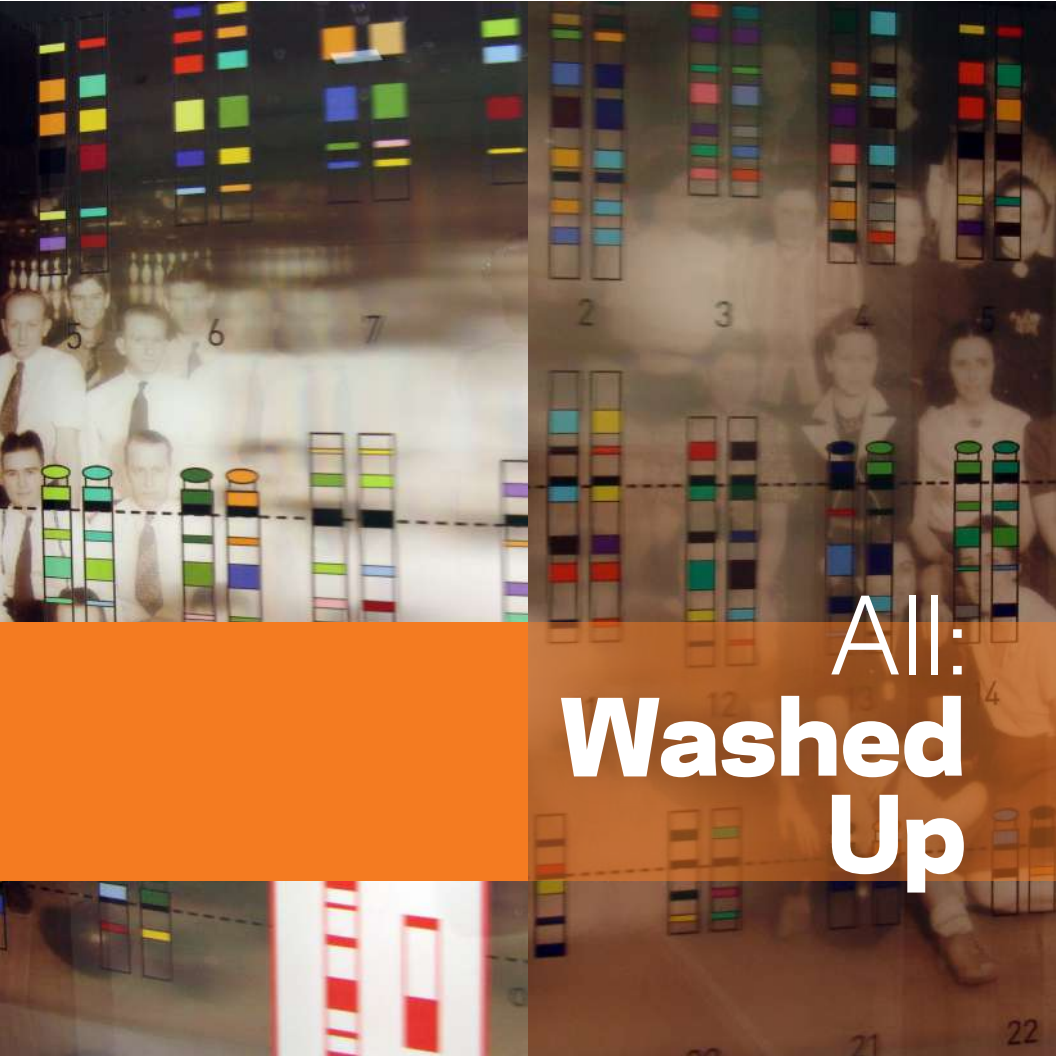




All:
**Washed
Up**

A small insight into the origins of organizational myth and lore. . .

As I walked into the lobby, I showed the security guard at the reception desk my camera pass and told him I was here to photograph some of the signs. His interest dials up somewhat and he has a few things to say about the sign elements installed on “our” site. After signing in, I ask where’s the washroom and he points around the corner, telling me this is everyone’s favorite sign. “They were made by the folks in the lab... see, they use Nortel circuit boards for the figures. And they have names, too. This one’s Bitsy and this one’s Chip.”



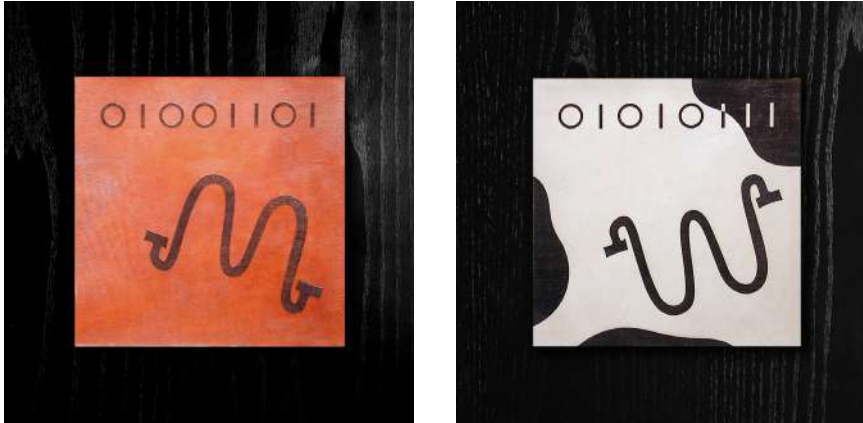
Unisex restroom at wireless telecom facility



This contract employee from the outsourced security firm demonstrated pride of (work) place on a site that did not directly employ him. He furthered their myth of authorship (a sign fabricator had actually made the sign), and retold the local cultural lore of the naming this community had given these artifacts. And isn't this the goal of our work: to create the myth and lore that support the feeling we call community.

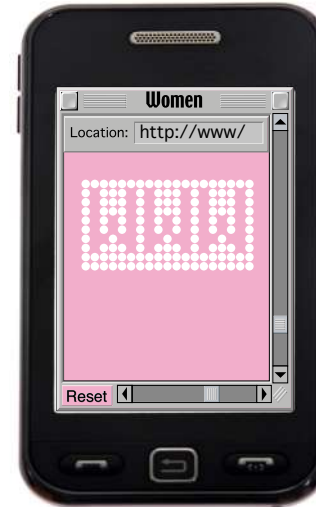
The lyrical outcome of our story: Instilling the sense of pride and ownership in worklife, all facilitated by well placed artful messages presented in the native (in this example: circuit board competency) culture. This booklet offers micro examples in the use of art and artifact to visualize the desired cultural attributes of creativity, and innovation – seeding the shared culture experiences that equate to community.

Restroom signals @ data networks facility



Wavy "M" and "W" branded in leather at wireless facility in Calgary (that's "Cowgary" for you locals)

(Also note the 8 bit binary code for M and W)



WWW



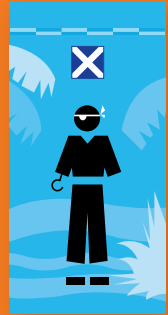
MMM



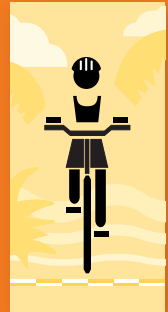
Rivers theme on first floor, mountains on second floor, reinforces the wayfinding theme in outdoorsy Oregon

Roger and Shelly
at a software facility
in naval intelligence
community

Also "M" and "W" via
maritime flag code



Fitness center
locker rooms in the
same facility





California code shapes adapted to color wheel (women) and color prism (men) at an optical networks facility that assigns data to color wavelengths

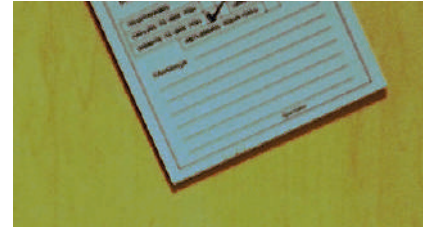
Action figures in fitness center at wireless telecom facility



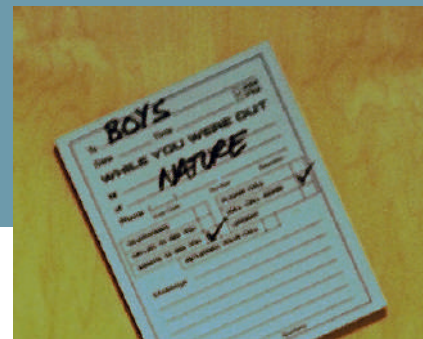


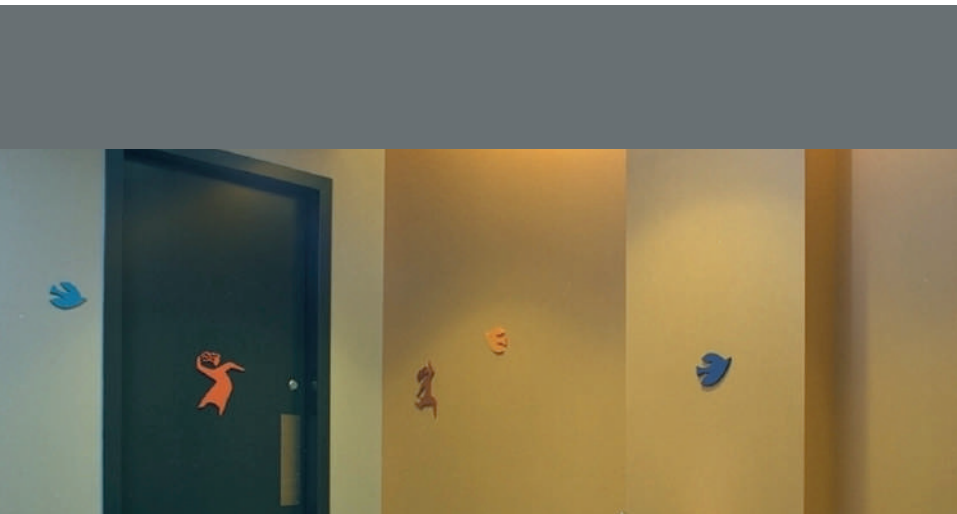
Read them all! The 18 restrooms in this facility will give you the complete endearing history of John and Jane

(Unfortunately, it's all autobiographical for the designer)



You get the message at facility authoring directory assistance software





On a sunny Quebec day, Matisse-like silhouettes court one another across the restroom alcove walls

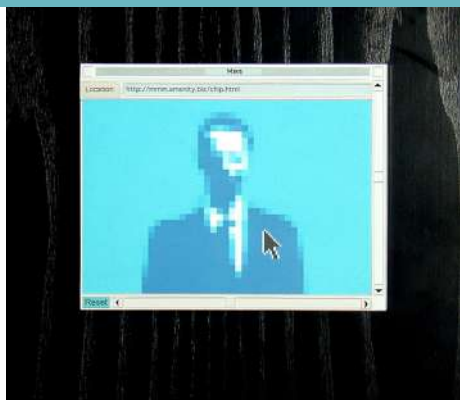


Hanging out at the (washroom) corner





“Chip” and “Bitsy” for internet switching enterprise



Fitness center signs also act as the key word
in the quote displayed on the wall behind them



Chromosome art signals:
XX and XY code the restrooms
at life sciences enterprise

Optical glass reveals genders
behind the chromosome art



A global agri-business who wants to be kinder, gentler

(...even charming)



A seed research facility for an agri-business



Toyful = joyful @ teacher's lounge in daycare center



Feltboard figures mark children's restrooms at a corporation's childcare center



Translate the financial charts to “M” and “W”



The Susan



The John

Restroom door signs at financial investments facility

Which one is
upside down





Hygeia and Escalapheous —legends in healthcare depicted on push plates at pharmaceutical facility



tt
Techno flavor in play at computational giant



Pithy quotes outside men's and women's locker rooms



Literaries offer signals to men's and women's locker rooms

Kachina dolls do rain dance in Arizona call center



Investor profile marks man in the mirror at a financial investments institution





Faces of waiting patients mixed with gender specific inspirational text on mirrors at pharma R+D facility



Pit stop photo image on flag sign signals restrooms at automotive engine manufacturing enterprise

Wellness enterprise uses
activated silhouettes to spell out gender



This manufacturer's product imagery also
directs the well-groomed to their washrooms