

The Fold, London

- Case Study

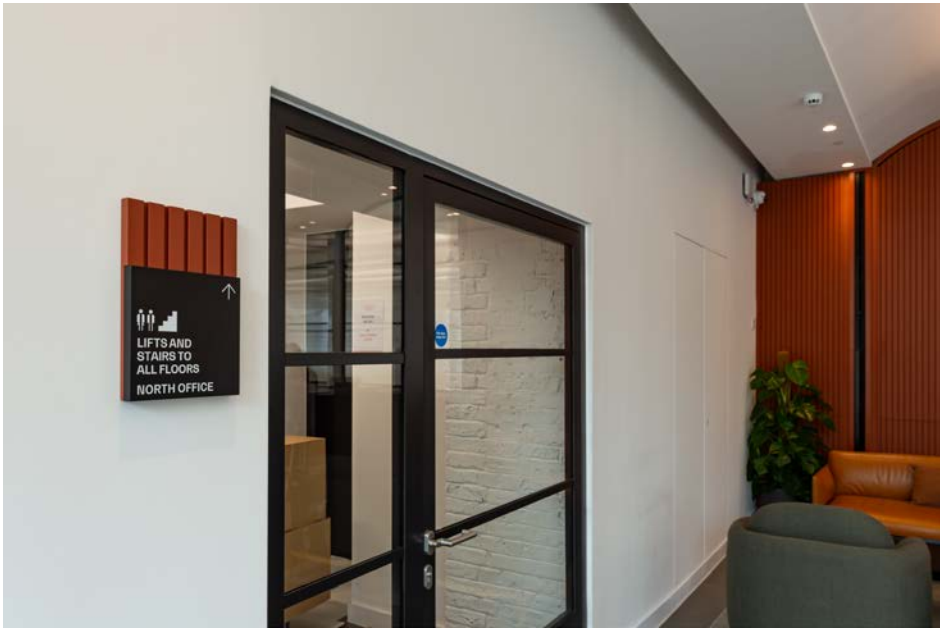


xsign provided the signage and wayfinding scheme at The Fold in South Kensington in London for De-Group. The Fold is a renovated, Grade II listed high-end mixed office space suitable for a broad range of tenants. We supplied a mix of interior and exterior signs to help brand the space with a range of high-quality signage materials.

Externally, we have supplied built up aluminium letters to display the name of the building. "THE" and "F" have been manufactured into a single shape, with no joinings.

Internally, we have provided a range of wayfinding signs befitting of the building. We have manufactured profiled MDF Fibrapan Hidrofugo backboards, spray-painted to match a standard RAL, with a front-fitted MDF panel with 2mm radius edges to display wayfinding directions. The front-fitted MDF panels feature ultra high resolution direct digital print.





Key wayfinding information is displayed on bespoke Fibrapan Hidrofugo MDF panels, which offer excellent water resistance, to ensure the installation is not impacted by humidity levels and expansion.

We provided a branded tenant directory fixed to CNC panels. We've used 3mm thick lettering, fixed to 10mm thick directory rails. "The Fold" is manufactured from 4mm thick lucite/aluminium lettering with a high polish edge detail.



We've provided a free-standing, stacked wayfinding directory totem sign in the lift lobby. Making use of MDF Fibrapan Hidrofugo panels ensures the design is in keeping with the rest of the building.

Every effort has been made during the design process to ensure that the signage is in-keeping with the aesthetics of the building.



To ensure long-term use of the signage, we have applied our Jigsaw fixing system to signage panels, than allows for the easy changing of pensl should the use of the space change. Just slide out one panel and replace it with another panel.

We've printed directly on to the black panels with ultra high resolution 1800dpi digital print, to ensure longevity and excellent legibility. Iconography has been designed to make wayfinding as accessible as possible.

