

A Z V L I K

العلا

S I G N A G E & W A Y F I N D I N G C O N C E P T R E P O R T 5 0 %
C D P H A S E - R I B A S T A G E 2
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An aerial photograph of a desert canyon. The canyon walls are composed of layered, reddish-brown rock formations with distinct horizontal striations. The floor of the canyon is a wide, sandy area. The lighting is dramatic, with strong shadows cast across the canyon walls and floor, highlighting the textures and contours of the rock. The word "VISION" is centered in the middle of the image in a white, sans-serif font.

VISION



WAYFINDING FOR AZULIK ALULA

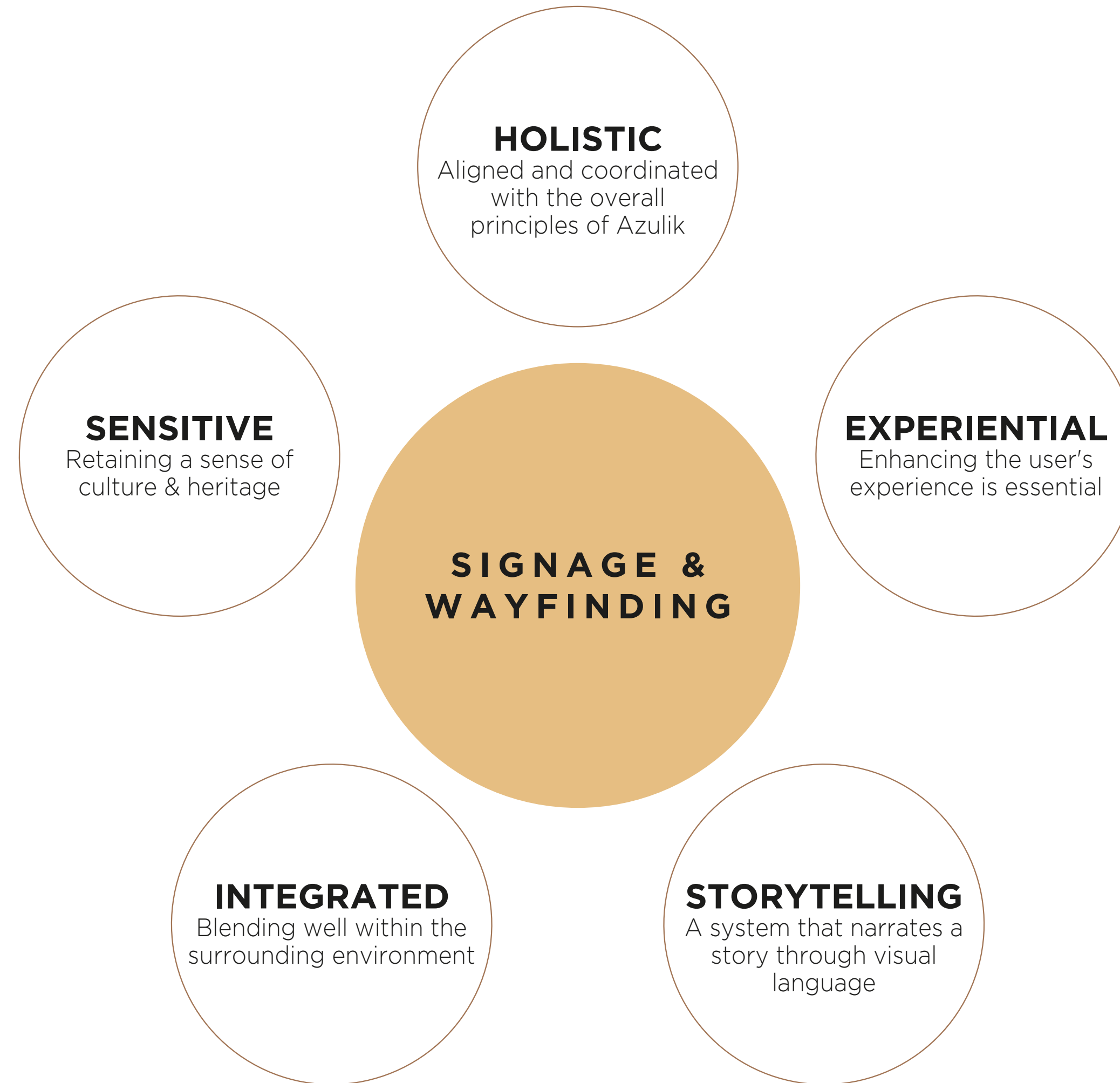
Azulik Alula is situated in an environment that is rich in heritage, culture, and is just naturally beautiful. This project will be an amazing opportunity to further showcase the region's natural treasures.

As a result, the overarching principles for the wayfinding system should be able to cater to this context; to blend in well within the surrounding environment, to convey the rich cultural history of the place through storytelling, and to invite visitors and guests to immerse themselves in the unique experience of Azulik Alula.

All of this being considered while addressing the core purpose of wayfinding, which is to provide users concise and well-connected information.

VISION

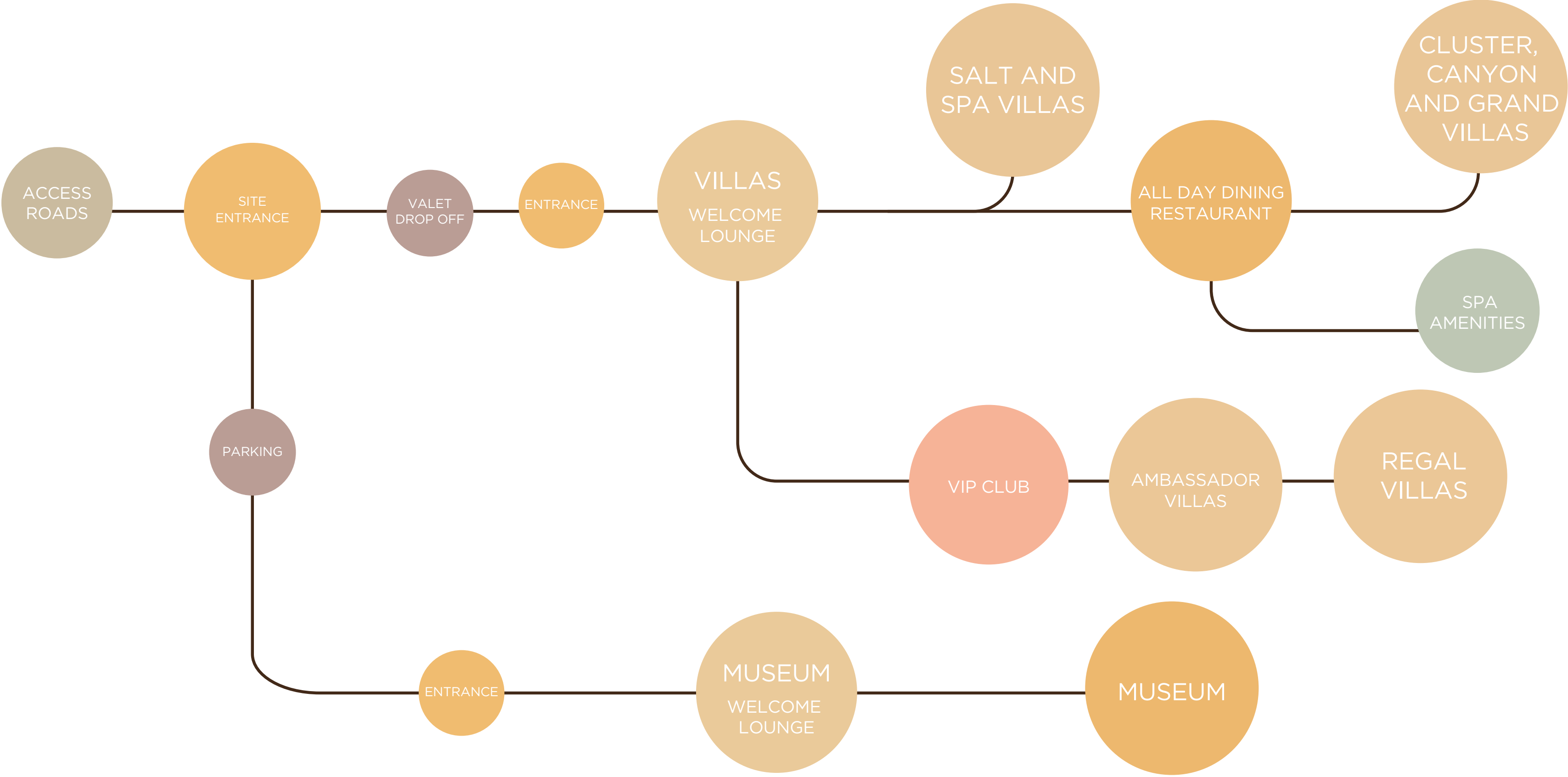
CORE WAYFINDING VALUES





WAYFINDING ANALYSIS

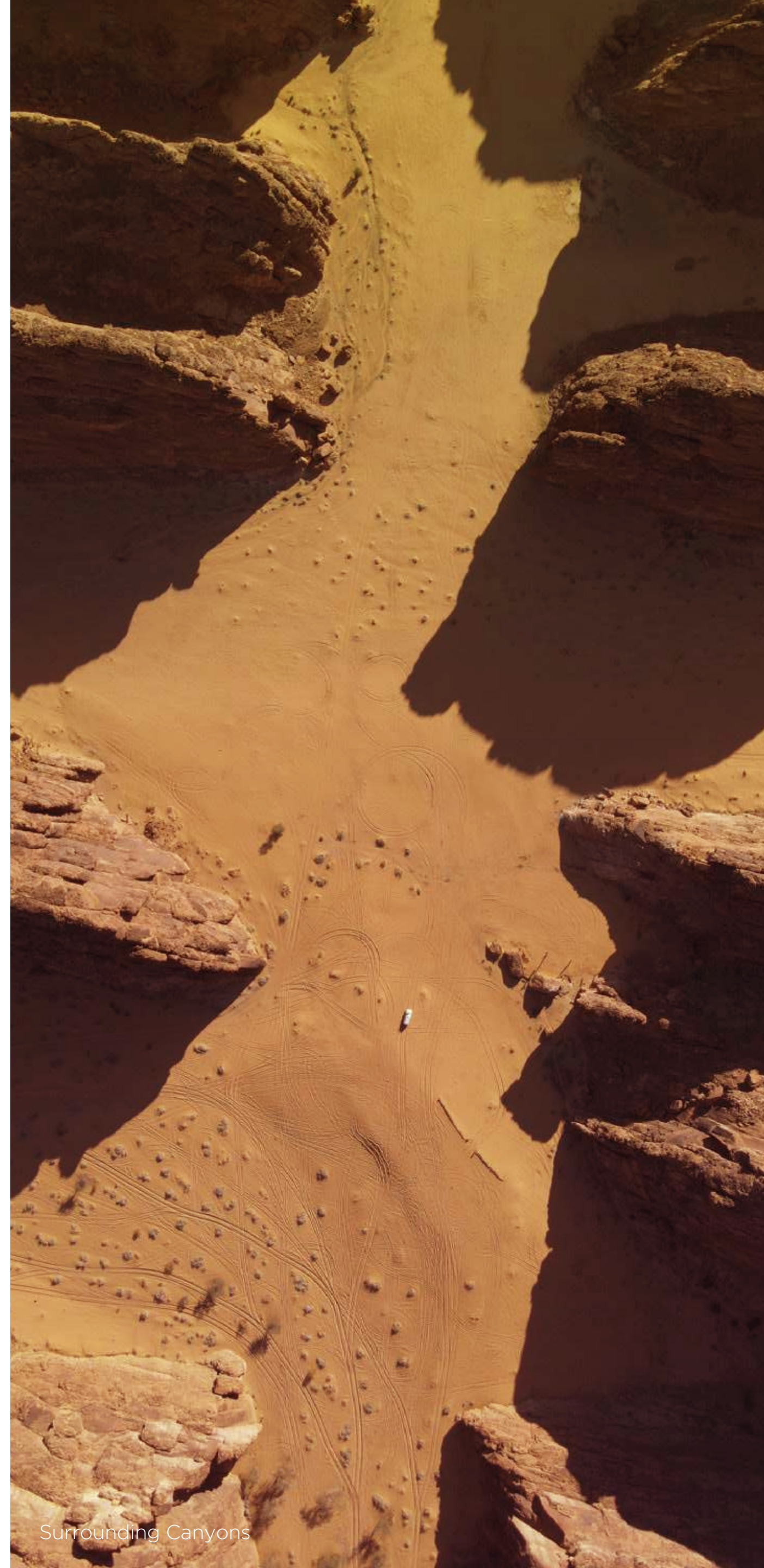
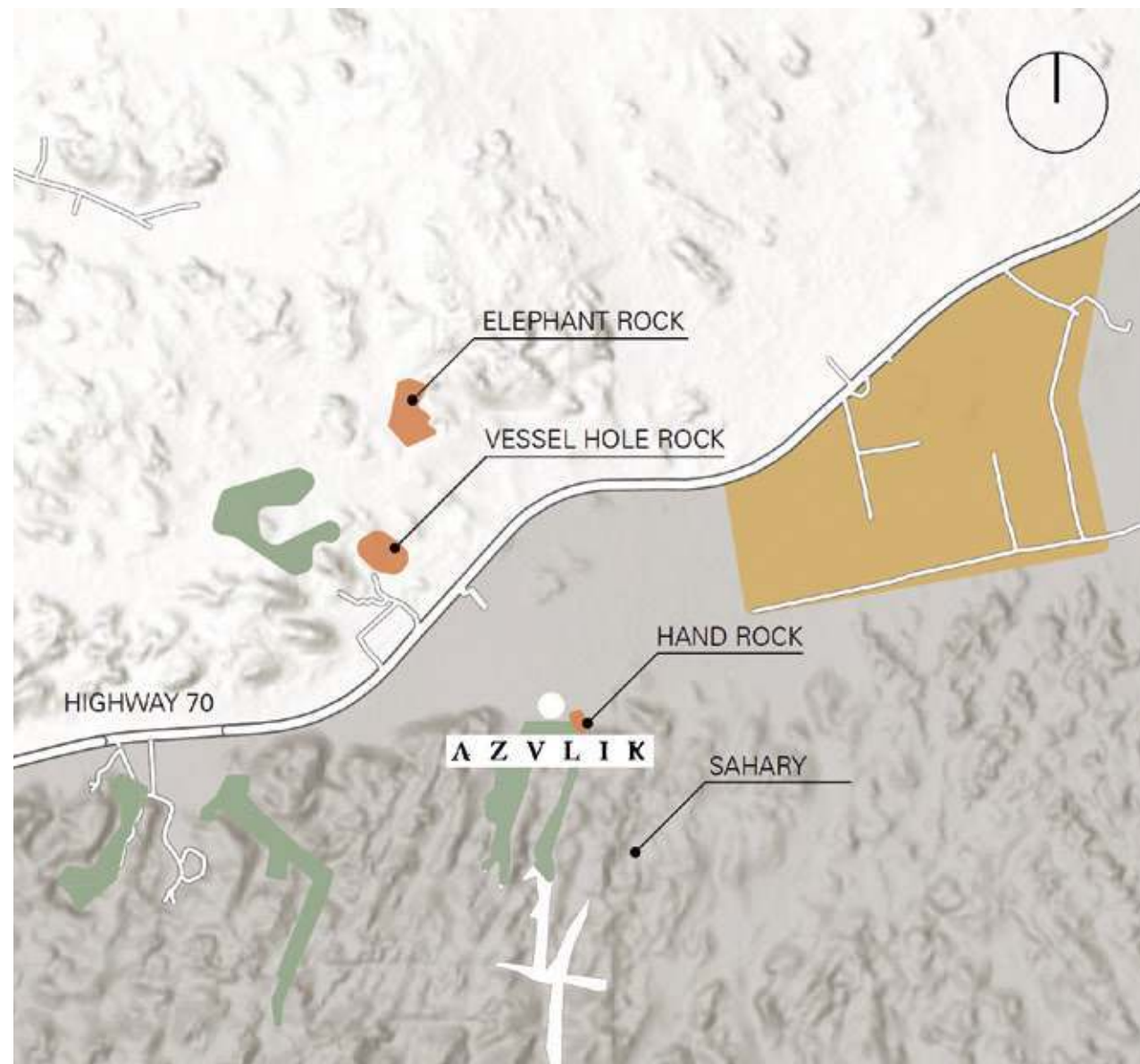
JOURNEY OVERVIEW



SITE CONTEXT

GEOGRAPHICAL FORMATIONS & SURROUNDING CANYONS

A stunning, broad, and serene desert scenery can be found in AlUla County. It features magnificent rock formations in the center of a sandy desert, vast expanse of canyon fields, and an oasis valley with palm and citrus orchards.



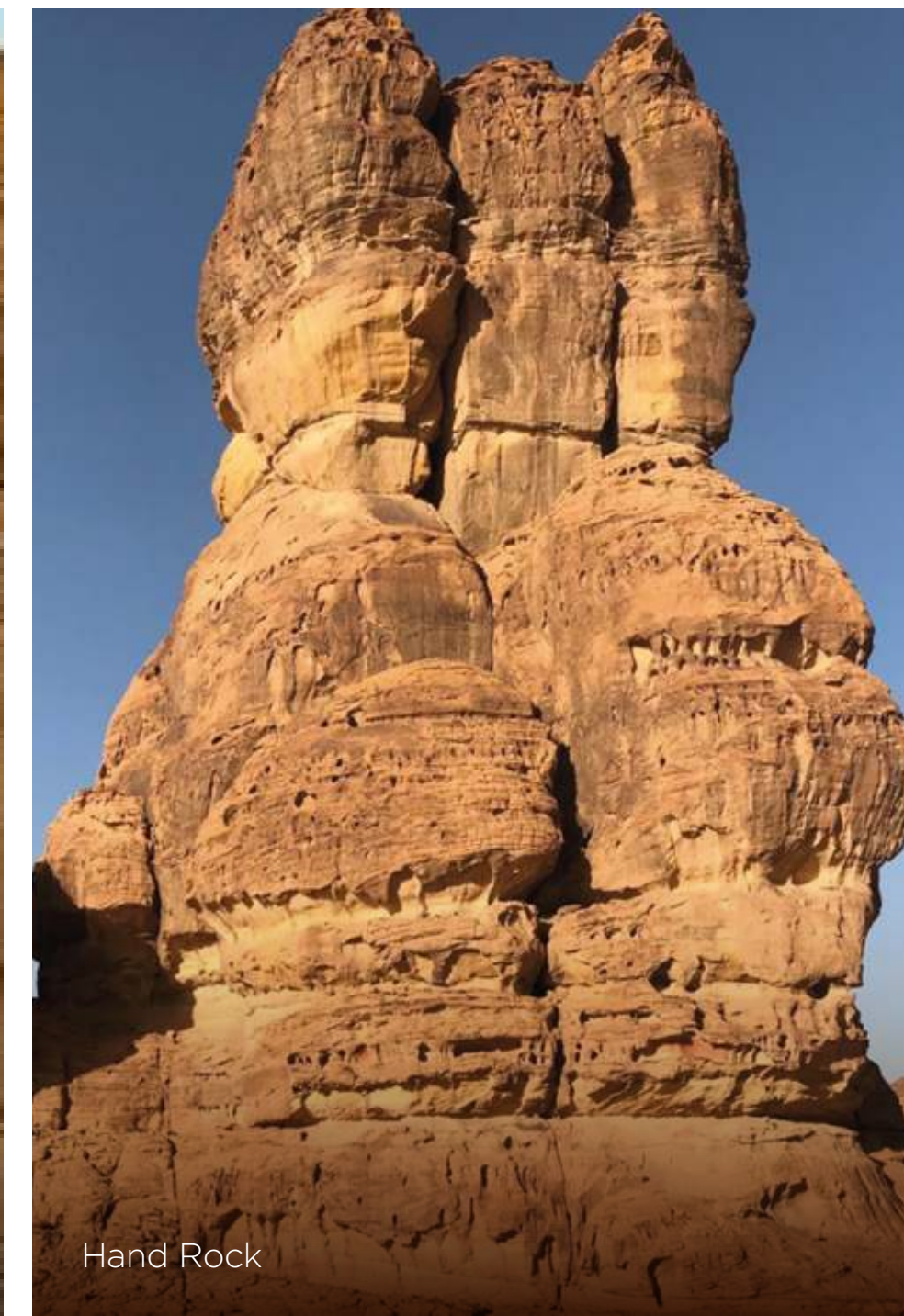
Surrounding Canyons



Elephant Rock



Vessel Hole Rock



Hand Rock

WAYFINDING ANALYSIS

SPACE PROGRAM & CIRCULATION

- ↔ Vehicular Circulation
- ↔ General Circulation
- Decision Points

- Ambassador Villas
- Amenities
- Arrival Area
- Canyon Villas
- Grand Villas
- Public Area
- Regal Villas
- Salt Villas
- Service Area
- Spa Villas



WAYFINDING ANALYSIS

USER GROUPS AND THEIR WAYFINDING BEHAVIOURS

User Types

Azulik will attract a broad classification of individuals and user groups for its key destinations and offerings. It is important to highlight these groups to better understand their needs.

Wayfinding Behaviors

Each specific user group would have its own way of making wayfinding decisions; it varies from personal requirements and needs of each individual.



Visitors & Tourists

Workforce



DESIGN STRATEGY

DESIGN CONSIDERATIONS

AlUla

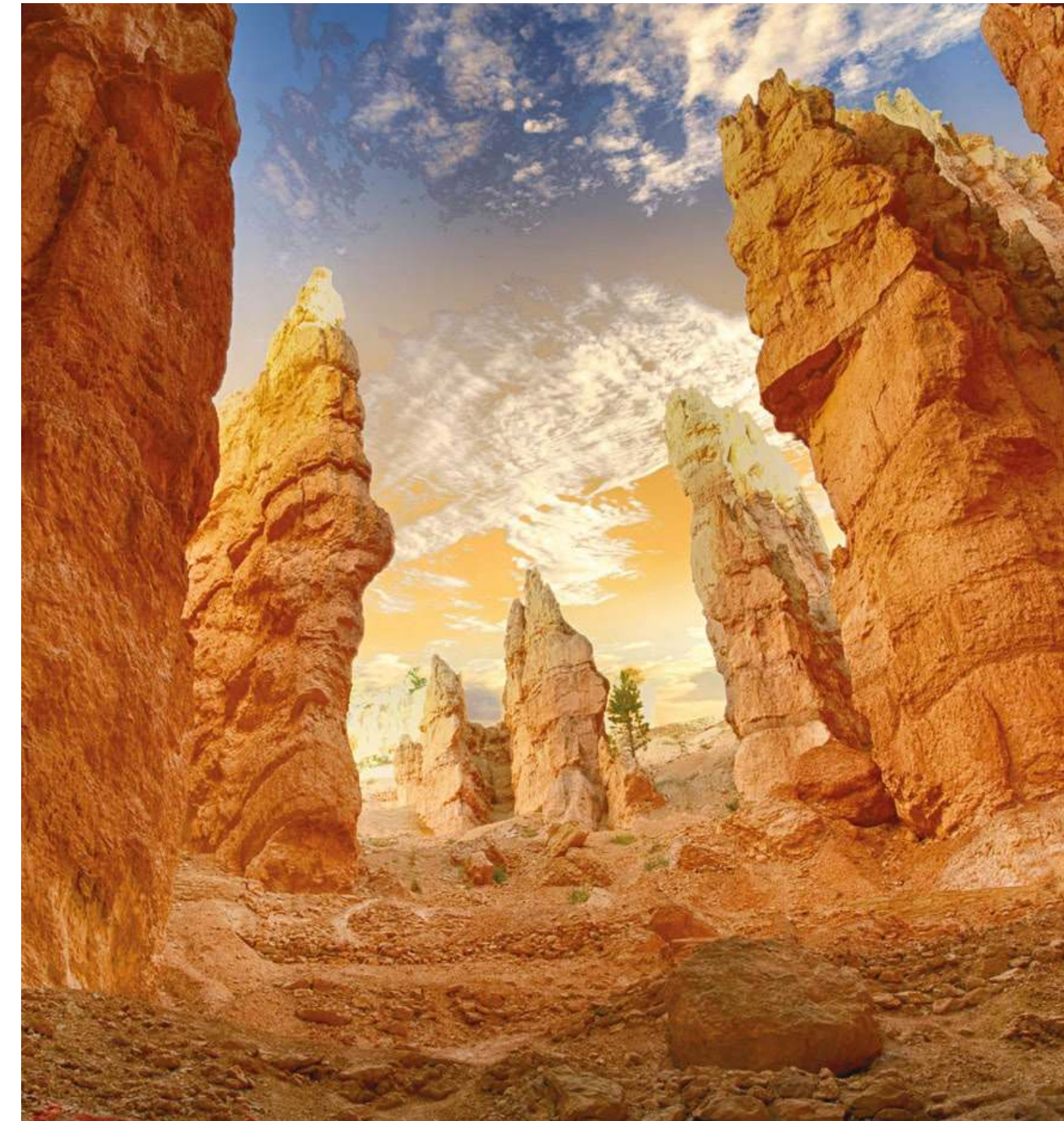


ALULA CODES & RCU GUIDELINES

A Z V L I K

العلا

AZULIK IDENTITY



UNSEEN WAYFINDING

DESIGN CONSIDERATIONS

ALULA CODES & RCU GUIDELINES

The AIUla codes & RCU standard guidelines for signages and wayfinding must be reflected for a uniformity for signages & graphics through out the AIUla.

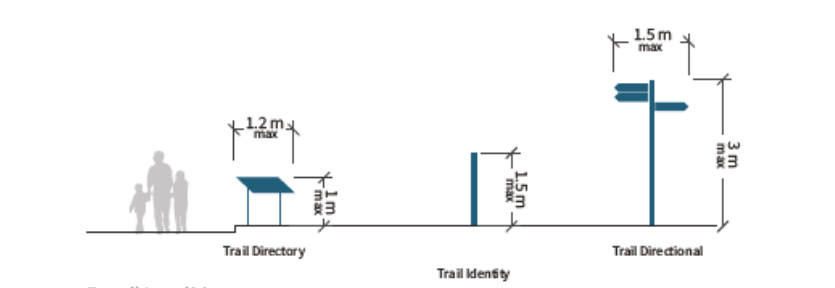
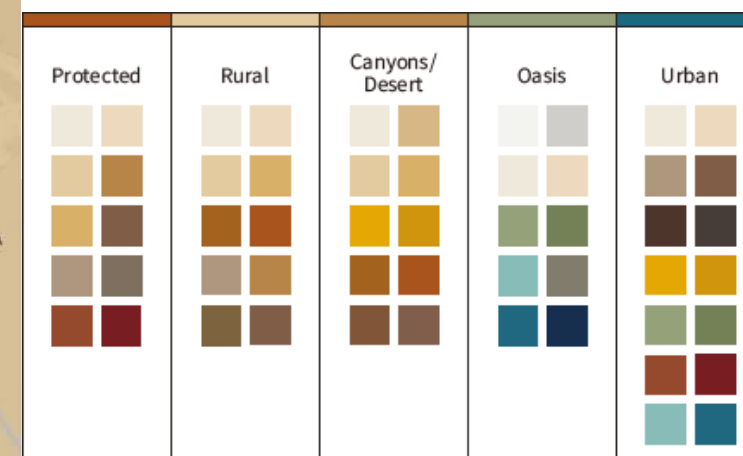
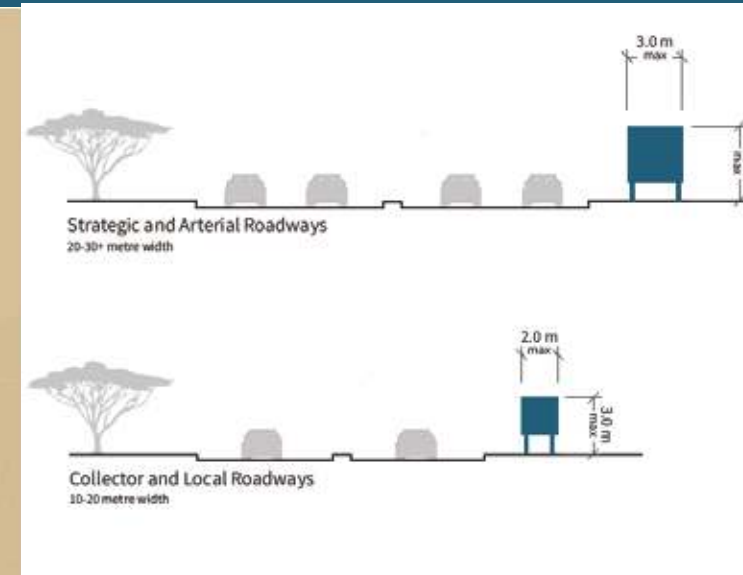
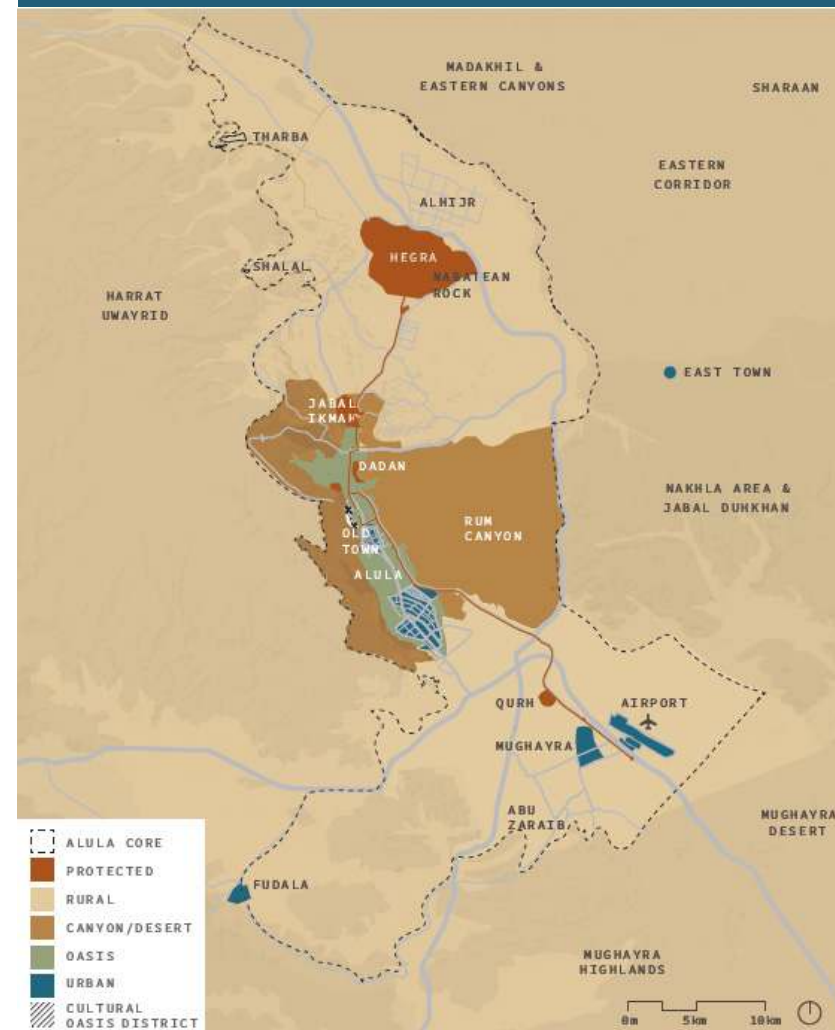


Figure 13: Pedestrian Wayfinding

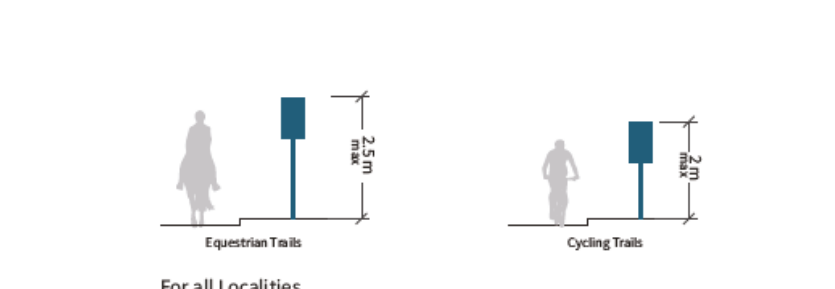
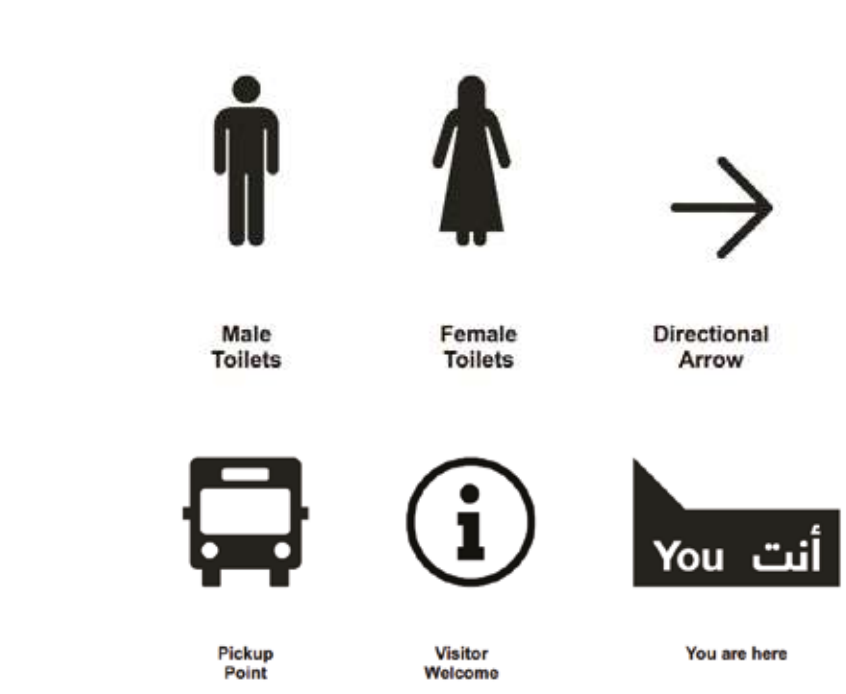
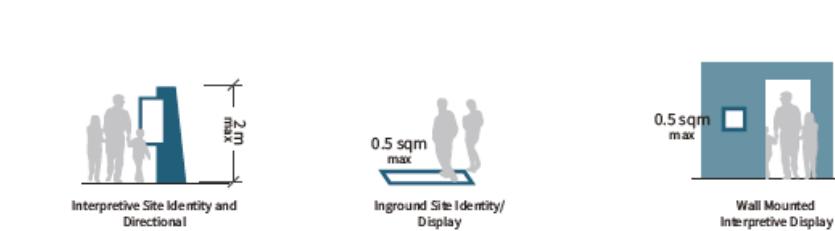


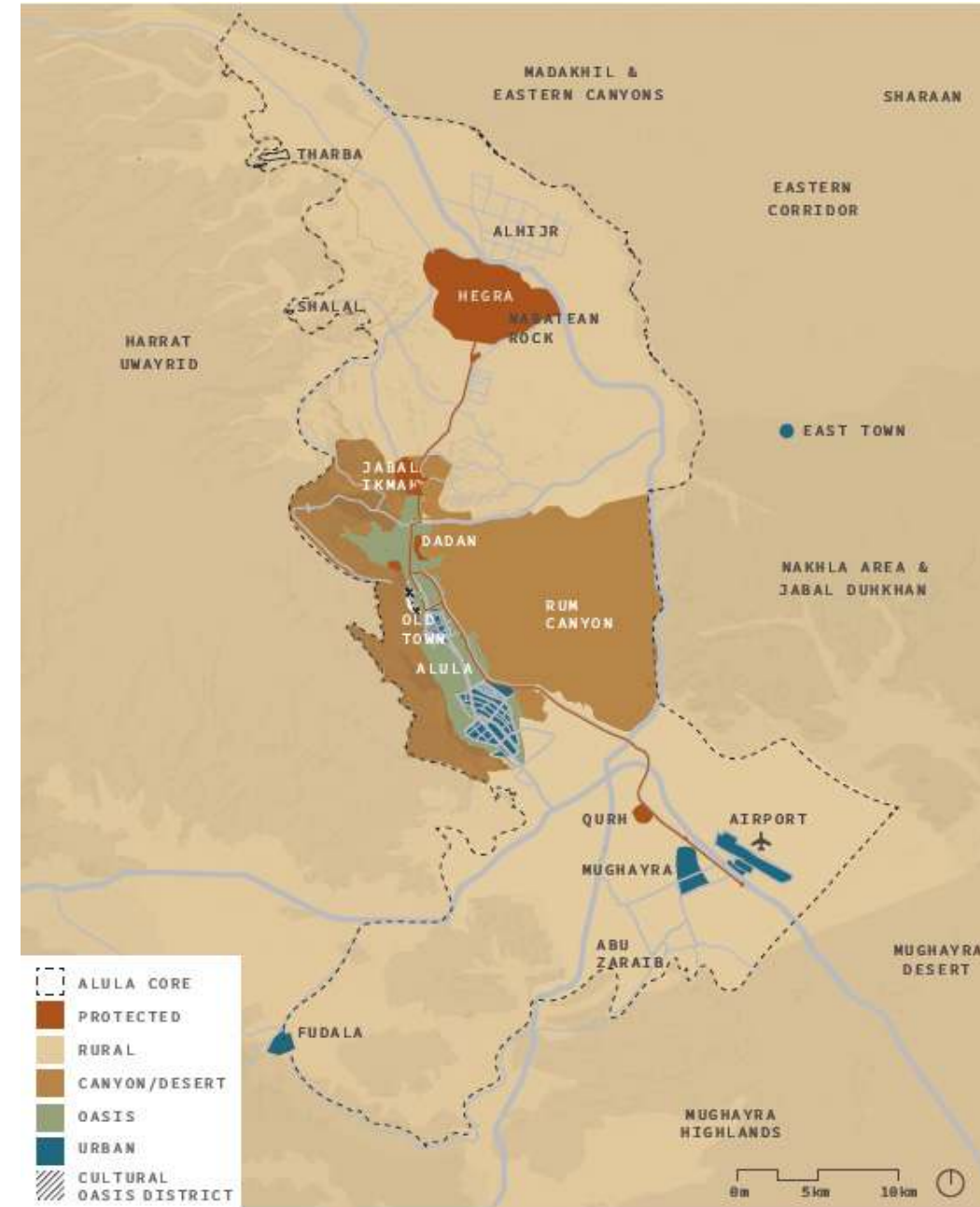
Figure 14: Non-motorised Wayfinding



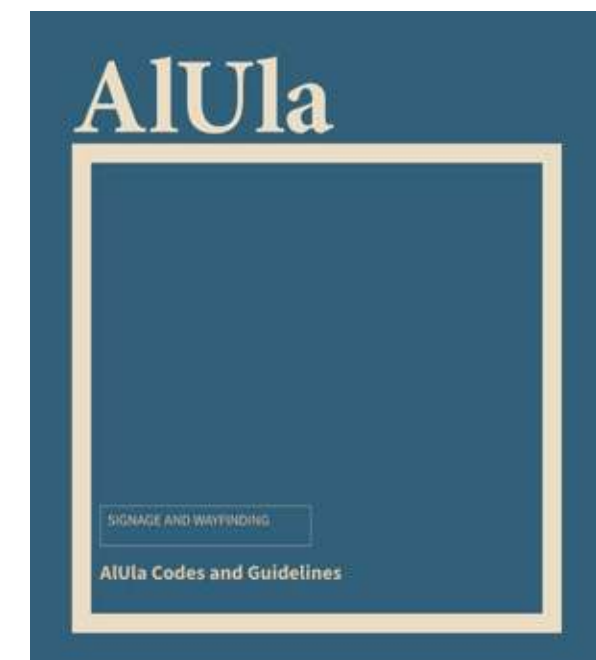
DESIGN CONSIDERATIONS

ALULA CODES & GUIDELINES

Referring to the codes for AIUla, the signage shall be designed and carefully considered. Typeface, sizing and colours have been altered to adhere to the codes laid out.



AlUla County Locality Map - Land use - Canyon/desert



AIUla Codes and Guidelines Version 1 14th April 2022; extracted from page 9, 15, 16, 17, 21, 28



Symbols to use for messaging



Typeface legibility
Typography - Frutiger Arabic Bold Condensed 67

PEDESTRIAN/INTERPRETIVE				
Locality	Materials	Colours	Size	Attachment
Protected	Wood, Metal or Stone	Per Locality (E. General Graphic Standards)	Per sign type (C. Hierarchies and Sign Typologies)	Freestanding
Rural	Wood, Metal or Stone	Per Locality (E. General Graphic Standards)	Per sign type (C. Hierarchies and Sign Typologies)	Freestanding/Mounted to existing
Canyon/Desert	Wood, Metal or Stone	Per Locality (E. General Graphic Standards)	Per sign type (C. Hierarchies and Sign Typologies)	Freestanding/Mounted to existing
Oasis	Wood, Metal or Stone	Per Locality (E. General Graphic Standards)	Per sign type (C. Hierarchies and Sign Typologies)	Freestanding/Mounted to existing
Urban	Wood, Metal or Stone	Per Locality (E. General Graphic Standards)	Per sign type (C. Hierarchies and Sign Typologies)	Freestanding/Mounted to existing/Wall-mounted

AIUla colors for canyon/desert: to be used in signage system

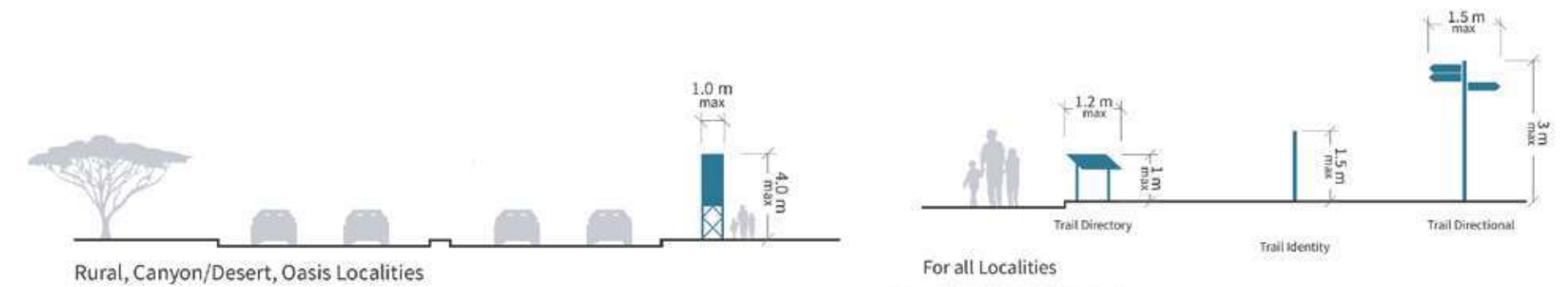


Figure 13: Pedestrian Wayfinding

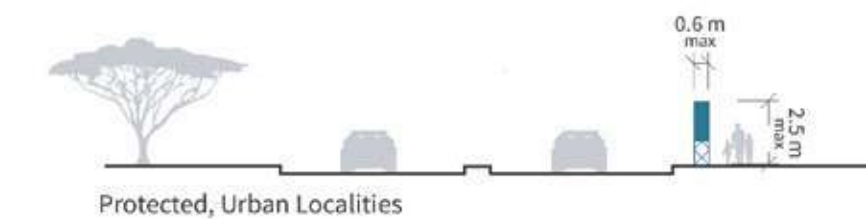


Figure 9: Special Event Signage



Figure 14: Non-motorised Wayfinding

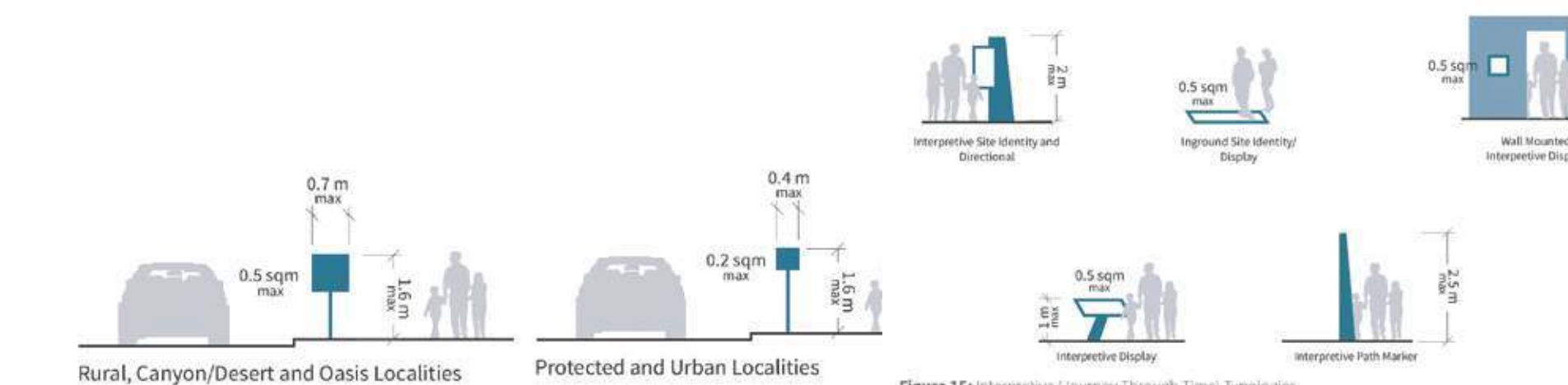


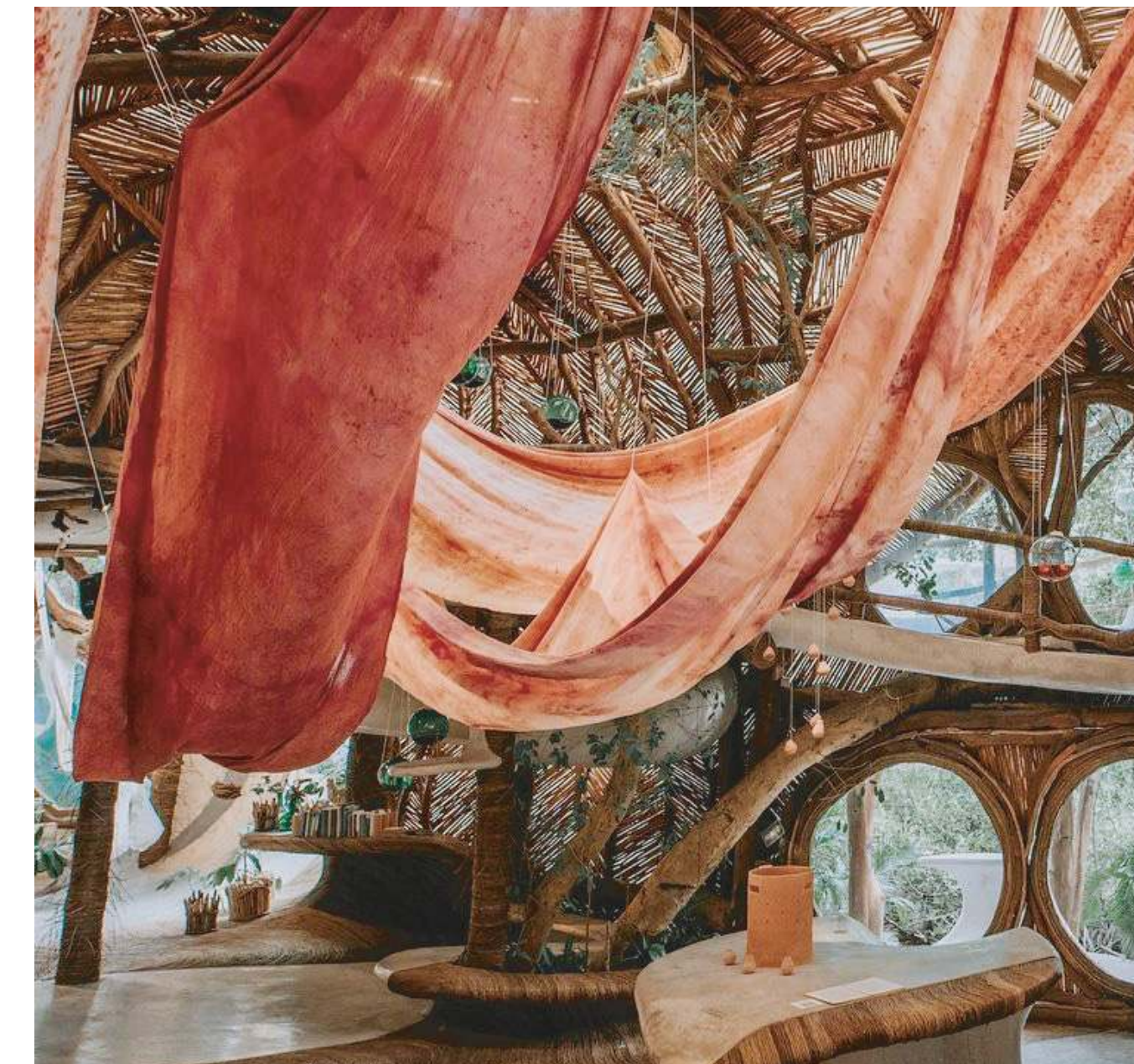
Figure 15: Interpretive (Journey Through Time) Typologies

Hierarchy and Sign typology for various journeys

DESIGN CONSIDERATIONS

AZULIK IDENTITY

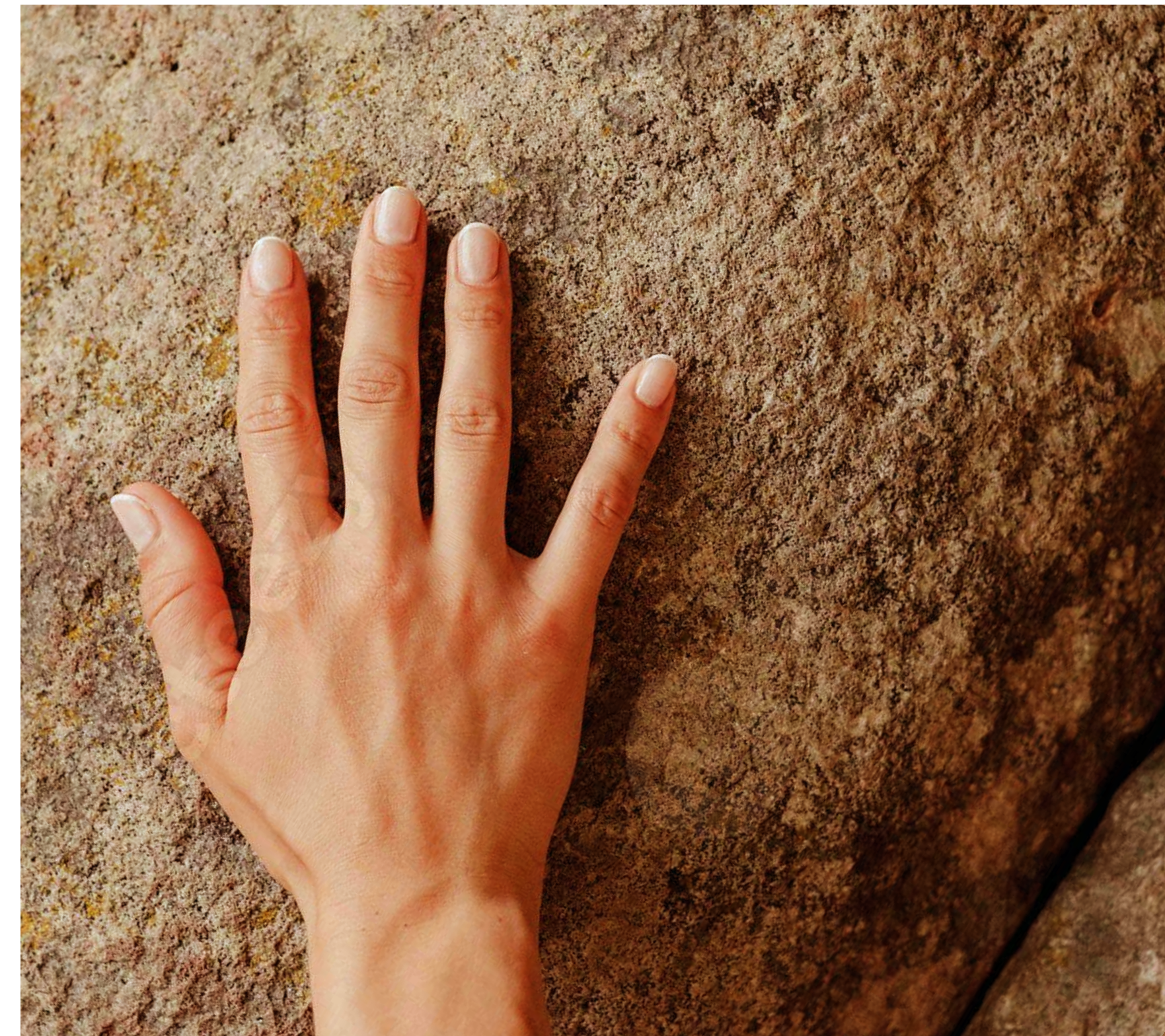
The unique identity of Azulik needs to be considered and applied on to signage design to blend it in the environment.



DESIGN CONSIDERATIONS

UNSEEN WAYFINDING

The signage design and wayfinding shall be derived from the essence of Azulik, invoking the character of the surrounding via the tangible and intangible senses.





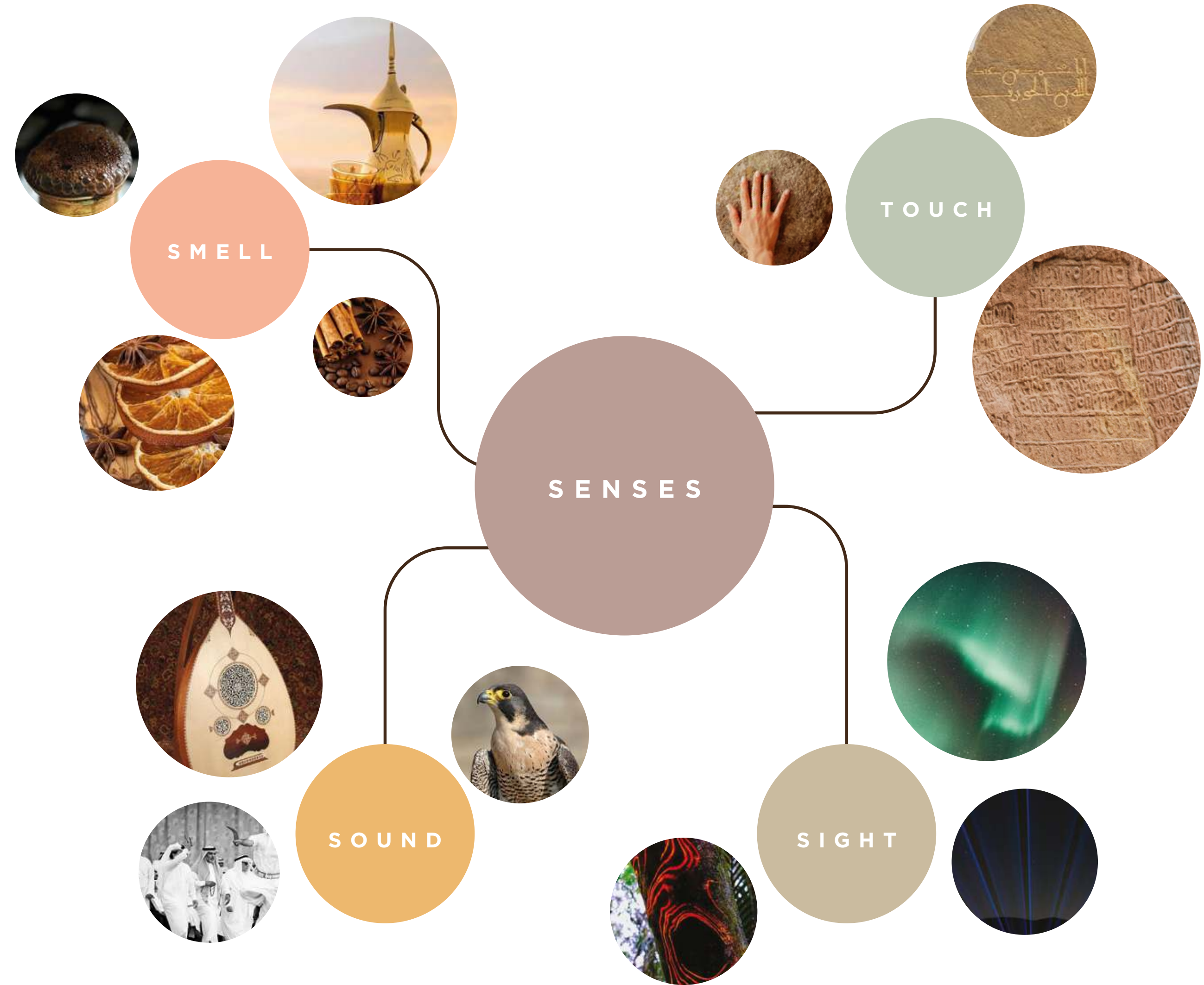
UNSEEN WAYFINDING

UNSEEN WAYFINDING

NAVIGATION THROUGH SENSORY CLUES

A non-visual system of wayfinding and navigation could vastly enhance the user experience. In an environment that will be so visually stimulating, we want to ask the question; how can the other senses be activated to guide visitors through the space?

Aroma, Hapticity, Light and Sound can serve as principal methods of allowing users to move. By associating areas within the development with particular sounds and aromas, visitors can track their steps with less visual clutter.



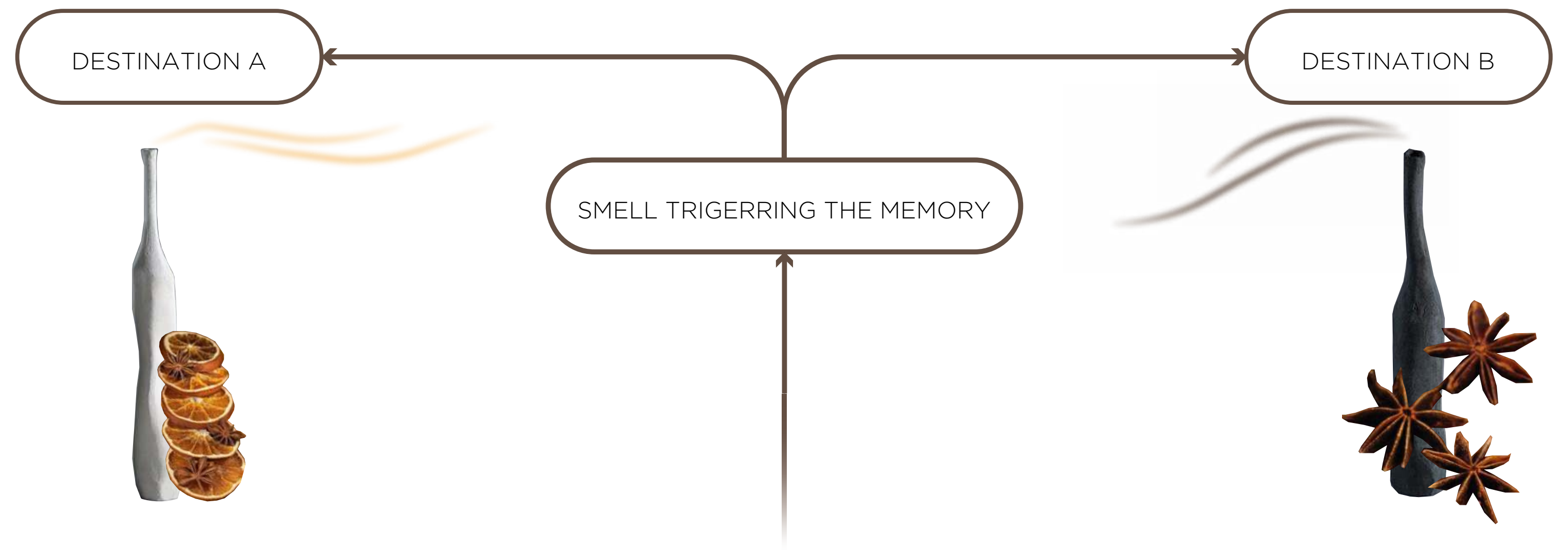
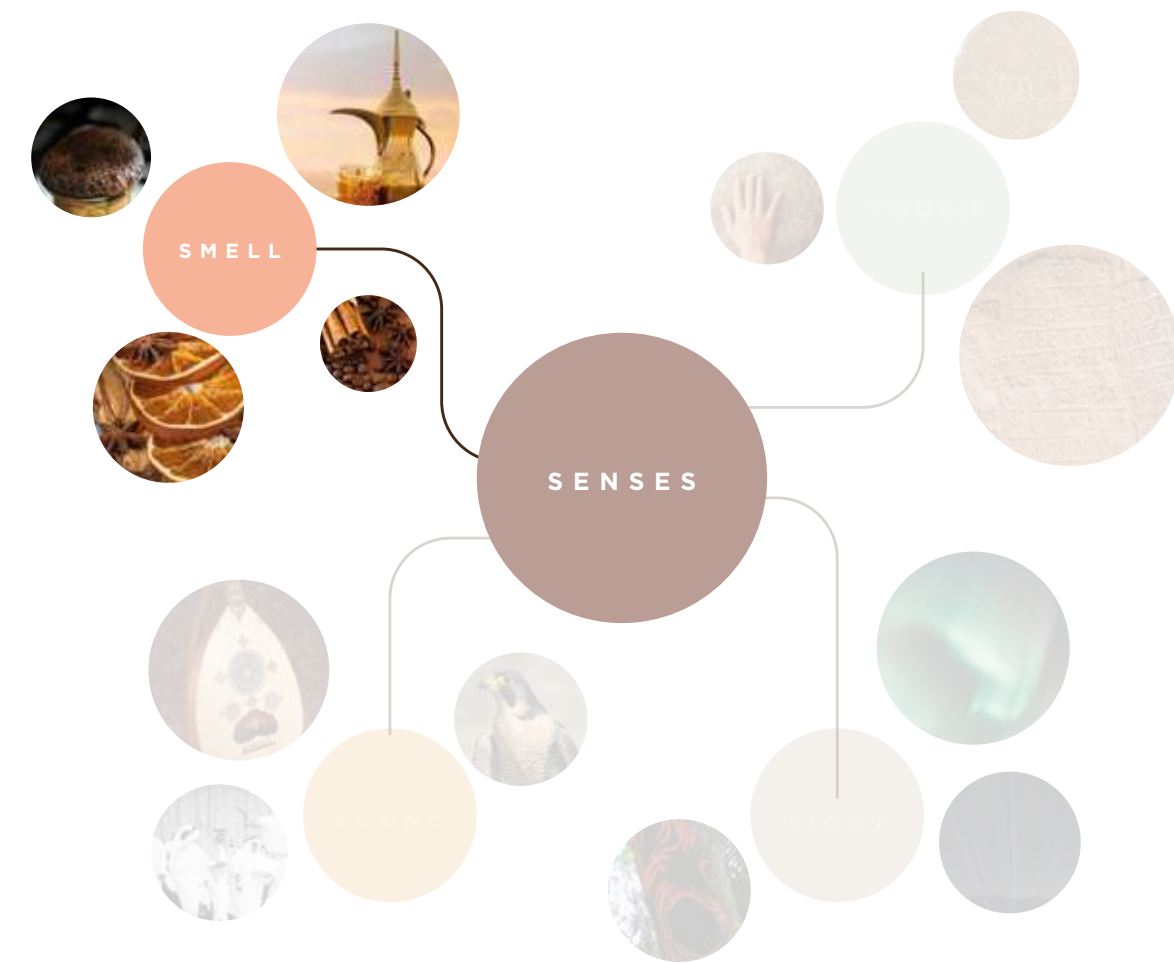
UNSEEN WAYFINDING

NAVIGATION THROUGH SENSORY CLUES

SMELL

Olfactory zoning can be implemented in interior public areas within the project. The zoning strategy would allow users to identify certain areas with specific thematic scents.

The aroma diffusers can be integrated objects within the interior design that could potentially also serve as wayfinding elements that amplify or connect to the selection of ceramics within the project.



HOW CAN WE INTEGRATE
SMELL IN WAYFINDING?

UNSEEN WAYFINDING

NAVIGATION THROUGH SENSORY CLUES SMELL



Fresh Coffee

Signifying the welcome of new visitors



Oud

A homely scent that creates a sense of hospitality



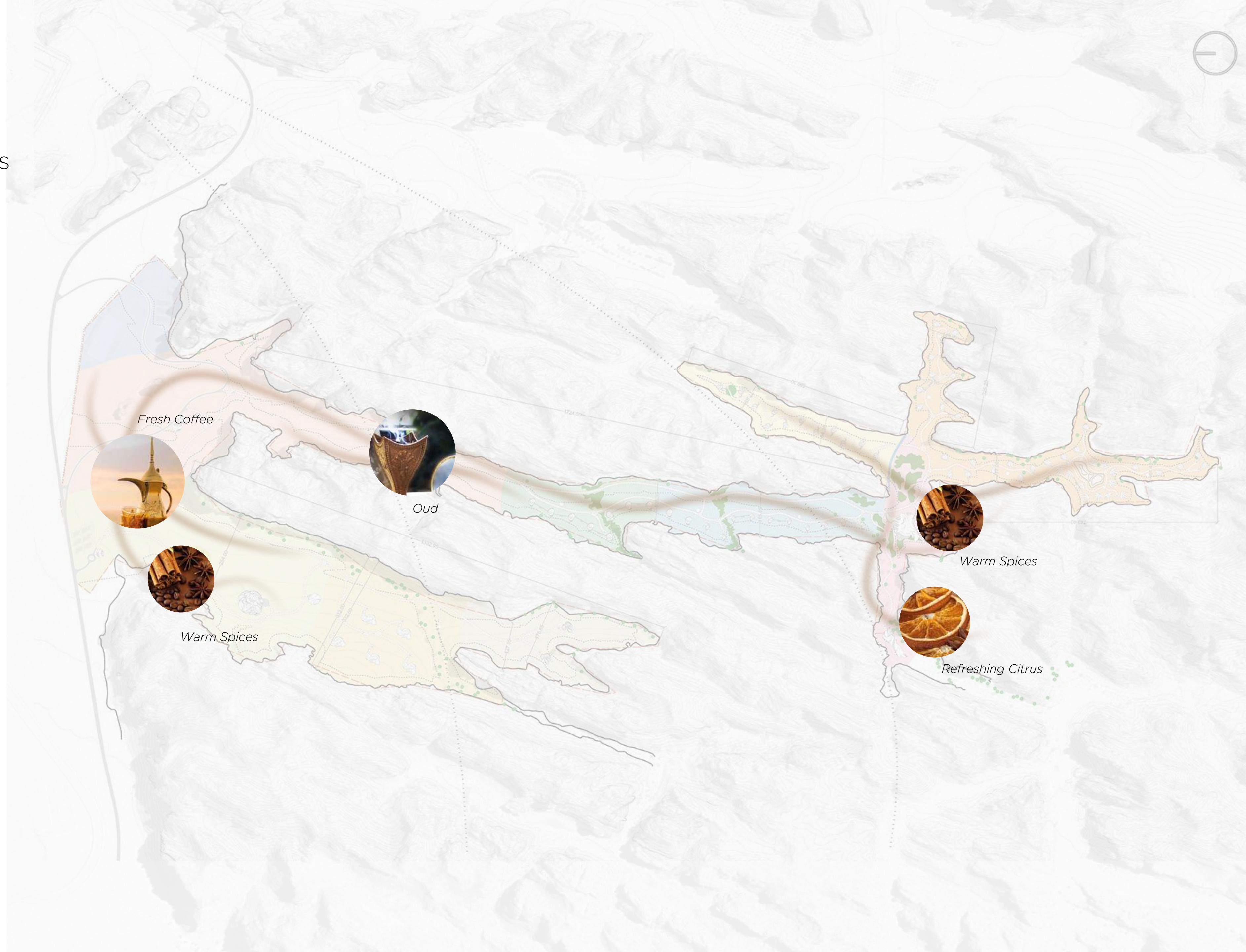
Warm Spices

Inviting guests to the aromas of food preparation and indulgence



Refreshing Citrus

A scent that is revitalizing and rejuvenating

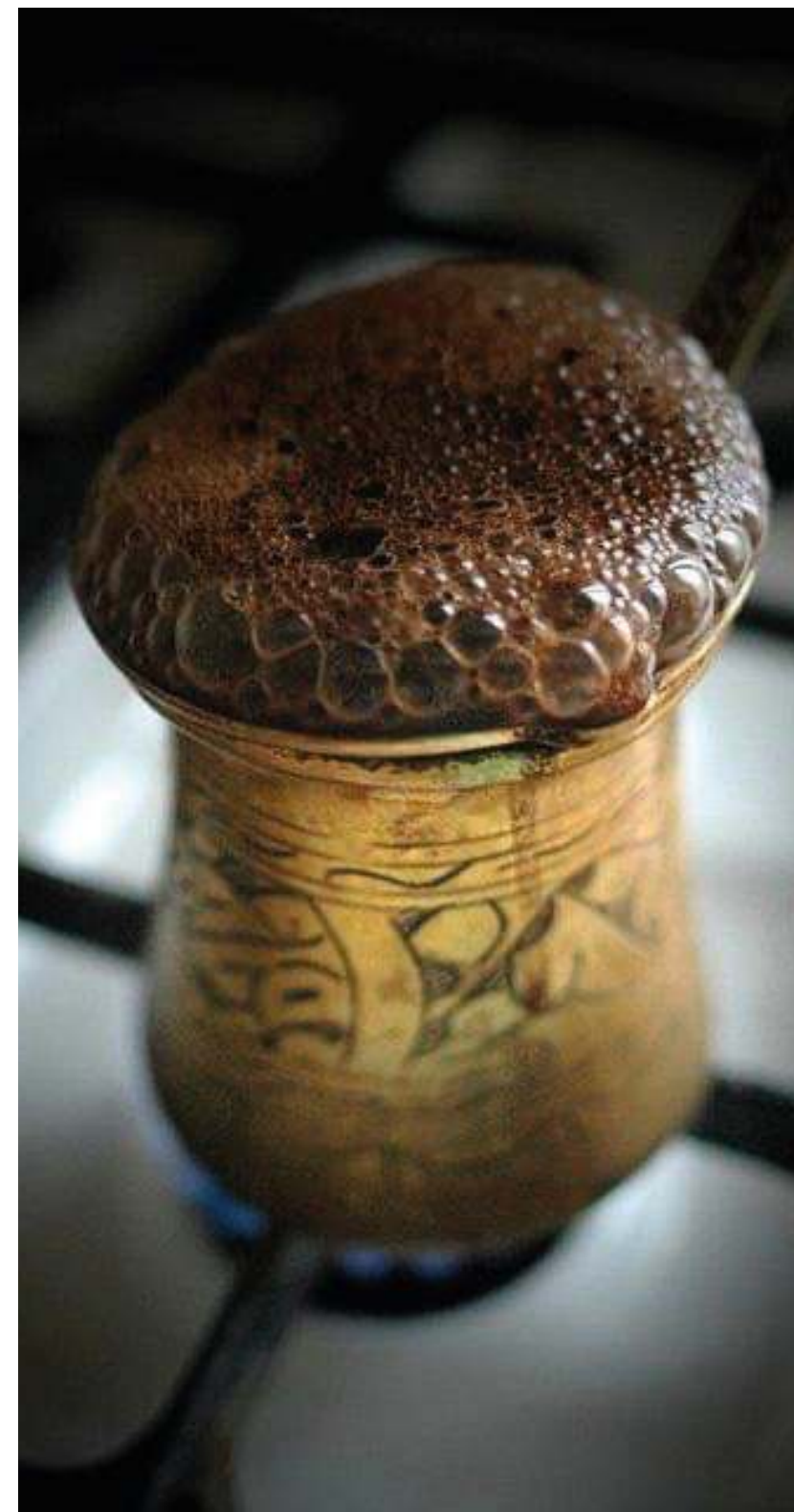
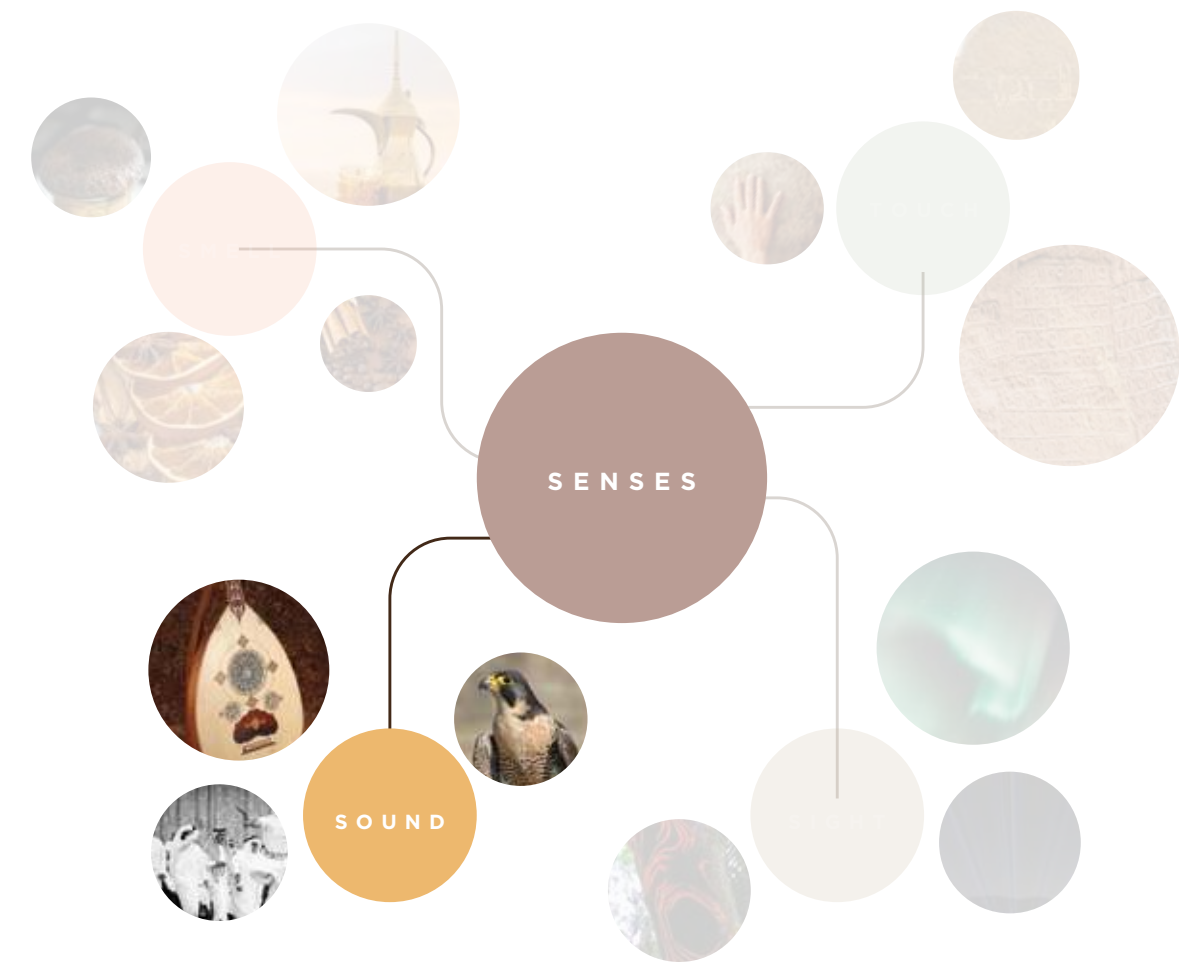


UNSEEN WAYFINDING

NAVIGATION THROUGH SENSORY CLUES

SOUND

Aroma and sound can serve as two principal methods of allowing users to move. By associating areas within the development with particular sounds and aromas, visitors can track their steps with less visual clutter.



UNSEEN WAYFINDING

NAVIGATION THROUGH SENSORY CLUES SOUND

Audio cues can also be used to assist users to locate themselves within the environment.

Sounds could amplify the users experience as they travel the long canyons to and from multiple destinations



Brewing Coffee

The sound of coffee being freshly prepared



Natural Sounds

The sounds of the nature that create a sense of connection with the environment



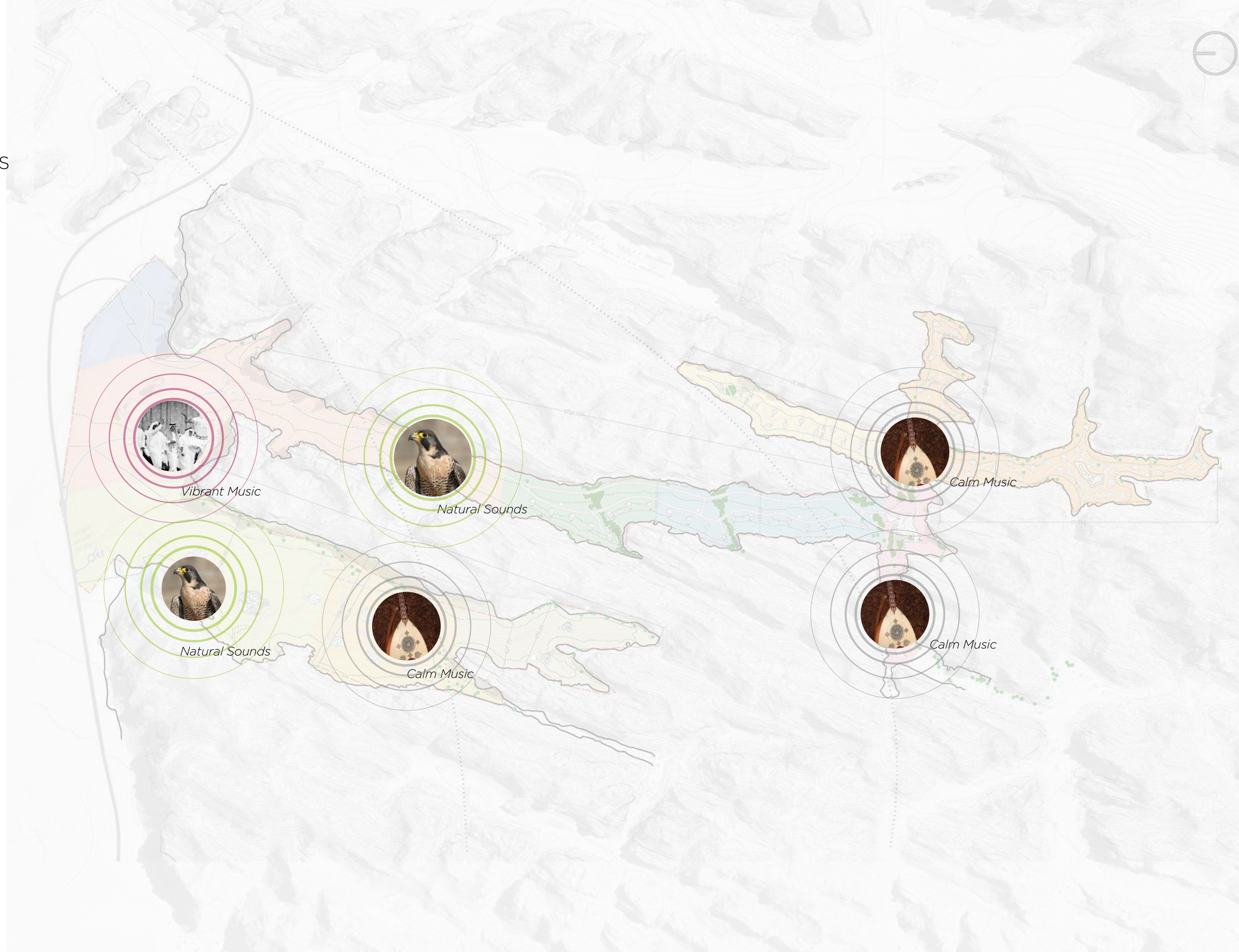
Calm Music

Rhythmic music that invokes tranquility and calmness



Vibrant Music

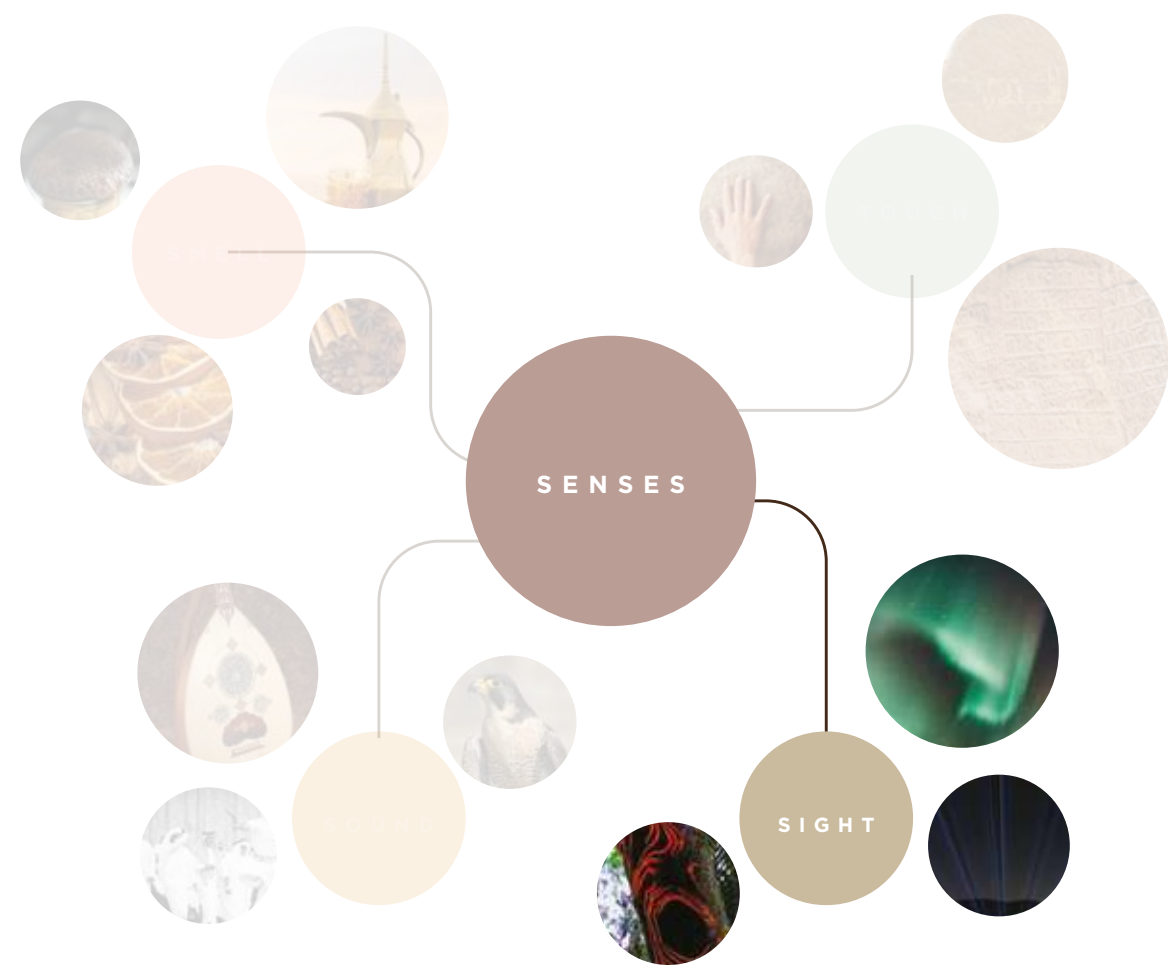
Upbeat and cultural music intended to energize and inspire



UNSEEN WAYFINDING

NAVIGATION THROUGH SENSORY CLUES SIGHT

Lights trails & rays can be used to visually navigate users without any physical presence of a wayfinding element. This can be taken as an advantage to blend the wayfinding system to the surrounding.



UNSEEN WAYFINDING

NAVIGATION THROUGH SENSORY CLUES SIGHT



Laser Tracing

Highlighting element or spaces by tracing it using lasers



Light Trails

light trails navigating users through the spaces



Light Projections

Identifying spaces using light projections



Integrated lights

light integrated landscape elements to identify spaces & direct users



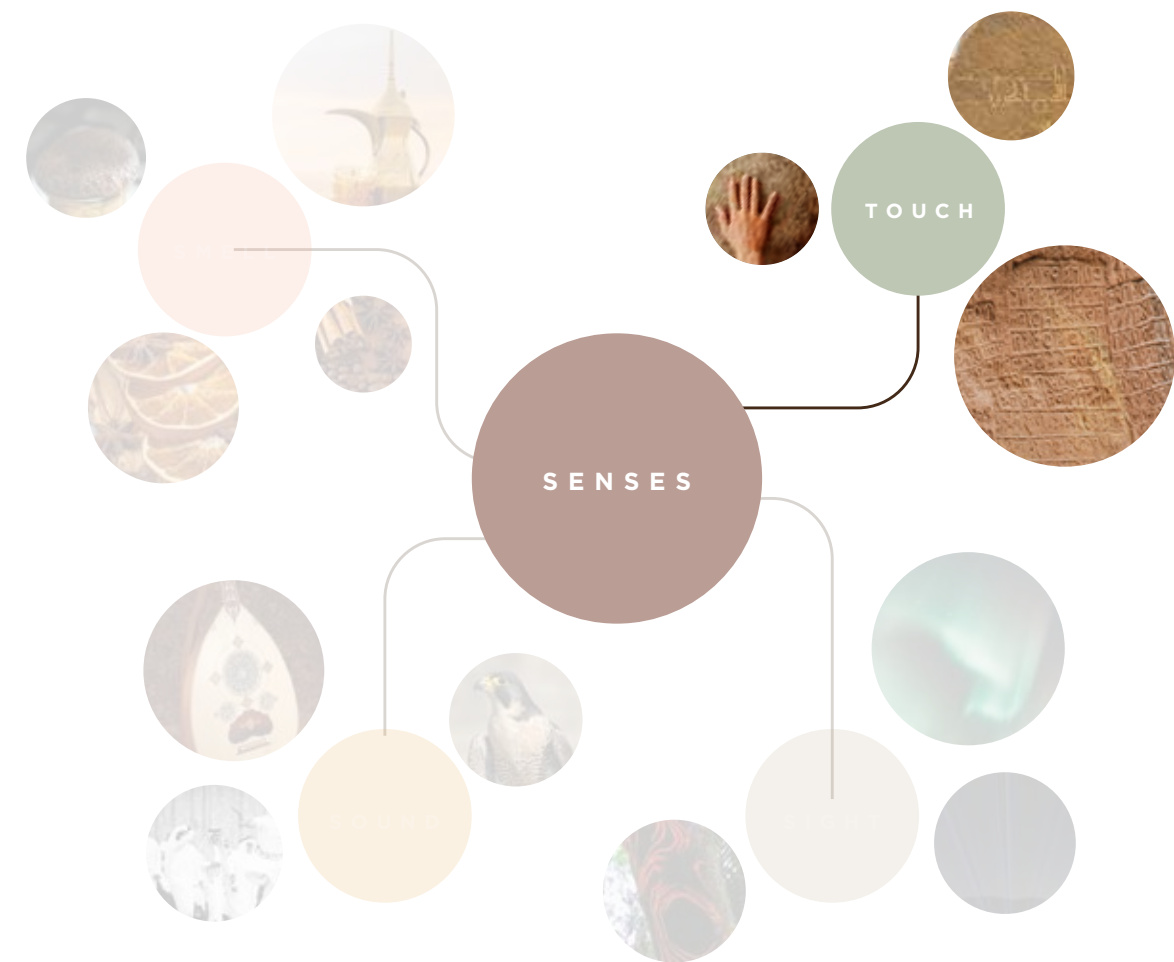
UNSEEN WAYFINDING

NAVIGATION THROUGH SENSORY CLUES TOUCH

One of the most notable collections of carved inscriptions and rock art can be found in AIUla. These treasures that withstood the test of time serves as a reminder that AIUla was a melting pot of cultures for many centuries.

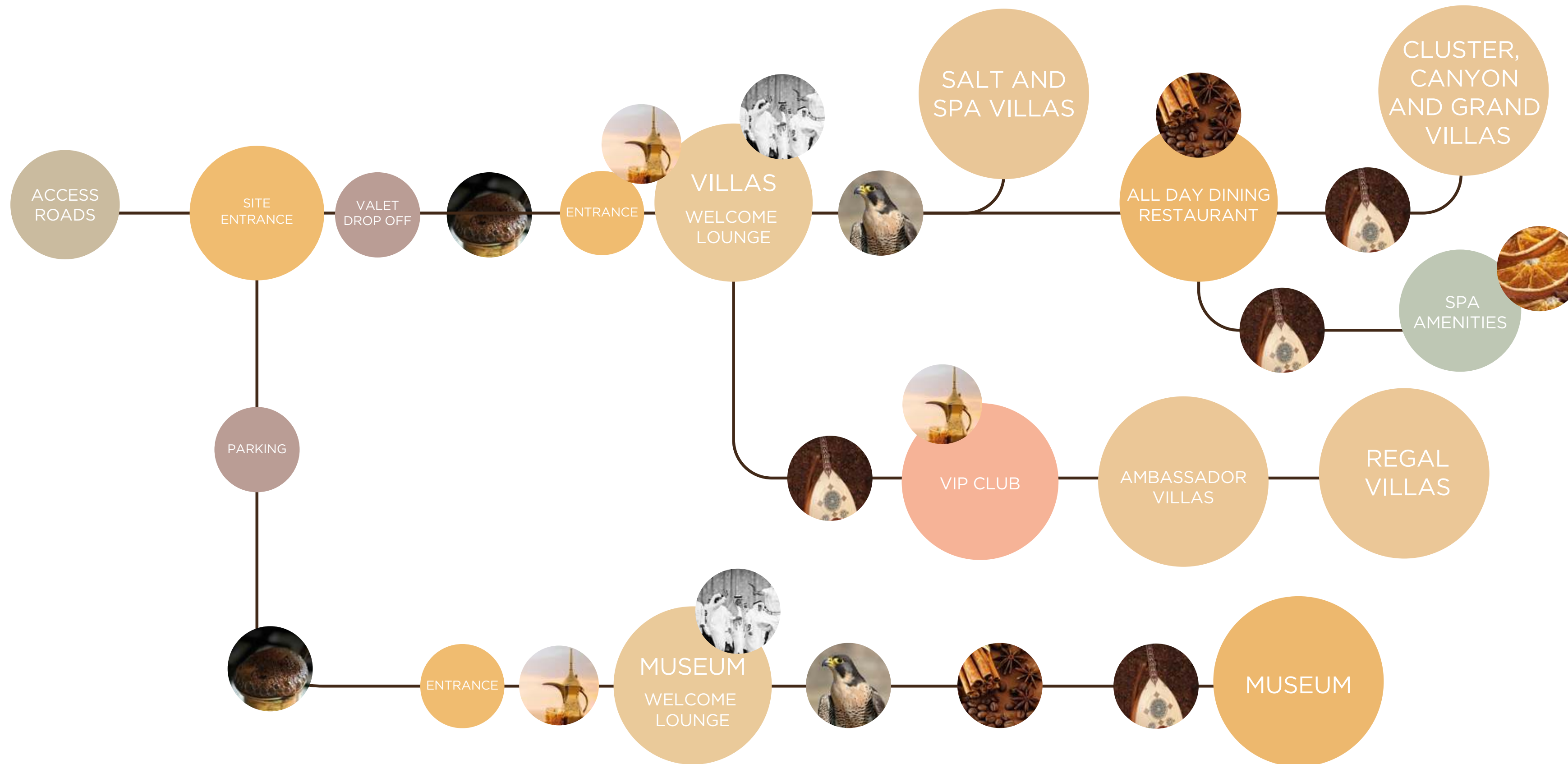
For thousands of years, travelers on well-known trade and pilgrimage routes in northwest Saudi Arabia frequently stopped in urban centers to conduct business and take breaks. Inscriptions or notes carved into stone were frequently left by the visitors to commemorate their travels across the amazing landscapes that make up AIUla today. The context of the inscriptions have several offerings, dedications, and asking blessings for crops and health, just like modern authors do today.

These phrases and work of art, which were so significant to the people who inscribed them on the stone, have given us a newfound understanding of AIUla's rich history and cultural heritage.



UNSEEN WAYFINDING

AZULIK SENSORY ROUTE



The combination of sound and scent creates the sensory route. A wayfinding strategy designed to enhance the users experience beyond visual pleasure.



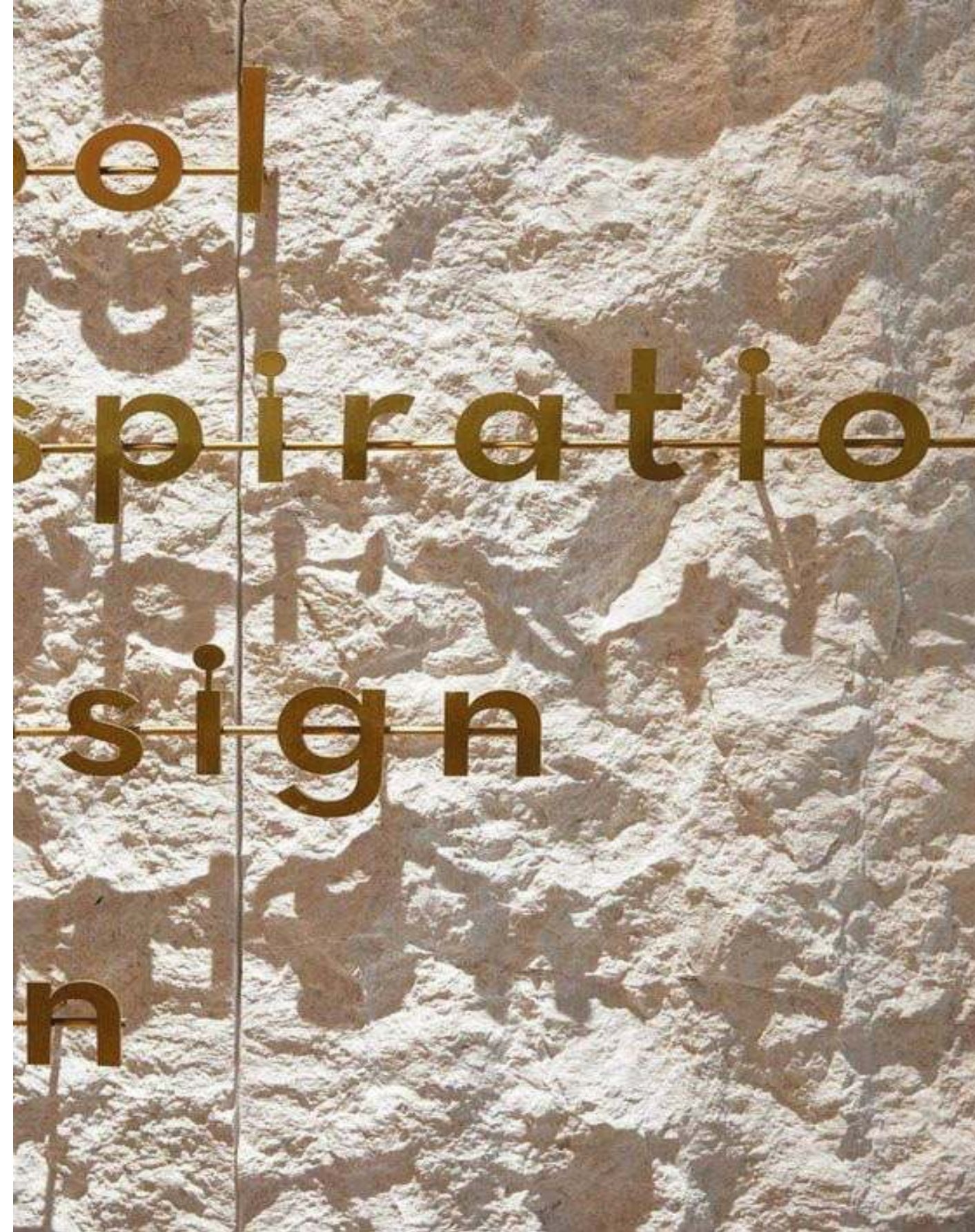
DESIGN EXPLORATIONS

DESIGN EXPLORATIONS

INTEGRATED WAYFINDING ELEMENTS

While some forms of visual information will be needed to navigate users to specific locations such as specific rooms or villas, visual information such as numbers and arrows will be essential in the wayfinding system.

In order to maintain the vision of unseen wayfinding, these visual elements can be integrated with the landscape and interior design to create a subtle system that only appears when it is needed without being overwhelming.



Carved From Stone

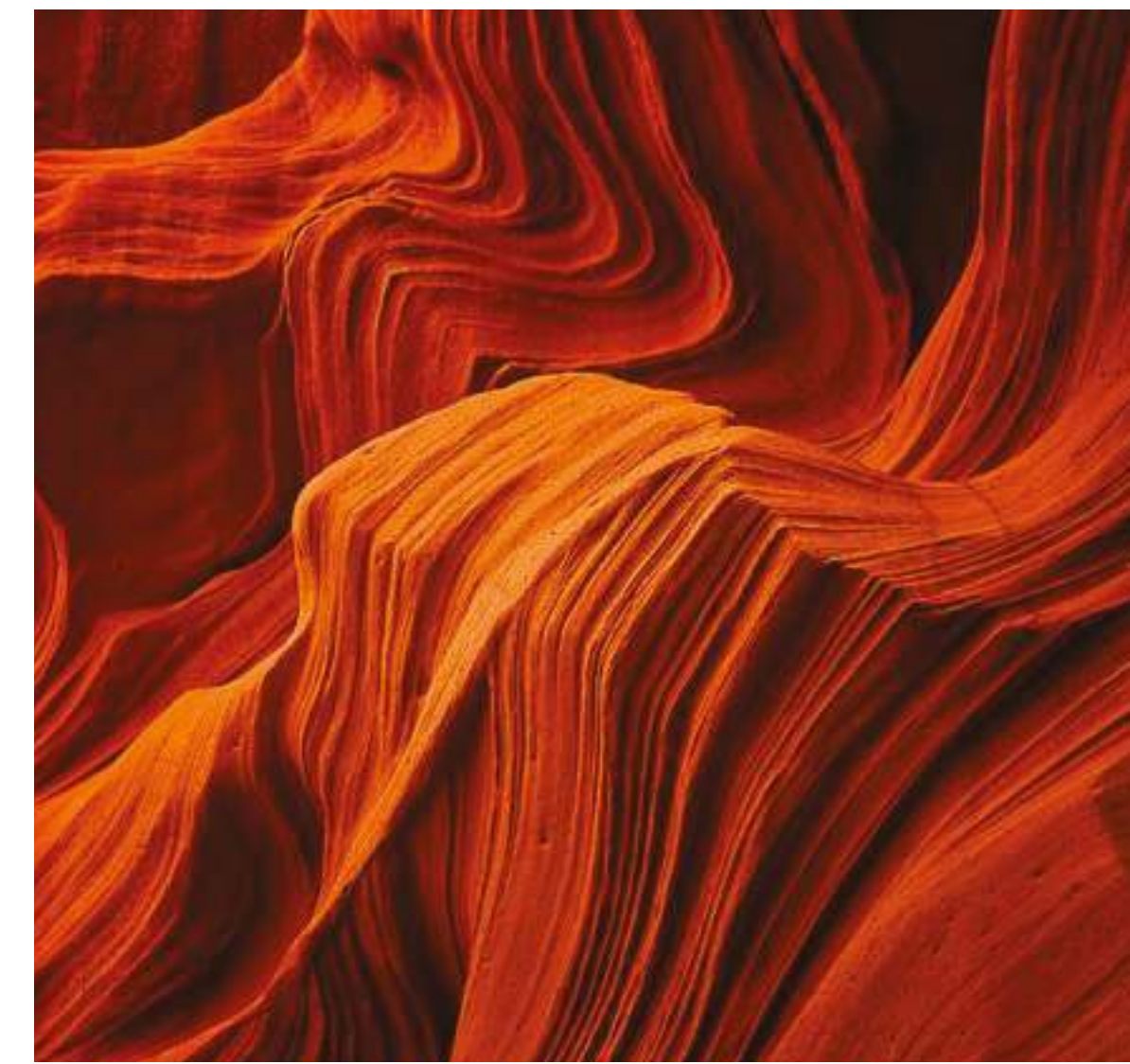


Embedded Into Stone

DESIGN EXPLORATIONS

TEXTURE EXPLORATIONS

The look and feel of the wayfinding elements in the spaces can be enhanced by reflecting the concept of Azulik on the texture, forms & finishes of the wayfinding elements. This also helps in blending the wayfinding elements to the context and seamlessly connecting it to the architecture.



DESIGN EXPLORATIONS

FORM EXPLORATIONS | MONUMENT SIGNS

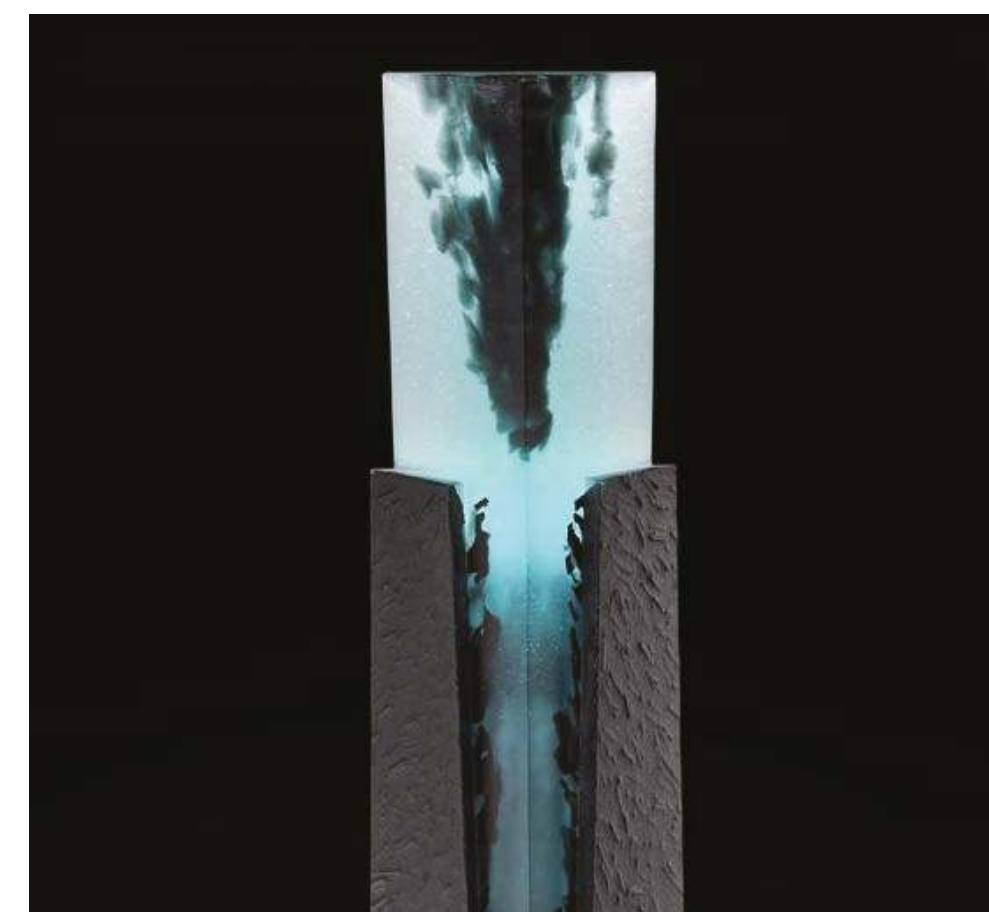
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DESIGN EXPLORATIONS

FORM EXPLORATIONS | FREESTANDING

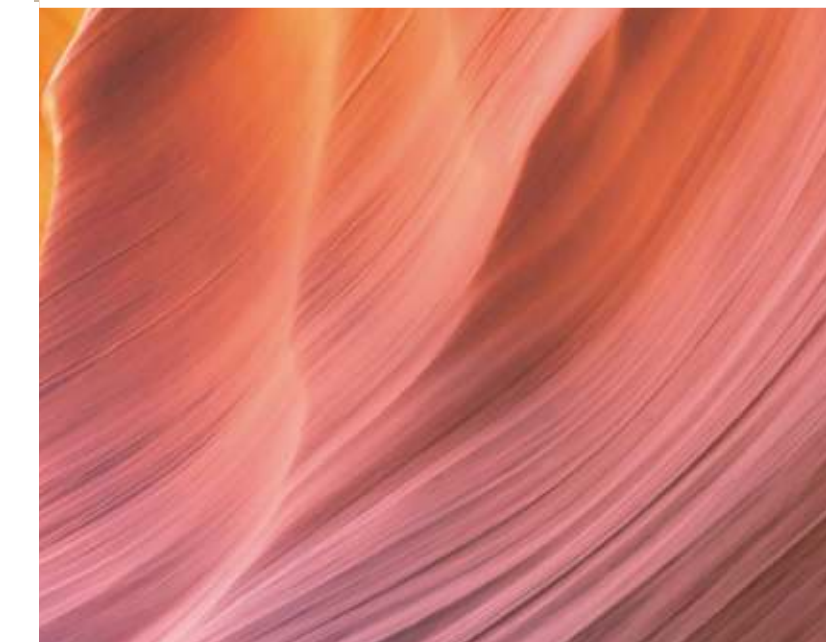
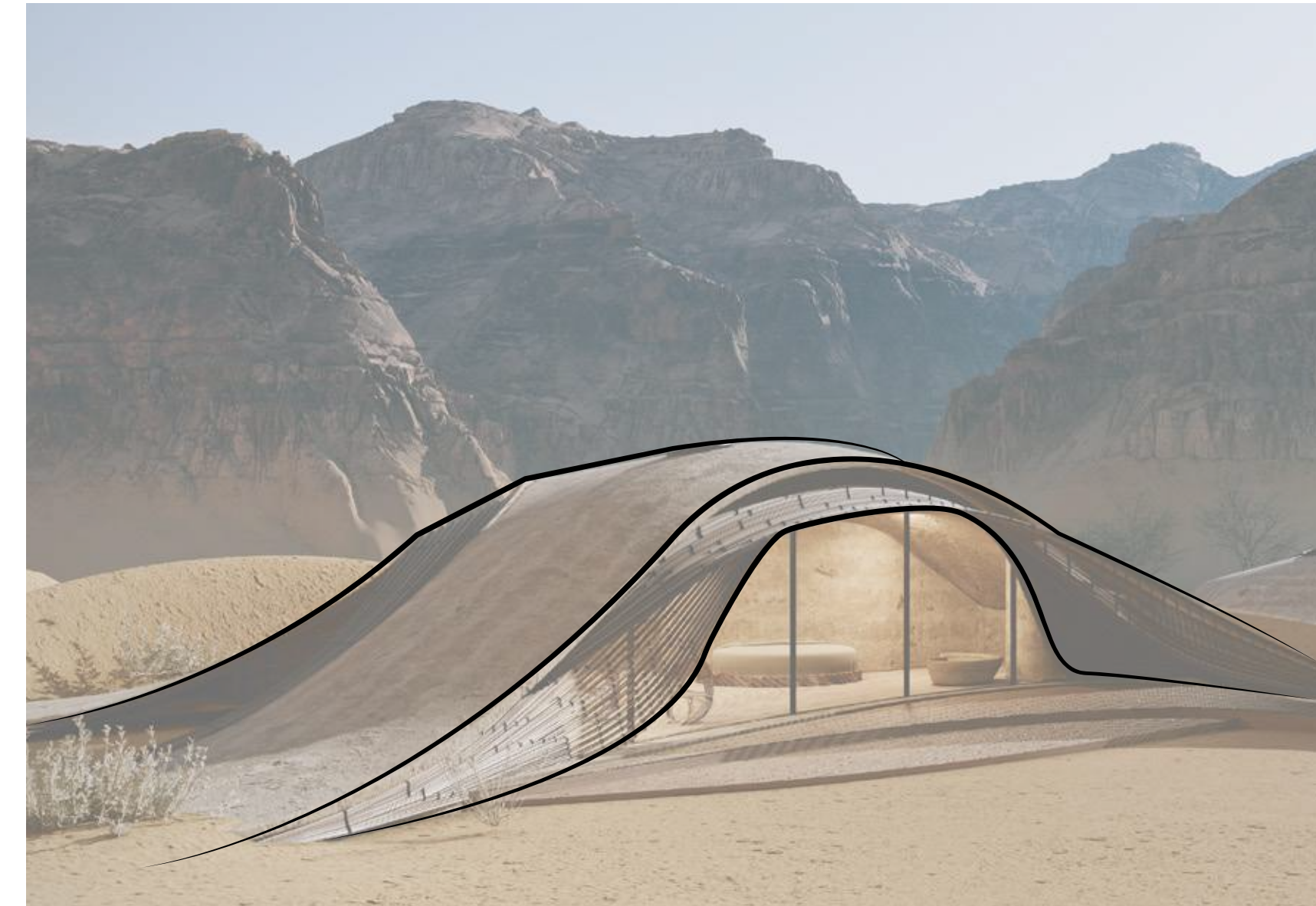
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DESIGN APPROACH

DESIGN APPROACH



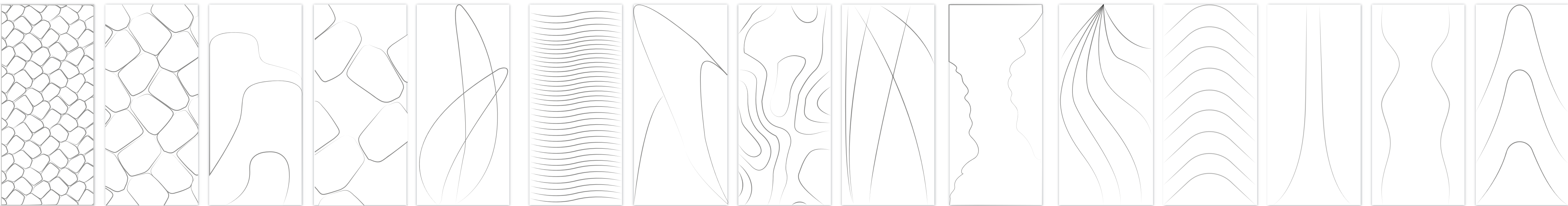
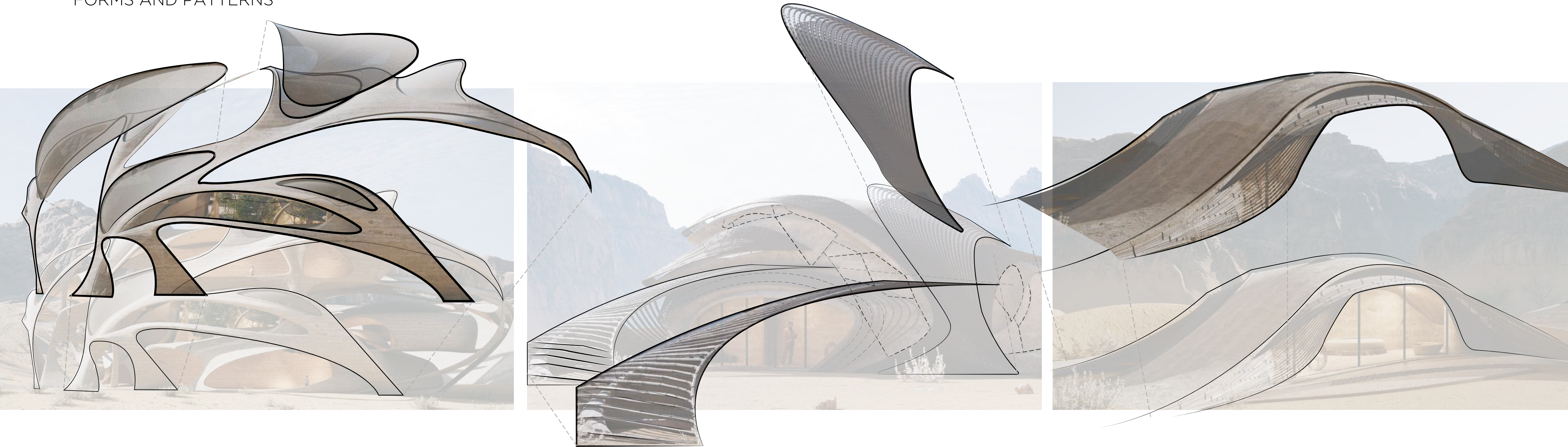
PORES | VORONOI FORMS | VOIDS

PATTERNS | ORGANIC FORMS | DIVERSE

ASCENSION | MOUND | WAVE

DESIGN APPROACH

FORMS AND PATTERNS



Derived design language

DESIGN APPROACH

FORM STUDY: DESIGN EXPLORATION FOR
THE ENTRANCE, VILLAS AND INSCRIPTION AREAS



A Z V L I K

العلا

S I G N A G E & W A Y F I N D I N G
2 0 2 3

roth | ARCHITECTURE

dezigntechnic
signage, wayfinding & mapping