



# Worcestershire Royal Hospital

A sign solution that meets the complex information management needs of hospitals and enhances the atmosphere of security and well-being.

Modulex developed a sign solution focusing on wayfinding, »less is more« and the use of graphics to create an atmosphere of comfort, nature and freshness.





Each floor was given its own character through the use of colours and symbols - blue water for the ground floor, yellow flowers for the first floor, green trees for the third floor and blue sky for the top floor.

### Business challenges

The Catalyst consortium looked to build a brand new PFI hospital with an atmosphere of nature and freshness to generate a sense of security and well-being. The sign solution was seen as an active element supporting the vision and atmosphere of the hospital.

At the same time the sign solution had to meet the information management needs of the Worcestershire Acute Hospitals NHS Trust, and offer clear wayfinding guidance to patients, visitors and staff.

### Solutions

With responsibility for managing the sign programme, Modulex was a full partner in the project team, which included the architect RTKL and Bovis Lend Lease, the design & build contractor.

Modulex proposed a sign solution based on the principle of providing only the exact information people needed at key wayfinding points. This »less is more« approach reduced the number of signs to a minimum in order to make the hospital as simple as possible to navigate.

A wayfinding audit based on the plans of the new hospital was carried out.

At the same time, input groups of patients, visitors, nurses and doctors were interviewed to understand their different information needs.

The graphic part of the solution supported the vision of the architect; to generate a feeling of nature and freshness. Modulex drew on years of experience in colour theory and readability to help select the final colours and designs.

As a final test of the wayfinding solution, a treasure hunt was organised on an open day for invited guests and members of the local community prior to hospital occupation. All the participants found the treasures without difficulty and their evaluations resulted in some final adjustments to optimise the sign solution.

The new hospital has exactly the fresh and natural atmosphere we hoped to create at the outset of the project.

Many users have commented on how comfortable they feel simply because of the environment.

The principle of working with Modulex and the other members of the project team has proved very successful. It has enabled us to develop a solution that meets all of our objectives.

**David Snowdon**  
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