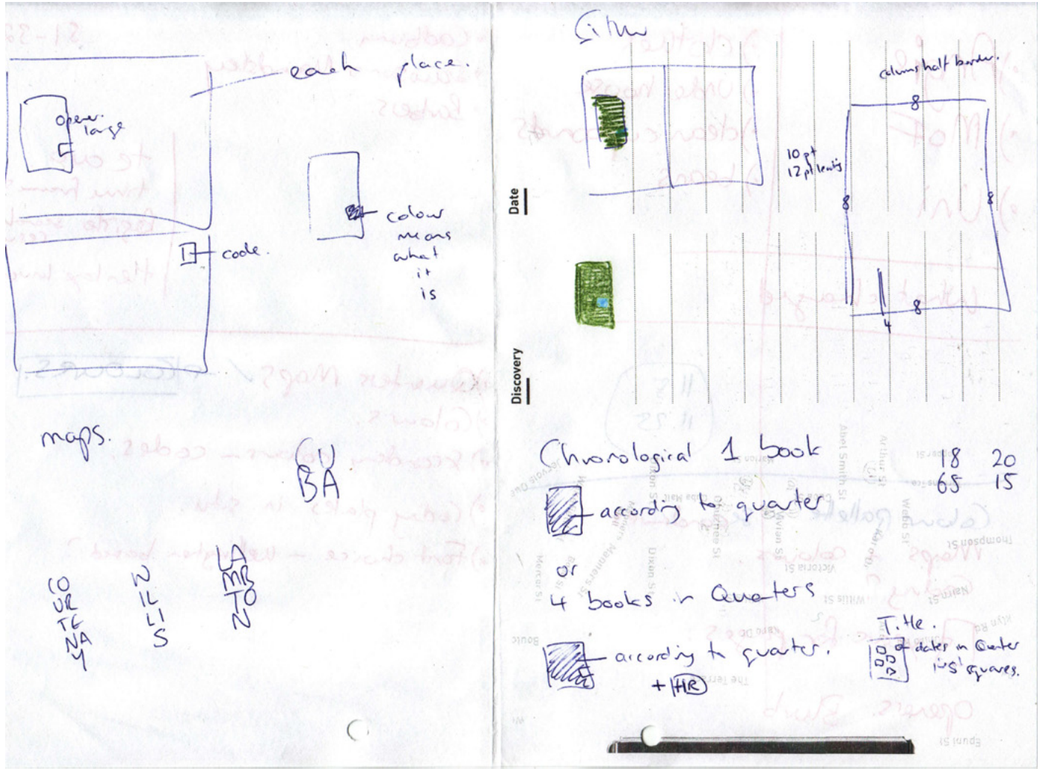
CUBA QUARTER

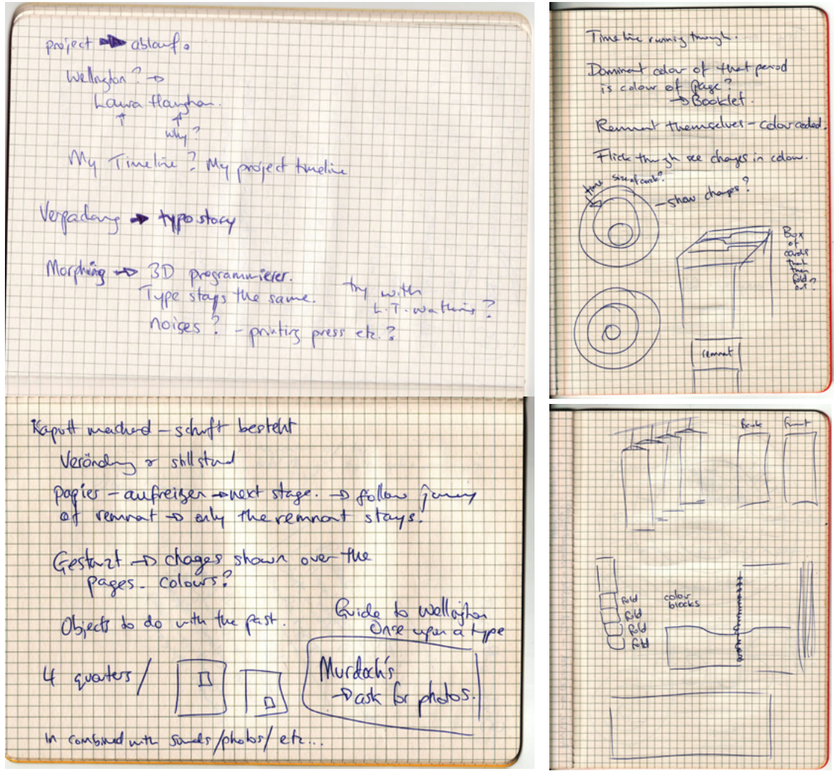
Albemarle
Arthur St
Barbers & Co.
Berry & Co.
BNZ Vivian
BNZ Manners
Bond Store
Cabbury Bros.
Casa Nova
City Finance
Cycle Services
Dawson & Maudsley
Edwards'
Floriditas Awning
Hallenstein Bros.
Ivin Manufactures
James Smith Corner
Lukes Lane
Morgan's Building
Morrison's Building
The Oaks
Picture Framing
T G Macarthy
Trades Hall
Wakefield Hotel
55 Cleaners
Super Cuts

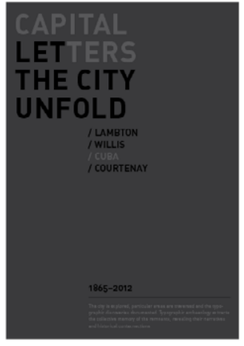
FORMATTING THE CITY

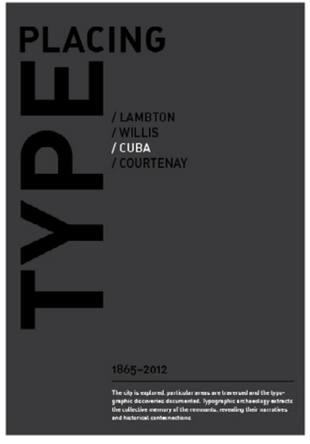
- Map of quarters included in set
- A3 sheet, folds to A5

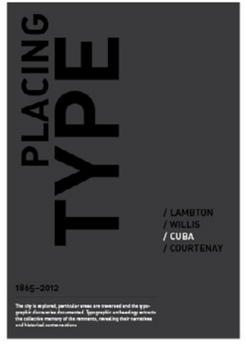
- Looking to work in the historical elements also
- Different layout options
- Options to explore on format etc
- Refinement...


each place.
open large
colour means what it is
code.
maps.
Date
Discovery
columns half border.
10 pt
12 pt leading
Chronological 1 book
according to quarter
or
4 books in Quarters
according to quarter.
+ HR
Title.
dates in Quarter
18 20
65 15


project → ablauf.
Wellington? →
Laura Haughan.
why?
My Timeline? My project timeline
Verpackung → typo story
Morphing → 3D programmierer.
Type stays the same.
try with L.T. watching?
noises? - printing press etc.?
Kapott machend - schrift besteht
Veränderung & still stand
papier - aufreizen → next stage. → follow journey of remnant → only the remnant stays.
Gestanzt → chages shown over the pages. colours?
Objects to do with the past.
Guide to Wellington
Once upon a type
4 quarters /
Murdoch's
→ ask for photos.
in combined with sounds/photos/ etc...
Timeline running through.
Dominant color of that period is colour of page?
→ Booklet.
Remnant themselves - colour coded.
Flick through see changes in colour.
show changes?
remnant
color blocks


CAPITAL
LETTERS
THE CITY
UNFOLD
/ LAMBTON
/ WILLIS
/ CUBA
/ COURTENAY
1865–2012


PLACING
TYPE
/ LAMBTON
/ WILLIS
/ CUBA
/ COURTENAY
1865–2012


PLACING
TYPE
/ LAMBTON
/ WILLIS
/ CUBA
/ COURTENAY
1865–2012

LAMBTON
WILLIS
CUBA
COURTENAY

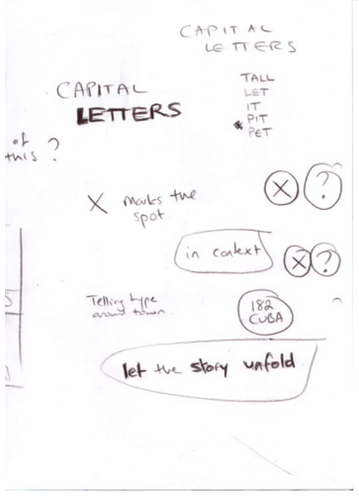
"what type of city is this?"
CAPITAL
LETTERS

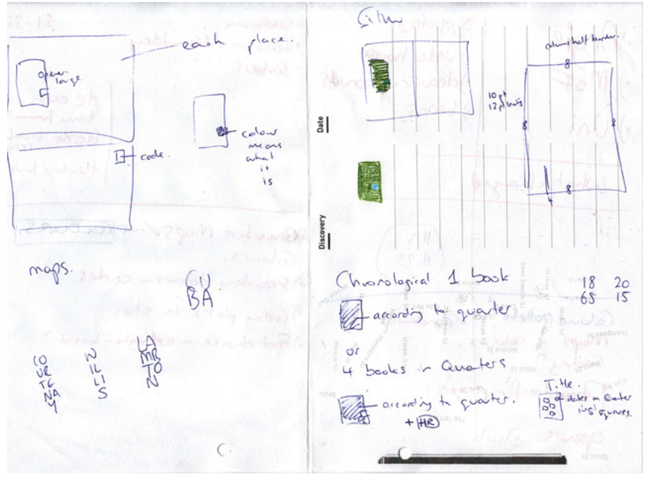
CAPITAL
LETTERS

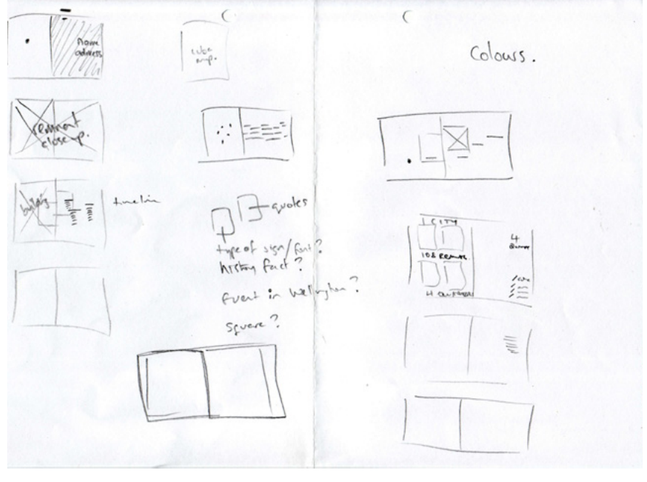
"what type of city is this?"
CAPITAL
LETTERS

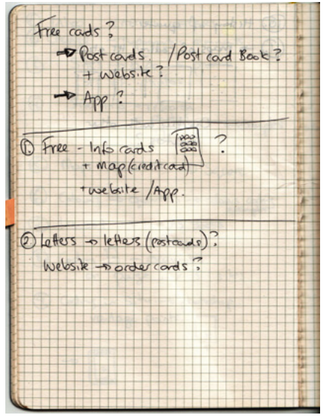
CAPITAL
LETTERS

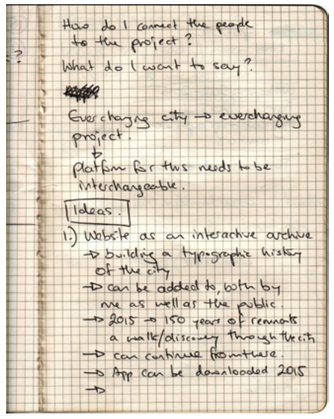
ROAD

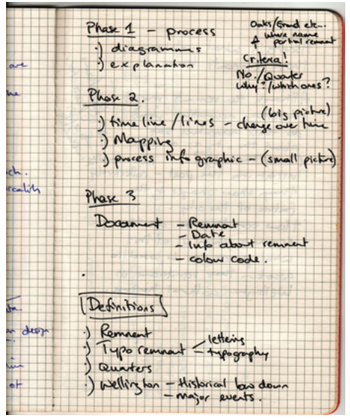

CAPITAL
LETTERS
CAPITAL
LETTERS
TALL
LET
IT
PIT
PET
X marks the spot
in context
Telling type around town
182
CUBA
let the story unfold

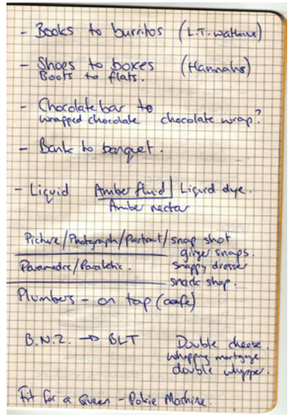

each place.
code.
maps.
Chronological 1 book
according to quarter
or
4 books in Quarters
according to quarter.
Date
Discovery

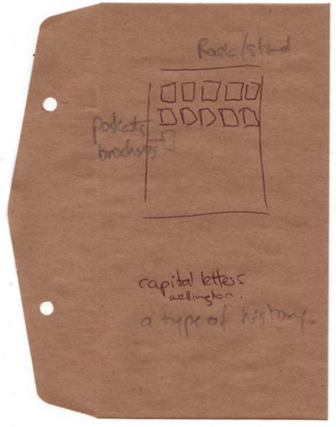

Colours.
quotes
type of sign/font?
history fact?
Event in Wellington?
Square?

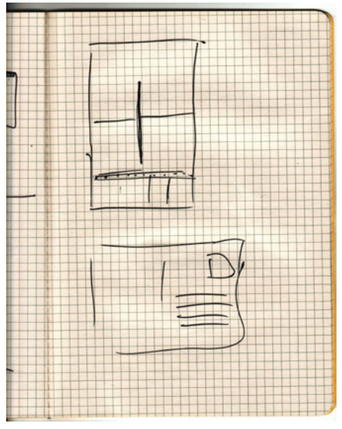

Free cards ?
Post cards /Post card Book ?
+ website ?
App ?
① Free - Info cards ?
+ map (credit card)
+ website / App.
② Letters → letters (postcards) ?
Website → order cards ?

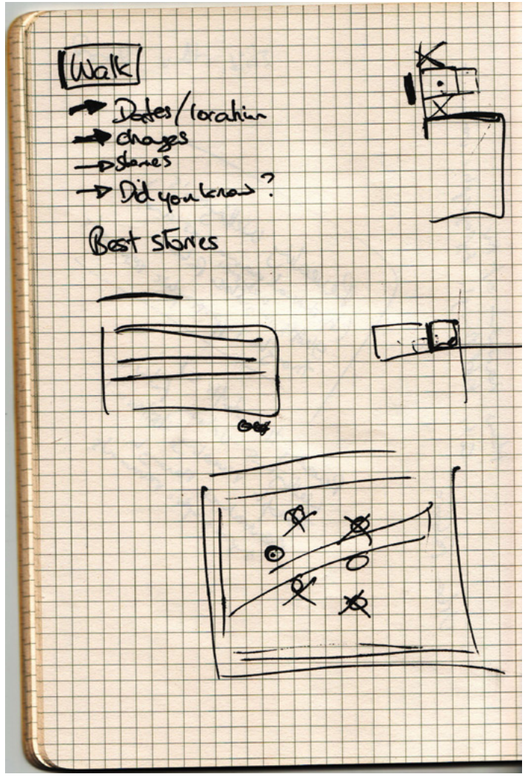

How do I connect the people to the project ?
What do I want to say ?
Ever changing city → ever changing project.
Platform for this needs to be interchangeable.
Ideas :
1.) Website as an interactive archive
→ building a typographic history of the city
→ can be added to, both by me as well as the public
→ 2015 → 150 years of remnants a quite/discovery through the city
→ can continue from there
→ App can be downloaded 2015

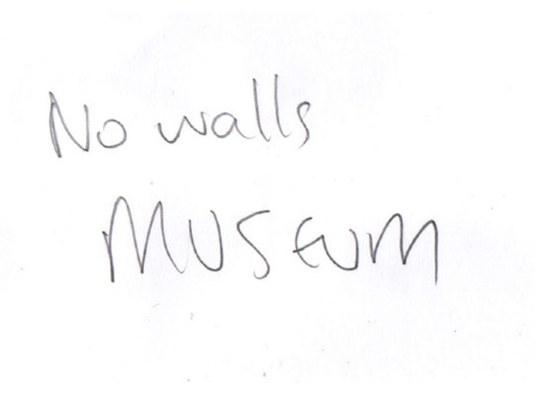

Phase 1 - process
) diagrammes
) explanation
Phase 2.
) time line / lines - change over time
) Mapping
) process into graphic - (small picture)
Phase 3
Document - Remnant
- Date
- Info about remnant
- colour code.
Definitions
) Remnant
) Typo remnant
) Quarters
) Wellington - Historical boundaries
- Major events.


- Books to burritos (L.T. nature)
- Shoes to boxes (Mechanic)
Boots to flats.
- Chocolate bar to chocolate wrap?
wrapped chocolate
- Bank to banquet.
- Liquid Amber fluid / Liquid dye.
Amber nectar
Picture / Photograph / Portrait / snap shot
Pacemaker / Painters.
Plumbers - on top (cafe)
B.M.T. → BLT
Fit for a Queen - Police Machine.


Postcards / Postcard
postcard brochure
capital letters
wellington.
a type of history.




Walk
Dates / location
changes
stories
Did you know ?
Best stores


No walls
MUSEUM

How do typographic remnants/fragments in urban spaces contribute to the narrative of a city and how can these express a visual history of Wellington from 1865 - 2015. (150 year anniversary)

Typography remnants as an index

→ The physical context that changed around them.

→ placement of the typography signs?

→ Physical position

→

To what extent to typographic remnants act as an index in Wellington's history.

Geosemiotics Discourse in Place:

- to make reference to the social meanings of the material placement of signs
- meaning depends on forms of indexicality

Visual semiotics / Place semiotics

Fragment / Placement

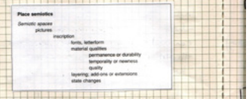
Icon / Indexes / Symbols

low/high semiotic intensity.

Indexing → what do the fragments tell us:
- Periods of time.
- Surroundings → index but change.

Symbolic / Indexical

Peirce semiotics
Semiotic (pg 129)



1) Fonts
2) Material
3) Layering
4) State changes

Indexicality → Typography can make its meaning physically characteristics or placement together with another sign or object, we call that phenomenon indexicality

Symbolization → when a sign makes its meaning through by repeating something else (such as a word, a picture, a sound, or a gesture) that has come to be associated with a particular meaning by social convention.

which is ideal or metaphorical.

Fonts can symbolize in a time period or a materials use.

Historical / Social expectations for what should be the unmarked or default meanings in that place. (134)

Materials → meanings. (136)

Out of which object is made signal which kind of meaning. High quality, permanent, formal is taken to indicate that the text, thus producer are to last the length of the building
→ Inscribed / formal signal greater authority, thus highly original approved graffiti part of city walls.

Temporality can be symbolized by add ons / attached / superimposed

Inscription and code performance

Inscription is open to much like the performance of social rules that we discussed in Chapter 3. It sign makes use of forms (and designs and color schemes), materials, layers, and state changes to signal things about the meaning of the words that go far beyond what the words themselves say. These meanings can include temporality or permanence, quality, and current technology or ideology readings.

Emplacement ↓ (142)
- location.

Graffiti → transgressive.

Situated emplacements: 160 m

Public functional notices
- neutral plates with embossed identification 186-187
- Municipal infrastructural discourses.

→ slogan - still considered significant aspect of semiotic make-up of the experience of walking in the city

Discourses

→ Regulatory discourses
1) infrastructural discourses
2) commercial discourses
3) transgressive discourses.

(267)

The visual semiotics of signs and the images and text, and the placement of these discourses in the physical spaces in which we live and act.

Materials meanings:
→ permanence/durability
→ temporality/newness
→ quality

Conveyed through
→ medium of inscription (touch, engage)
→ material of the sign itself (canvas, wood, plastic, paper, cloth, paper)
→ freshness of installation (wet paint, shiny unmarked surface)

Inscription layering (137)
→ continues to palimpsest remnants?

Scale changes
→ Ogee/Colonial signs: often can be seen but only illuminated at night.

Erased inscription
Covered → original comment state of indexicality hidden. Should not be indexed till furthered.

Typography / Meaning
Symbolic of: class, structure (placement)

Index the community within which it is being used or it can symbolize something about the product of business that has nothing to do with the place it is located.
Choice of fonts or preferred semiotic visual systems (119)

Indexing time?

- Code preference - based on geopolitical indexing or
- Symbolization based on sociocultural associations ... we must have some evidence from outside the signs themselves to make this determination.

What is left behind is equally important as that which changes / is replaced.

Am I saying traces ~~are~~ should remain? - Integrative design.

Sense of place?
Connect people to place / history
Engaging with their City.
Make people more aware of their surroundings.
Accentuating history through typography
Drawing out facets of the city using typography as remnants. exist
a medium. to portray its history.

Opinion of loss of character of type / place + well integrated. disjunction

Database.
How do I relate to it what is its value.

→ help focus this way.

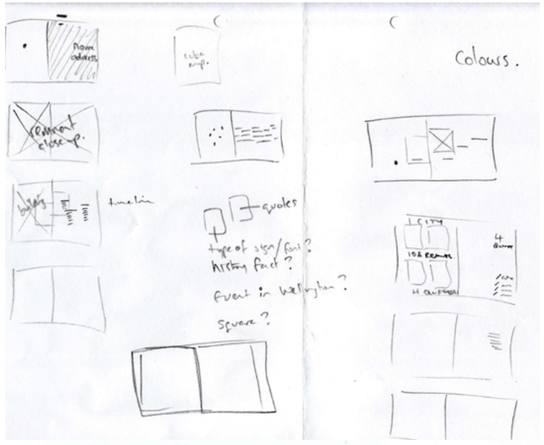
CHARACTER

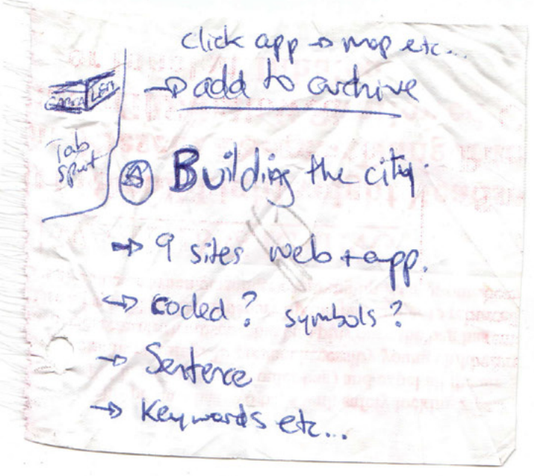
What other things can be deducted?

Look into these options further.

1) Map + poster → fold
2) Poster
3) website
4) App?

_OTHER
5_PRECINC...g_223.jpg
55Cleaners
1917
1920
1989
Aibemarle
Arco
Arthur
Aspro
Audio
Bake
Barbers
Barbers&Co
BarbersBuilding
Berrys
BNZManners
BNZViv
BondElectrical
BondStSign
Bristol
CadburyBros
CasaNova
CashConverters
ChannelVision
CityFinance
CivicChambers
ColumbiaHotel
CosmicCorner
CubaFruit
CubanCourt
CubaStSign1840
CycleServices
Dawson&Maudsley
FloriditasAwning
FrancisHolmes
GhuzneeBuilding
GhuzneeStSign
GoodAsGold
HallBros
HannahsBoots
Hunters&Collectors
Ikolko
IvinManufacturers
JamesSmithCorner
KebabHouse
KennedyBuilding
ManchesterUnity
McKenzies
Metropol
MKBuilding
Morgans
Morrisons
NationalOffice
Nees
Oaks
PearseHouse
PeepPalacex2
PicFrame
PMoore
Poon
Soho
Spotless
StreetLamps
SuperCuts
Tasty
TeAroPark
TGMacarthy
TheVic
TheWellington
Toomaths
TradesHall
Truth
Union?
UsedCars
VidCom
WakefieldHotel
WatkinsLTD
WEB
WorldTradeCenter


Colours.
timeline
type of sign/font?
historical fact?
Event in Wellington?
Square?


click app → map etc..
→ add to archive
Tab spot
Building the city.
→ 9 sites web+app.
→ coded? symbols?
→ Sentence
→ Keywords etc..

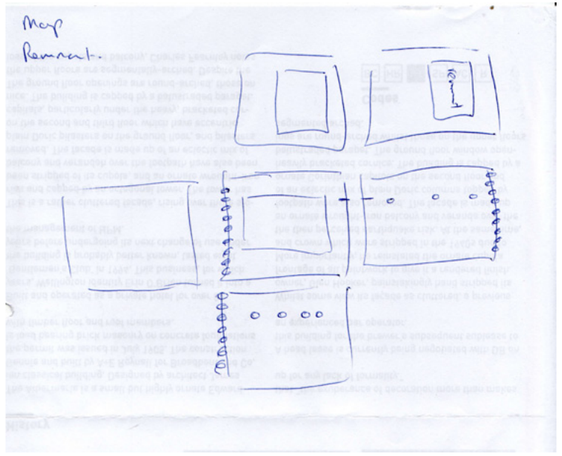
CUBA St Everything
The History of CUBA
Cuba Street is one of the most prominent streets in Wellington, New Zealand.
1840
1969
1995
1993

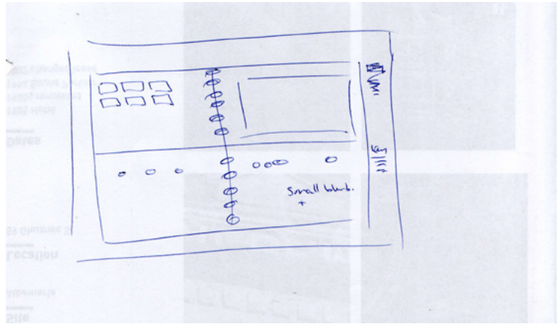
Relocation TONKS
City cottages transformed

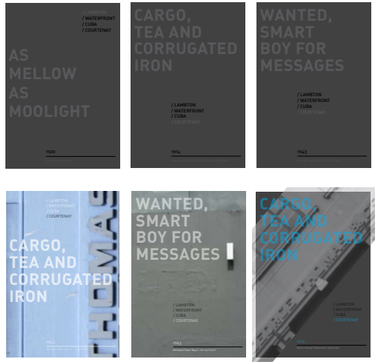
CUBA St Everything
The History of CUBA
Cuba Street is one of the most prominent streets in Wellington, New Zealand.

Westpac → Bank of New South Wales
Used 1971
Westpac marking 150 years
1906
1954

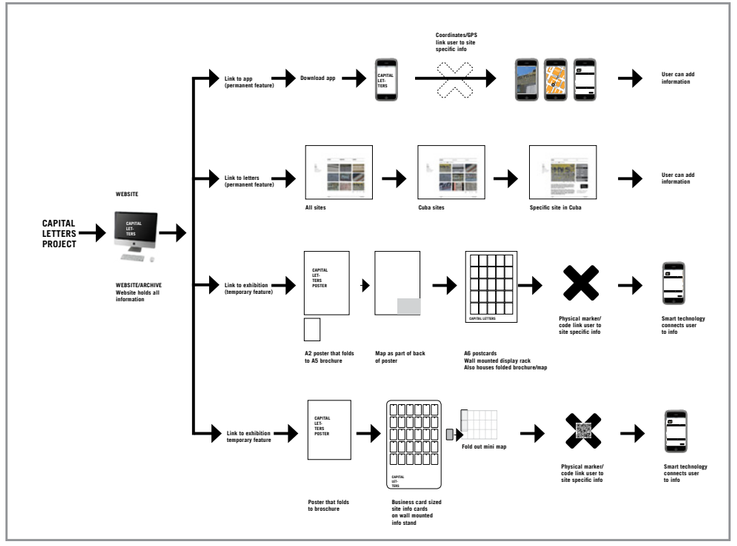
Blanket Man
Cuba → Courtenay
Get down to CUBA
Contrasts
Mid Cuba mid 70s - 80s
Red light

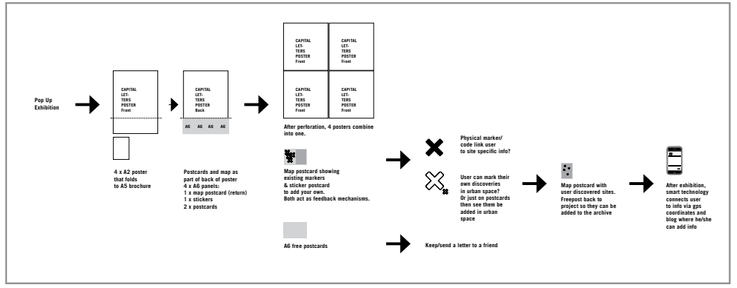

Map
Remnant.


Small Wht.

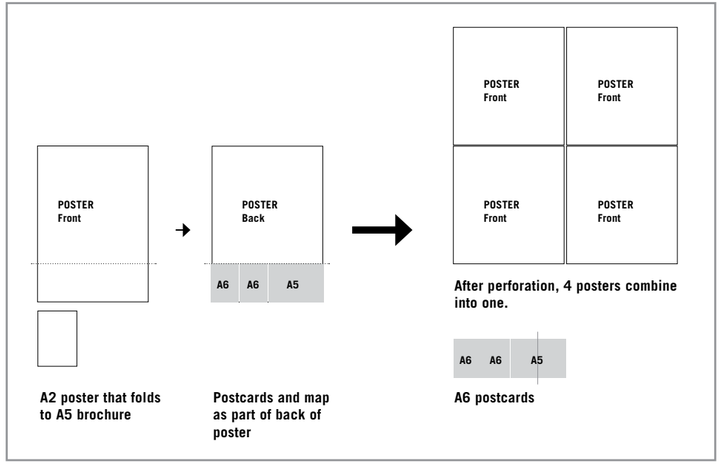

AS MELLOW AS MOOLIGHT
CARGO, TEA AND CORRUGATED IRON
WANTED, SMART BOY FOR MESSAGES
CARGO, TEA AND CORRUGATED IRON
WANTED, SMART BOY FOR MESSAGES
CARGO, TEA AND CORRUGATED IRON

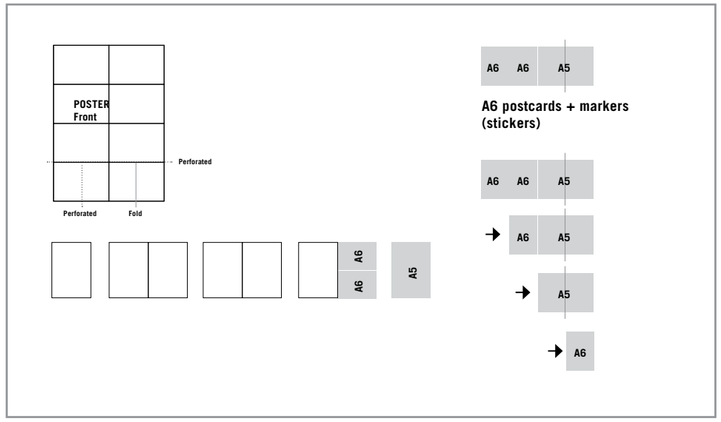
OPEN
9-1
BOND
DAWSON
SUPER Cuts

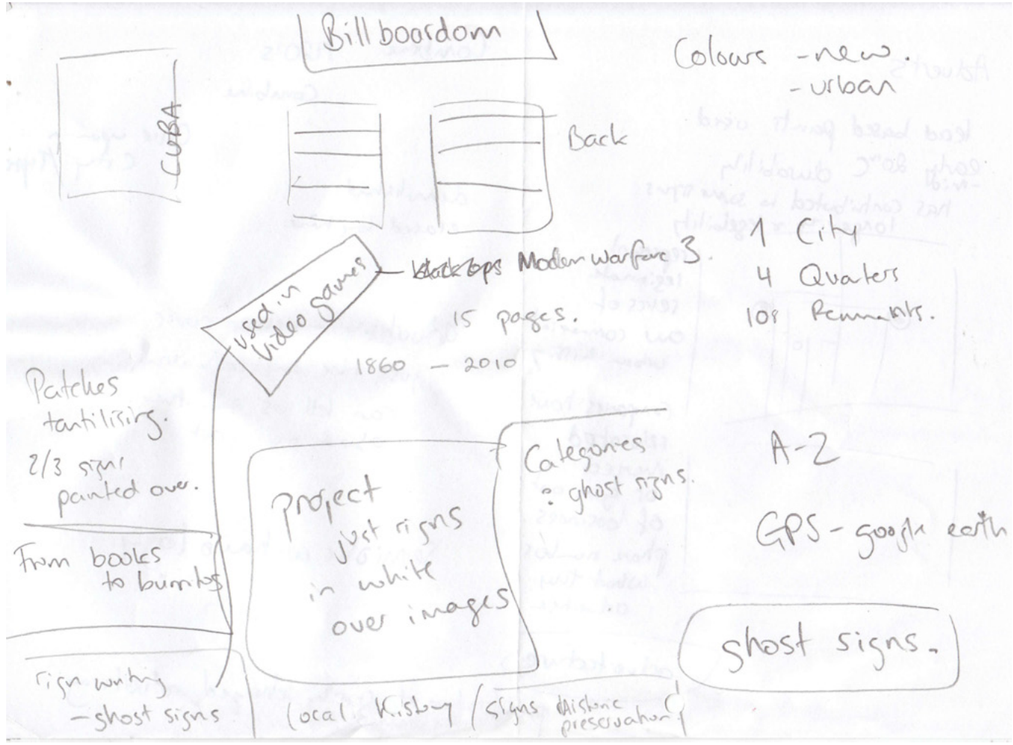

CAPITAL LETTERS PROJECT
WEBSITE
WEBSITE/ARCHIVE
Website holds all information
Link to app (permanent feature)
Download app
Coordinates/GPS link user to site specific info
User can add information
Link to letters (permanent feature)
All sites
Cuba sites
Specific site in Cuba
User can add information
Link to exhibition (temporary feature)
A2 poster that folds to A5 brochure
Map as part of back of poster
A6 postcards
Wall mounted display rack
Also houses folded brochure/map
Physical marker/ code link user to site specific info
Smart technology connects user to info
Link to exhibition temporary feature
Poster that folds to brochure
Business card sized site info cards on wall mounted info stand
Fold out mini map
Physical marker/ code link user to site specific info
Smart technology connects user to info

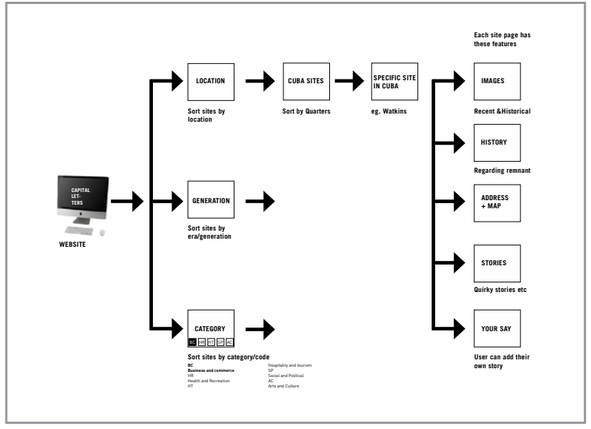

Pop Up Exhibition
4 x A2 poster that folds to A5 brochure
A5 A5 A5 A5
Postcards and map as part of back of poster
4 x A6 panels;
1 x map postcard (return)
1 x stickers
2 x postcards
After perforation, 4 posters combine into one.
Map postcard showing existing markers & sticker postcard to add your own. Both act as feedback mechanisms.
A6 free postcards
Physical marker/ code link user to site specific info?
User can mark their own discoveries in urban space? Or just on postcards then see them be added in urban space
Keep/send a letter to a friend
Map postcard with user discovered sites. Freepost back to project so they can be added to the archive
After exhibition, smart technology connects user to info via gps coordinates and blog where he/she can add info

Download app
Coordinates/GPS link user to site specific info
User can add information


POSTER
Front
POSTER
Back
A6 A6 A5
POSTER
Front
POSTER
Front
POSTER
Front
POSTER
Front
After perforation, 4 posters combine into one.
A6 A6 A5
A2 poster that folds to A5 brochure
Postcards and map as part of back of poster
A6 postcards


POSTER
Front
Perforated
Perforated
Fold
A6
A6
A5
A6 A6 A5
A6 postcards + markers (stickers)
A6 A6 A5
A6 A5
A5
A6

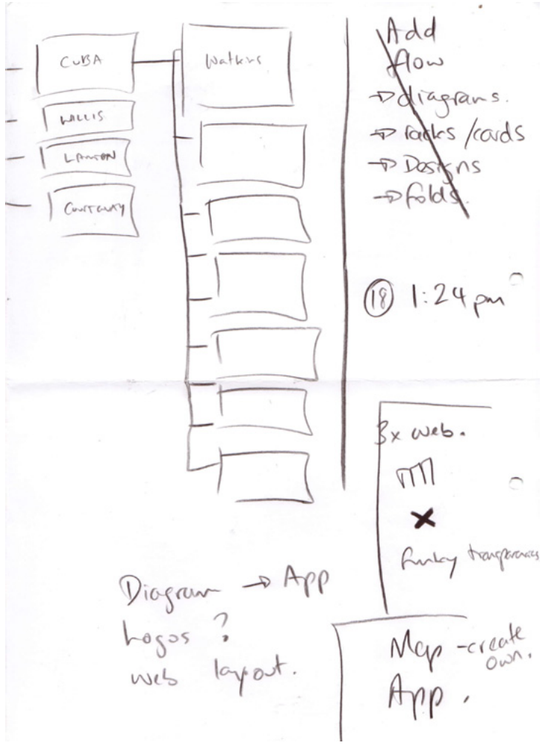

Billboardom
Colours - new.
- urban
CUBA
Back
1 City
4 Quarters
108 Remnants.
used in video games
Modern warfare 3.
15 pages.
1860 - 2010
Patches tantilising.
2/3 signs painted over.
From books to burritos
Project just signs in white over images
Categories : ghost signs.
A-Z
GPS - google earth
ghost signs.
sign writing - ghost signs
local History / signs historic preservation

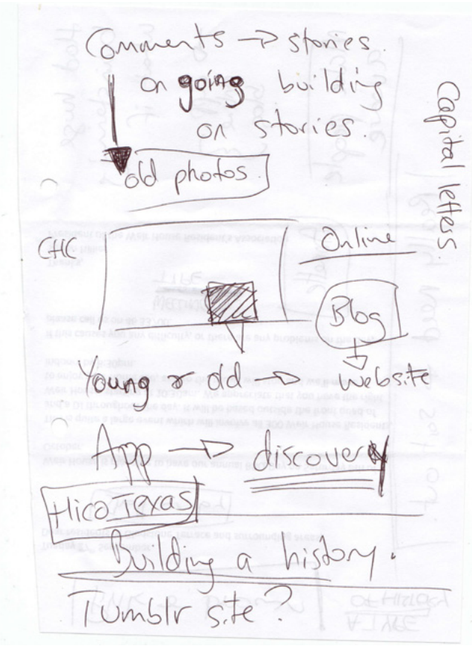

Each site page has these features
CAPITAL LETTERS
WEBSITE
LOCATION
Sort sites by location
CUBA SITES
Sort by Quarters
SPECIFIC SITE IN CUBA
eg. Watkins
IMAGES
Recent &Historical
HISTORY
Regarding remnant
GENERATION
Sort sites by era/generation
ADDRESS + MAP
STORIES
Quirky stories etc
CATEGORY
Sort sites by category/code
YOUR SAY
User can add their own story

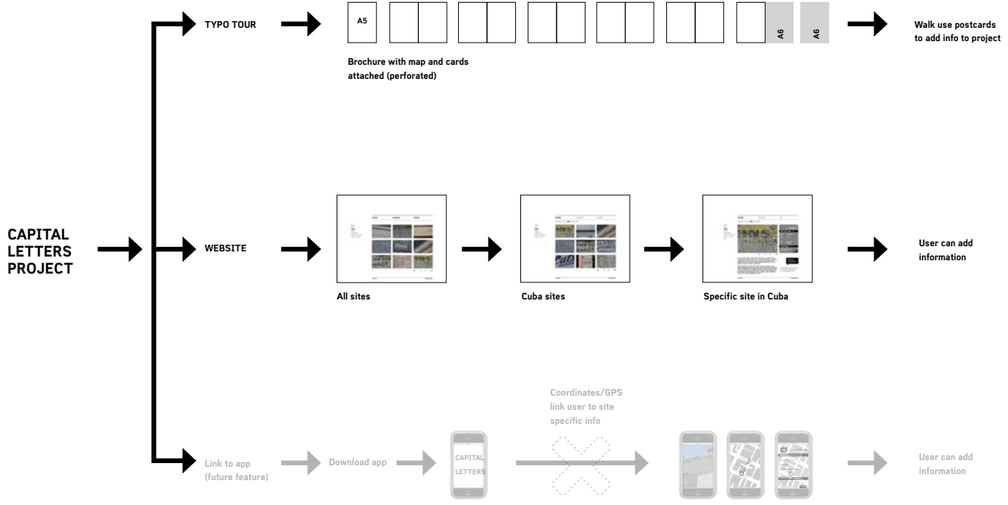
CAPITAL LETTERS THE STORY UNFOLD

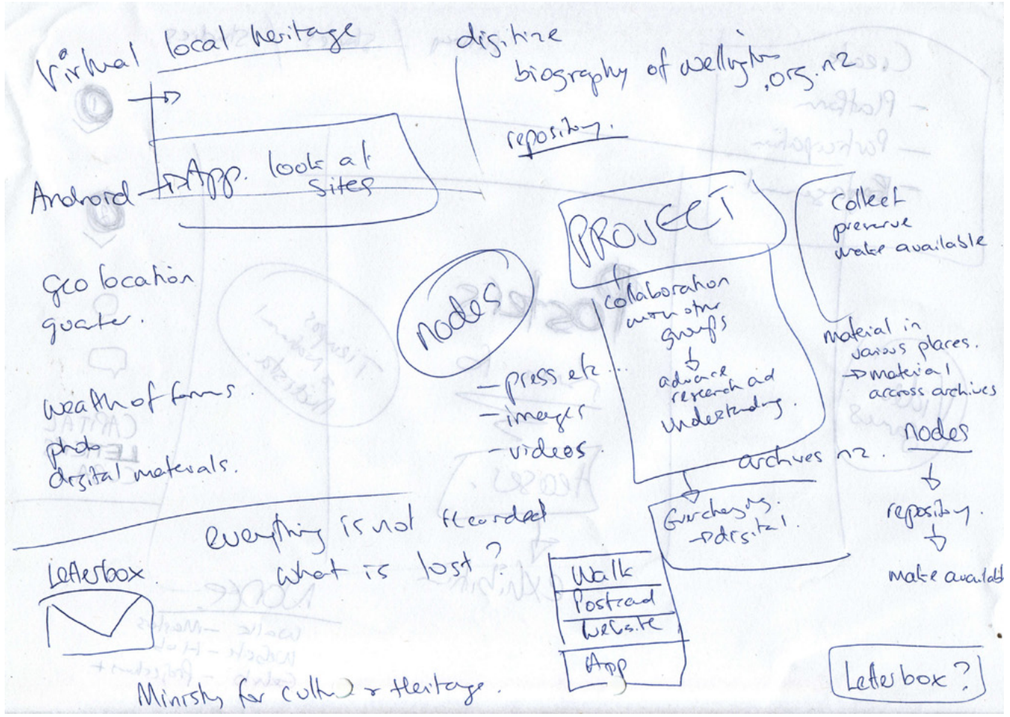
CAPITAL LETTERS THE STORY UNFOLD

CAPITAL LETTERS THE STORY UNFOLD


CUBA
Watkins
Add flow
→ diagrams.
→ racks /cards
→ Designs
→ folds.
18 1:24 pm
3x web.
funky transparency
Diagram → App
Logos ?
web layout.
Map - create own.
App.


Comments → stories.
on going building
on stories.
old photos
Capital letters
CHC
Online
Blog
Young & old → website
App → discovery
Hico Texas
Building a history.
Tumblr site?


CAPITAL LETTERS PROJECT
TYPO TOUR
A5
A6
A6
Brochure with map and cards attached (perforated)
Walk use postcards to add info to project
WEBSITE
All sites
Cuba sites
Specific site in Cuba
User can add information
Link to app (future feature)
Download app
CAPITAL LETTERS
Coordinates/GPS link user to site specific info
User can add information


virtual local heritage
digitize
biography of wellington, org. nz
repository.
Android
App. look at sites
PROJECT
Collect
preserve
make available
geo location
quarter.
nodes
collaboration with other groups
advance research and understanding.
material in various places.
material across archives
- press etc...
- images
- videos.
weath of farms.
photo
digital materials.
archives nz.
nodes
repository.
make available
Everything is not recorded
what is lost?
Letterbox.
Walk
Postcard
Website
App
Ministry for culture & heritage.
Letterbox?

Bold → WHEN - change title.

WHEN
1906 Built as Boy's Institute
1970s Alexander & Webb Printing Co. Ltd
1980s–2000s Music Studio
2005 Relocated

LOCATION
208-212 Taranaki St

1906 | Built?
also.

FRANCIS HOLMES Francis Holmes Ltd. was a cement and general builders' merchants, and this building was constructed for it as a warehouse by the Fletcher Trust and Fletcher Investment Company in 1929. The latter leased the building to Francis Holmes Ltd. for some 16 years before selling the building to the company in 1946. The involvement of the Fletcher Trust company in providing a building for Francis Holmes Ltd. was undoubtedly bound up in the considerable changes underway in the brick and concrete industries at the end of the 1920s.

8.5 / 10

FRANCIS HOLMES Francis Holmes Ltd. was a cement and general builders' merchants, and this building was constructed for it as a warehouse by the Fletcher Trust and Fletcher Investment Company in 1929. The latter leased the building to Francis Holmes Ltd. for some 16 years before selling the building to the company in 1946. The involvement of the Fletcher Trust company in providing a building for Francis Holmes Ltd. was undoubtedly bound up in the considerable changes underway in the brick and concrete industries at the end of the 1920s.

8.5 / 11

FRANCIS HOLMES Francis Holmes Ltd. was a cement and general builders' merchants, and this building was constructed for it as a warehouse by the Fletcher Trust and Fletcher Investment Company in 1929. The latter leased the building to Francis Holmes Ltd. for some 16 years before selling the building to the company in 1946. The involvement of the Fletcher Trust company in providing a building for Francis Holmes Ltd. was undoubtedly bound up in the considerable changes underway in the brick and concrete industries at the end of the 1920s.

9/11

FRANCIS HOLMES Francis Holmes Ltd. was a cement and general builders' merchants, and this building was constructed for it as a warehouse by the Fletcher Trust and Fletcher Investment Company in 1929. The latter leased the building to Francis Holmes Ltd. for some 16 years before selling the building to the company in 1946. The involvement of the Fletcher Trust company in providing a building for Francis Holmes Ltd. was undoubtedly bound up in the considerable changes underway in the brick and concrete industries at the end of the 1920s.

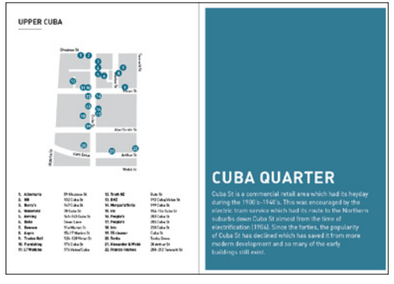
?

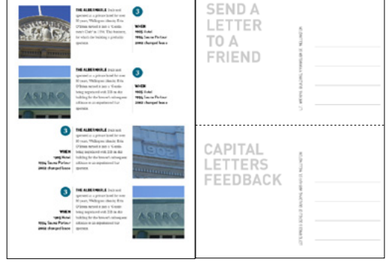
9/12.

✓

column width?
6/7/8 words/line

Grid? 4 columns?
5 columns?

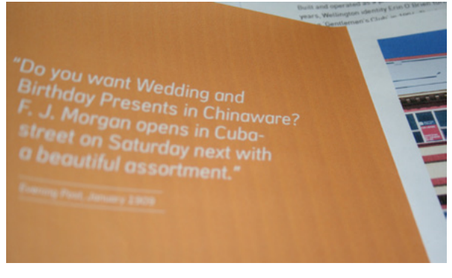


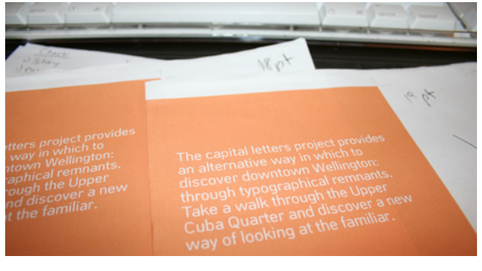


WHEN
1904 | Building
1920s | Bought by
1990 | Company
Arthur St

LOWER CUBA | TYPO TOUR
WATERFRONT | TYPO TOUR
COURTENAY | TYPO TOUR
LAMBTON | TYPO TOUR

FANCY GOODS


"Do you want Wedding and
Birthday Presents in Chinaware?
F. J. Morgan opens in Cuba-
street on Saturday next with
a beautiful assortment."


The capital letters project provides
an alternative way in which to
discover downtown Wellington:
through typographical remnants.
Take a walk through the Upper
Cuba Quarter and discover a new
way of looking at the familiar.

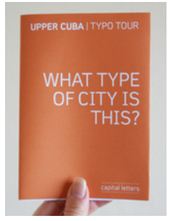
capital letters
HOME
ABOUT
CONTACT
QUARTERS
WALKS
LETTERBOX
SEARCH
BACK TO TOP
© capital letters 2011

capital letters

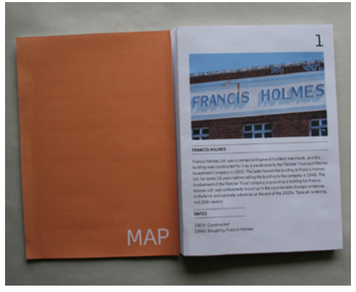
capital letters

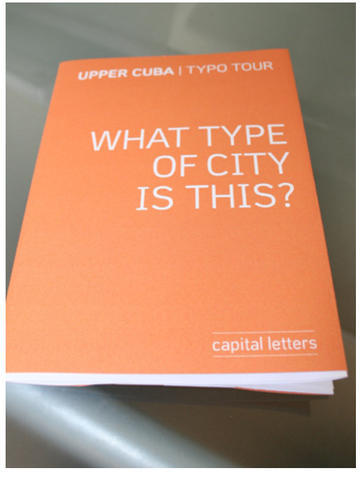
1
FRANCIS HOLMES

3


UPPER CUBA | TYPO TOUR
WHAT TYPE OF CITY IS THIS?
capital letters

LETTERBOX


1
FRANCIS HOLMES
MAP


UPPER CUBA | TYPO TOUR
WHAT TYPE OF CITY IS THIS?
capital letters

7

MAP

Karo Drive
3

MAP
1
FRANCIS HOLMES

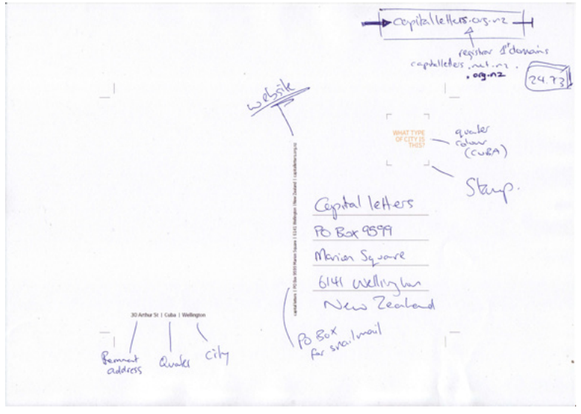
WHEN

2
LETTERPRESS

UPPER CUBA | TYPO TOUR
MAP
WHAT TYPE
OF CITY
IS THIS?

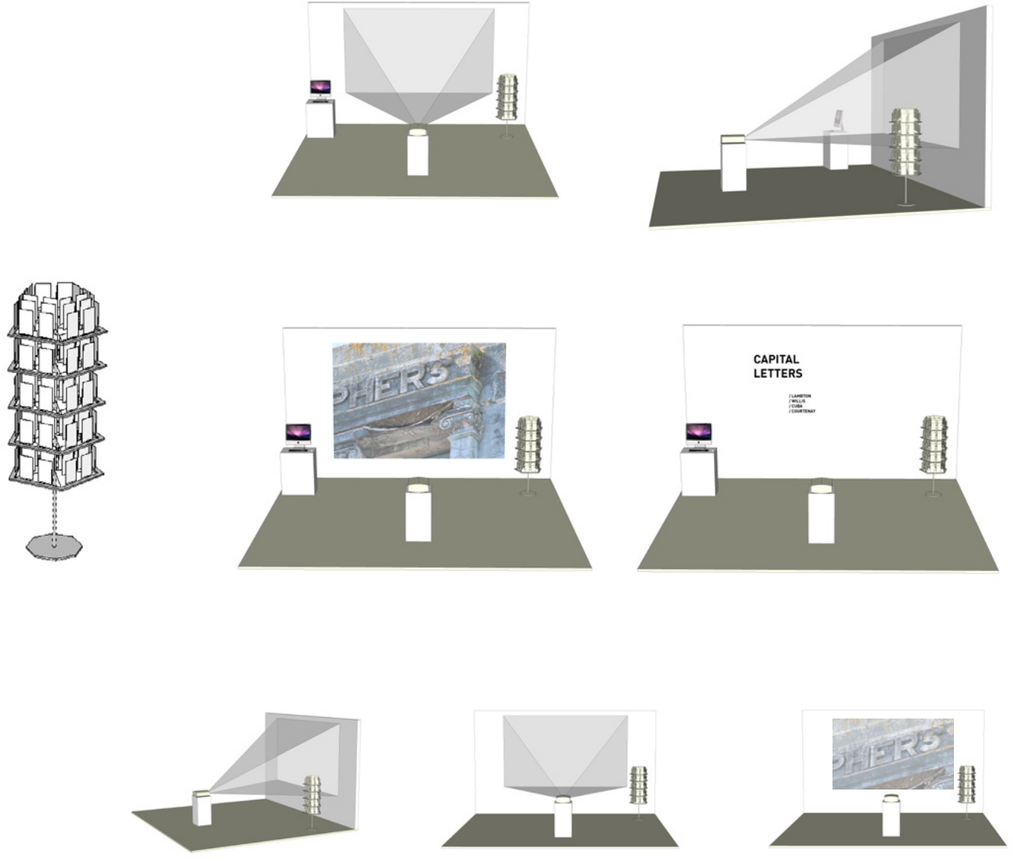
WHAT TYPE
OF CITY
IS THIS?
MAP

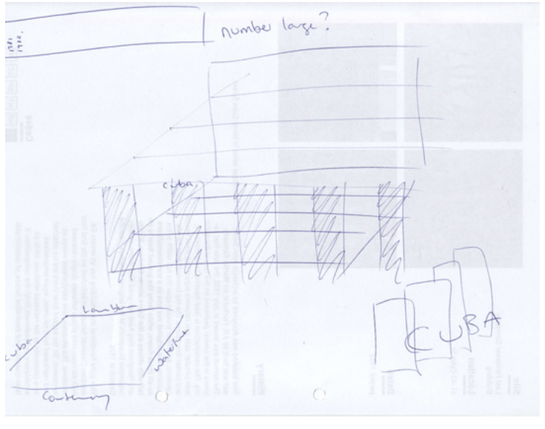
UPPER CUBA TYPO TOUR | walk time 40 mins
Francis Holmes 208-212 Taranaki St
Alexander & Webb 30 Arthur St
C. Tonks 5 Tonks Gr
A. E. Ivin 230 Cuba St
People's Palace 223 Cuba St
Morgan's Building 199 Cuba St
BNZ 192 Cuba St
NZ Truth 9 Bute St
L. T. Watking 176 Cuba St
Veitch & Allen 176 Cuba St
Trades Hall 124-128 Vivian St
Aspro Building 15-17 Marion St
Dawson & Maudsley 11a Marion St
The Bake House 6 Swan Ln
The Vic 154-156 Cuba St
Wakefield Hotel 149 Cuba St
Berry & Co. 145-149 Cuba St
Hallenstein Bros. 132 Cuba St
The Albemarle 59 Ghuznee St


capitalletters.org.nz
registrar d'domains
capitalletters.net.nz .
.org.nz
24.73
website
WHAT TYPE OF CITY IS THIS?
quarter colour (CUBA)
Step.
Capital letters
PO Box 9599
Marion Square
6141 Wellington
New Zealand
PO Box for snail mail
30 Arthur St | Cuba | Wellington
Remnant address
Cuba
City

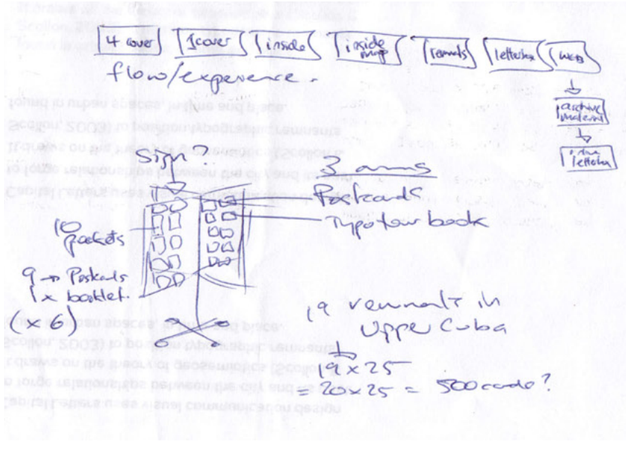
145-149 Cuba St | Cuba | Wellington

Capital letters / PO Box 9599 Marion Square





Display remnants & archive material on screen.
Projections don't work well with other elements.
Stand needs to be in light etc...



Walk booklet is central to exhib.
Begins the process of the project.
Remnants in stand are large
→ go see them.