



**The Rockefeller University
Signage & Wayfinding Program**
New York, NY

The Rockefeller University is among the most respected medical research institutions in the world. Its small campus size belies its enormous accomplishments. C&VE designed a new signage and wayfinding system to help the University's population of local, national, and international visitors navigate its circuitous pathways.

The campus is constantly undergoing construction and renovation and over the coming years it will consist of state of the art research facilities housed in a mix of contemporary and classic architecture. The signage program serves as a unifying factor

that respects the existing, classical architecture through the use of traditional patined and oxidized bronze but also speaks to the contemporary buildings through its simple forms and sans serif typography.

The totem sign forms are comprised of opposing curved panels and result in slim structures with extreme rigidity, elegance, and good surface area. LED lighting concealed in the void between the curved panels provides lighting for pathways. The plaque signs echo the curved features of the free-standing totems.

