

**Soren Luckins
Meredith Earls
Britta Warn**

Buro North

Re: Federation Square Wayfinding signage

24.07.2020

On the 23rd of July, 2020 Meredith Earls presented the initial presentation of Buro North's response to the design of the wayfinding signage for Federation Square to me.

I was consulted as I was one of the original designers who developed the wayfinding scheme with John Warwicker and Lab Architecture at the conception of Federation Square between 1997 - 2001.

I found Buro North's new scheme to be closely aligned with the original ideas we developed around creating a dynamic, adaptable, cohesive and responsive signage system, one that adds to the Federation Square experience whilst imparting important wayfinding directions without impedement. I was particularly taken by the colour coding of areas and allowing the totem screens to be used as coloured illuminated signposts. A clever solution that allows for the screens to use colour as content and not be reliant on advertising or event imagery all the time.

I fully endorse the direction that Buro North are taking the wayfinding signage and integrating the original intentions that we had developed at Federation Square's formation.

Kind regards

Sean Hogan

Director
Trampoline