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Large-Scale Wayfinding Design at Boston Convention

Abram Kempner

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300
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ASHA 2022

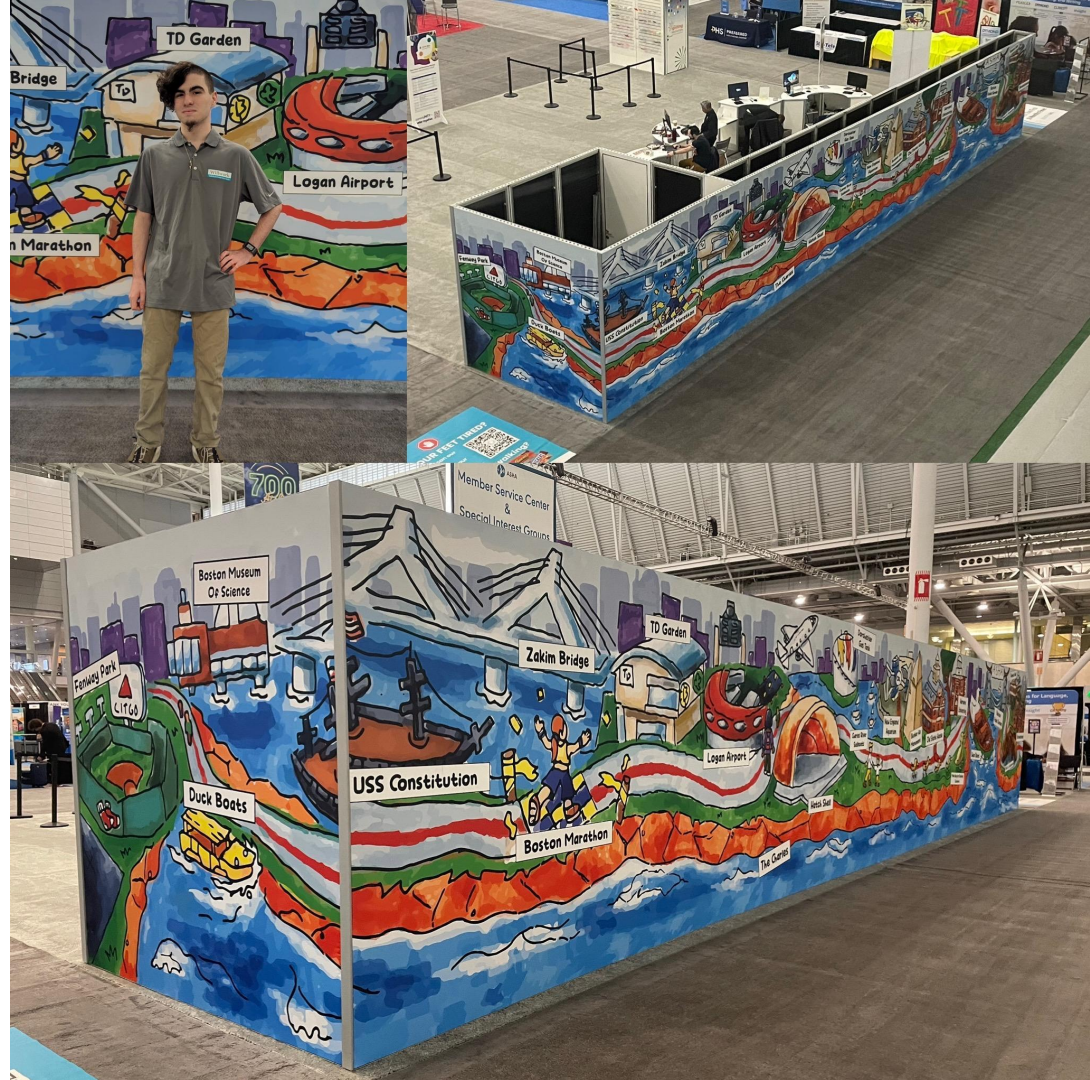
300
Years
1780-2022
ASHA 2022
Cisco Source
ROOM 641

Large-Scale Wayfinding Design at Boston Convention

By: Abram Kempner

Background

I took part in this design project during my summer internship with **Willwork Global Event Services**, a trusted partner in event solutions. The objective of this design project was to create **large-scale, dynamic environmental and wayfinding graphics**. The design was to be used on signage and booths that attendees would interact with throughout the 2023 American Speech Hearing Association Convention in Boston, In accordance with the theme and brand outlines provided by ASHA.





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Process

The event consisted of 3 core elements: **Igniting Innovation, Education and Boston culture.** For the membership services booth and speaker-ready room entrance, illustrations of **iconic Boston landmarks** were meticulously hand-drawn, revised and refined over a light table and scanned to be transferred to digital artwork. A deep dive exploration of Adobe Photoshop tools resulted in the **appearance of watercolor paintings**, reminiscent of childhood art classes. Using Adobe Illustrator, I created the graphics for the registration booth and photo-op areas, and with detailed feedback from ASHA representatives, **I was able to bring their vision to life.**





Boston Children's
Museum

Boston Harbor
Hotel

Custom House
Tower

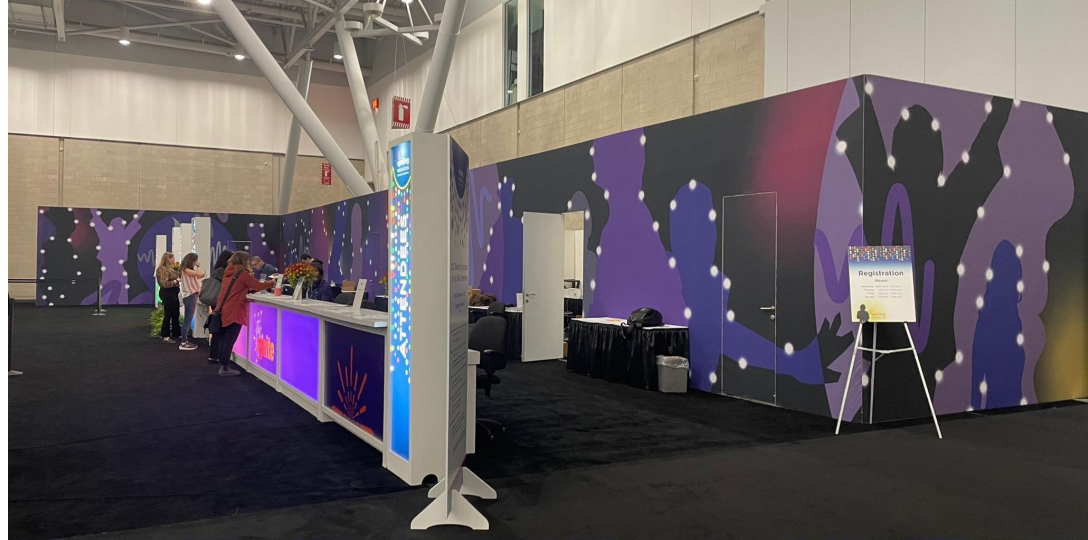
Speaker
Ready
room

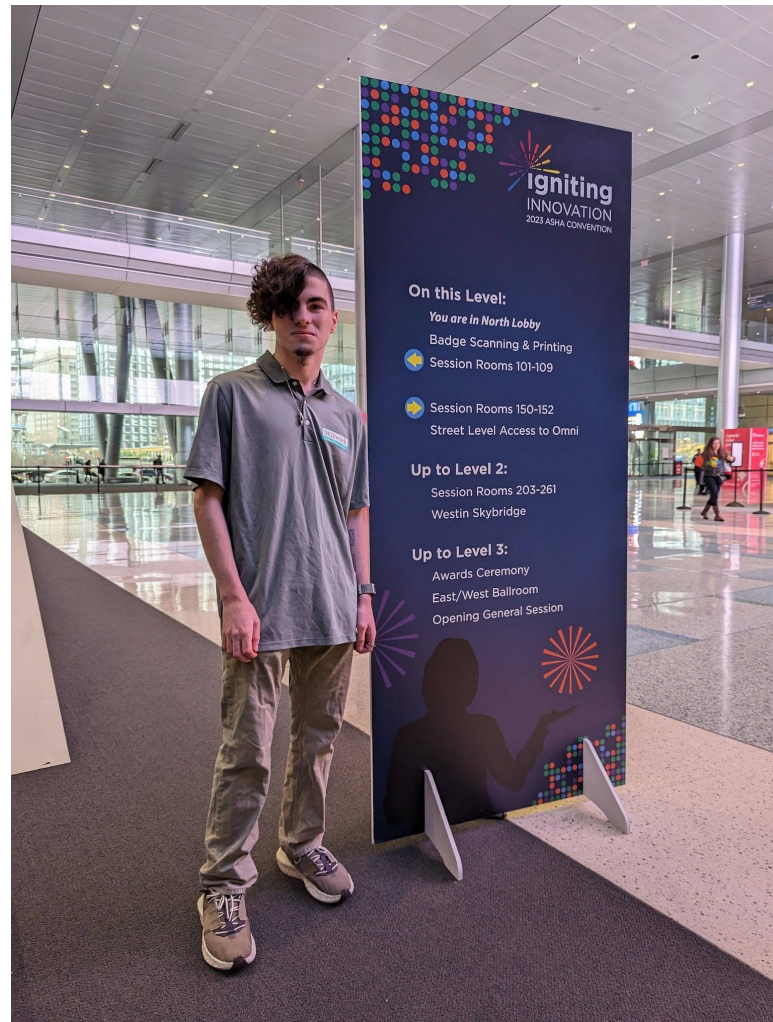
Party Museum

The Barking Crab

Vision

Negative space intersects elements of ASHA's logo with silhouettes in motion, lit up by the glow of colorful forms to represent the spark of **ASHA's ever-innovating community**, right as members check in to the event. ASHA's existing brand elements were integrated into **wayfinding signage** that I designed to assist visitors as they made their way around the expo hall. Signage included **aisle signs** that hung from the ceiling, placards, meter boards, and entrance kiosks.





Outcome

Having the opportunity to work with Willwork and ASHA provided an **opportunity to broaden my design experience through collaborating with multiple creative teams** simultaneously. Being on the expo floor and seeing attendees interact with my illustrations demonstrated how including **thoughtful and empowering symbolism** can bring people together.



IGNITING INNOVATION

ASHA

