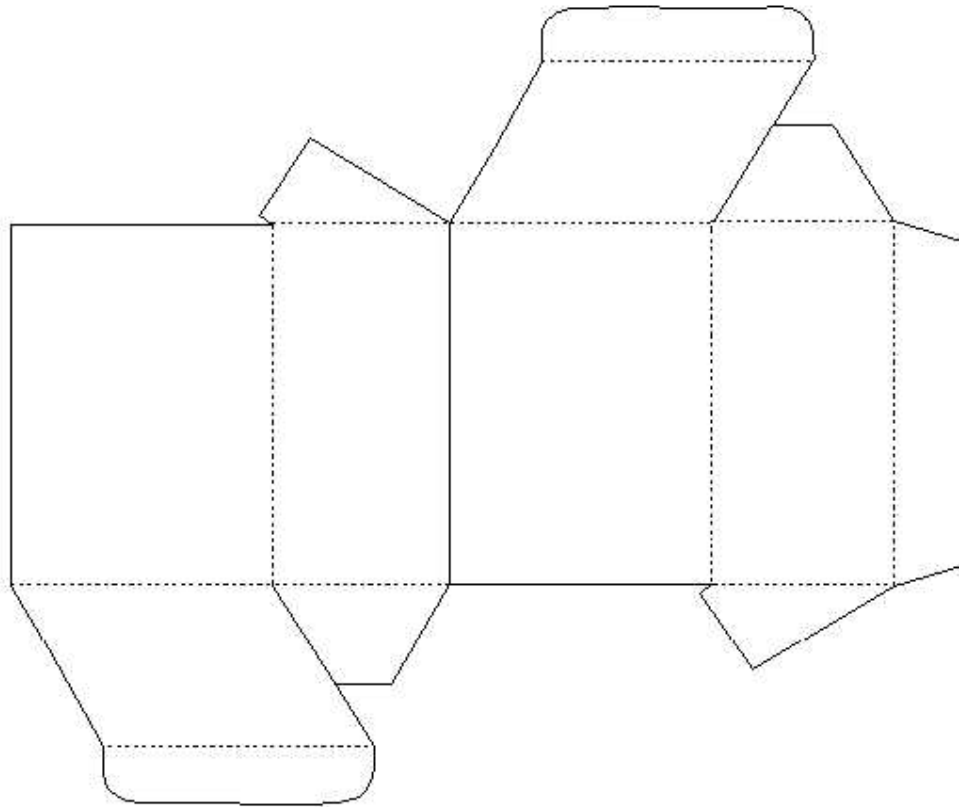


VISUELLE KOMMUNIKATION 1



VORLESUNG 15

Beschriftete Räume

- Signaletik, Wegleitsysteme
 - > Orientierung, Informationskette, Eindeutigkeit
- Schrift und Raum in der Kunst
 - > Raumtexturierung, Inhaltsüberlagerung

Fragebogen

東方 表行	ROLEX
	勞力士
	TUDOR
	帝龍表

中區警務處
香港註冊
中區警務處
香港註冊
中區警務處
香港註冊

新新珠寶金行
SUN SUN JEWELLERS

林

君悅珠寶

3c.
95.2
BUS S

SIGNALETIK IM ÖFFENTLICHEN RAUM

Wegleitsysteme

- Direkteste, allgemeingültige Wegverbindung
- Ununterbrochene Informationskette
 - > Standort und Abstand der Zeichen wesentlich
- Je eindeutiger die Zeichen, desto weniger häufig können sie eingesetzt sein
- Zuviel an Zeichen > Desorientierung



DIRECTION



(M) (5)

BOBIGNY

(M) (7)

DIRECTIONS



MAIRIE D'IVRY
VILLEJUIF

SORTIE



RUE BOBILLOT
AVENUE D'ITALIE

Paris-Londres 490 F. 1955
Allons donc à Londres

← DIRECTIONS

(M) 1 CHÂTEAU DE VINCENNES
LA DÉFENSE

(4) PORTE DE CLIGNANCOURT
PORTE D'ORLÉANS

← SORTIE

PLACE SAINTE-OPPORTUNE

← DIRECTIONS

(M) 7 LA COURNEUVE
MAIRIE D'IVRY-VILLEJUIF

(11) MAIRIE DES ULAS



Gleis

4

-

Gleis

9



Bahnhofplatz
Stadtzentrum





OSK



A *comme*

- **A**bricot
- ← **A**ïoli
- ← **A**ntipode
- ← **A**llo?
- ← **A**libi
- ← **A**mour
- **A**léatoire

B *comme*

- ← **B**allerine
- ← **B**ismuth
- ← **B**oussole
- ← **B**onjour
- ← **B**araka
- ← **B**rouhaha
- **B**ivrage

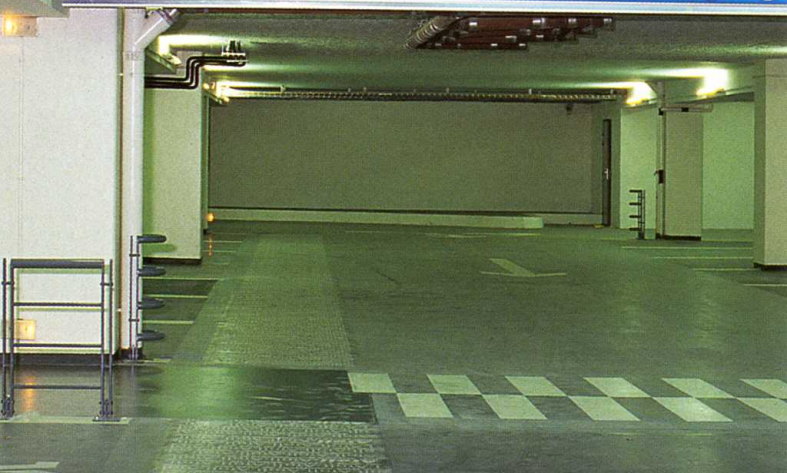
C *comme*

- **C**onsonne
- **C**ontre-jour
- ← **C**onfiture
- ← **C**anicule
- ← **C**oncierge
- ← **C**himère
- ← **C**itrouille



voies piétons

A comme aïoli



Consonne. Consonne. Consonne.
couloir. Nous parcourûmes un court che-

sonne. Consonne. Conson
deviendrait ma compagne l'espace d'un

ne. Consonne. Consonne.
Au détour d'une lettre, j'ai croisé celle qui

Consonne. Consonne.
min et elle s'éclipsa sans émettre un son.

Consonne. Consonne. Con
couloir. Nous parcourûmes un court che-

sonne. Consonne. Conson
deviendrait ma compagne l'espace d'un

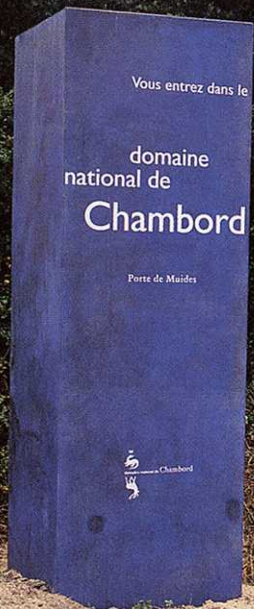
ne. Consonne. Consonne
Au détour d'une lettre, j'ai croisé celle qui

Consonne Consonne

SIGNALETIK IM ÖFFENTLICHEN RAUM

Orientierungssysteme

- Interessanteste, individuelle Wege
- Fussgängersysteme
- Aufzeigen und In-Bezug-Setzen von räumlichen Zusammenhängen
- Orientierungshilfen und Informationen statt Wegweisungen
- Gegliederte Informationsfülle









Château de Châteaugay



Le château de Châteaugay
est un monument historique
classé depuis 1925.



Le château de Châteaugay
est un monument historique
classé depuis 1925.



Le château de Châteaugay
est un monument historique
classé depuis 1925.







Place Saint-Paul
Rue Juiverie



SITE HISTORIQUE
DE LYON
PATRIMOINE
DE L'HUMANITÉ



Mairie annexe du 5^e arr.
Musée Gadagne

SCHRIFT UND RAUM IN DER KUNST

Barbara Kruger

Jenny Holzer

LOEWS STATE

AN **We** EIG **don't** ES **need** ART
"THE NAKED SPUR"
ECHNIC **another** YAN- **hero** MEEKE

TECHNICOLOR
JAMES STEWART JANET LEIGH ROBERT RYAN RALPH MEEKER
THE NAKED SPUR

MILLARD MITCHELL



AS WELL AS THE
MILITARY
SERIES
IT WILL
BE GREAT!

LAST MAN
STANDS
FOR THE
"BOOTS!"



Y
o
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c
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e

Your devotion has the look

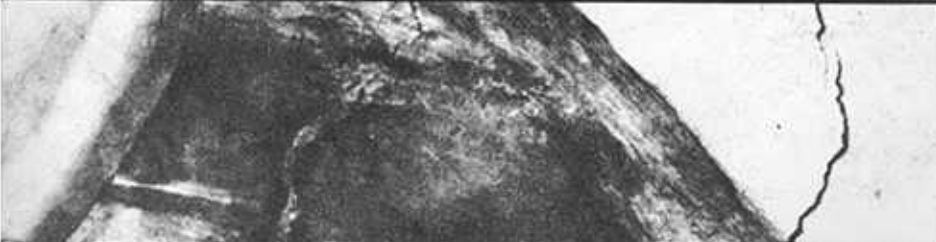


of a Lunatic sport

You invest in the



divinity



of the masterpiece

Your moments

of joy

have the

precision of

military strategy.





Your manias become **science**





**You construct
intricate rituals
which allow you
to touch the
skin of other men.**



You pledge

...egiance to your dick and to the pussy for which it stands?



Who will write the

...what's on your
mind. All that
seemed blind
sees through
you. All that
seemed sile

...ON THE PERSONAL
...ISM IS IMMORAL
...ES IS A LEGITIMATE AREA OF INVESTIGATION
...DESIRES ARE DESPOTIC THE EARTH
...ACTIVITY IS PREFERABLE TO MURDER
...YOUR UNCONSCIOUS IS TRUER THAN YOUR CONSCIOUS MIND
...IS DEADLY
...AWAITS REALLY BAD PEOPLE
...CAN YIELD GOOD RESULTS
...WITH YOURSELF IS INCREASINGLY UNPOPULAR
...IS MORE IMPORTANT THAN ANYTHING ELSE
...IS NOT ALWAYS THE BEST WAY
...IS A SIGN OF LIFE
...OF YOURSELF MEANS YOU'RE A FOOL
...IN REBIRTH IS THE SAME AS ADMITTING DEFEAT
...MAKES YOU DO CRAZY THINGS
...CONDUCTIVE TO CREATIVITY
...ING FEAR IS CALMING
...VALUABLE BECAUSE IT LETS THE OPPRESSED BE TYRANTS
...THE NEW IS DANGEROUS TO SOCIETY
...THE CRUELST OF ALL
...THE HOPE OF THE FUTURE
...IS A NICE IDEA WITH NO SUBSTANCE
...URE IS AS ARTIFICIAL AS PLASTIC
...URSELF IS A WAY TO STAY HONEST
...PROPERTY IS RELATIVELY UNIMPORTANT
...BE AN END IN ITSELF
...ATIVE THING
...BE A MEAL TICKET
...RE VALUABLE THAN METAPHOR
...VICED TO INCREASE GROWTH

REPRESSING SEX URGES IS SO
BAD. BOILING DAMS UP INSIDE
AND THEN IT MUST COME OUT.
WHEN SEX IS HELD BACK TOO
LONG IT COMES OUT FAST AND
WILD. IT CAN DO A LOT OF
HARM. INNOCENT PEOPLE GET
SHOT OR CUT BY CONFUSED SEX
URGES. THEY DON'T KNOW
WHAT HIT THEM UNTIL TOO
LATE. PARENTS SHOULD LET
CHILDREN EXPRESS THEMSELVES
SO THEY DON'T GET TOO EARLY.
ADULTS SHOULD MAKE SURE THEY
FIND MANY OUTLETS. ALL
PEOPLE SHOULD BE ABLE TO
SEX NEEDS. DON'T MAKE THEM
OF INDIVIDUALS AND SEND THEM
AWAY. IT'S BETTER TO
VOLUNTEER THAN TO GET FORCED.

AND
I
LOVE
GUNS

WINDOWS

TRIP

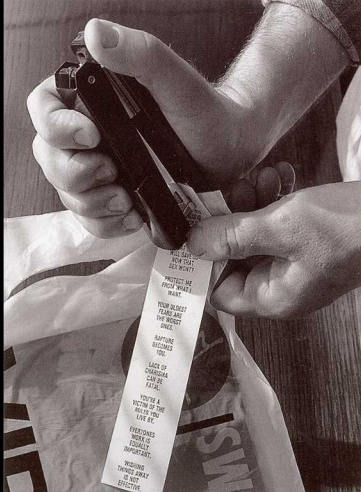
OSCA



APEEK'S SHOW



STRANGE



IF YOU
WILL GIVE UP
NOW THAT
DEX WONT?

PROTECT ME
FROM WHAT I
WANT.

YOUR OLDEST
YEARS ARE
THE WORST
ONES.

RAPTURE
BECOMES
YOU.

LACK OF
CHARISMA
CAN BE
FATAL.

YOU'RE A
VICTIM OF THE
ADULTS YOU
LIVE BY.

EVERYONES
MORAL IS
EQUALLY
IMPORTANT.

WISHING
THINGS AWAY
IS NOT
EFFECTIVE.

MEN DON'T PROTECT
YOU ANYMORE

NONOXYNOL-9
LOT 2259
EXP 04-96
MADE IN U.S.A.

MEN DON'T PROTECT
YOU ANYMOPE

NONOXYNOL-9
LOT 2259
EXP 04-96
MADE IN U.S.A.



ABUSE OF
POWER
COMES AS
NO SURPRISE

SLOPPY THINKING
GETS WORSE
OVER TIME

IT'S ALWAYS POSSIBLE
LATER

PLEASE HELP OUR
SAFE & COMFORTABLE
NEW CRYSTAL VOICE





OUTER SPACE IS WHERE
YOU DISCOVER WONDER,
WHERE YOU FIGHT AND
NEVER HURT EARTH. IF
YOU STOP BELIEVING THIS,
YOUR MOOD TURNS UGLY.

NO
STANDIN

M30



**MONEY CREATES
TASTE**

PROTECT ME
FROM WHAT
I WANT

© 1997 P&G



**YOU ARE CAUGHT
THINKING ABOUT
KILLING ANYONE
YOU WANT**

ELECTROMEDIA

**BUY 1
GET 1
FREE**

41

BAHOB

7:30 AM
3:30 PM
MO
B
EXC

WELLE

SNOW
ROUTE

P

3:00-6:00
← →



SAVOUR KINDNESS
BECAUSE CRUELTY
IS ALWAYS
POSSIBLE LATER

PRINCE
OF
WALES

THE
ROYAL
THEATRE
SOUTH
PACIFIC



THE
ROYAL
THEATRE

400
THE
THEATRE

THE
THEATRE

MARSH

AB 30
AUG .269
BALL

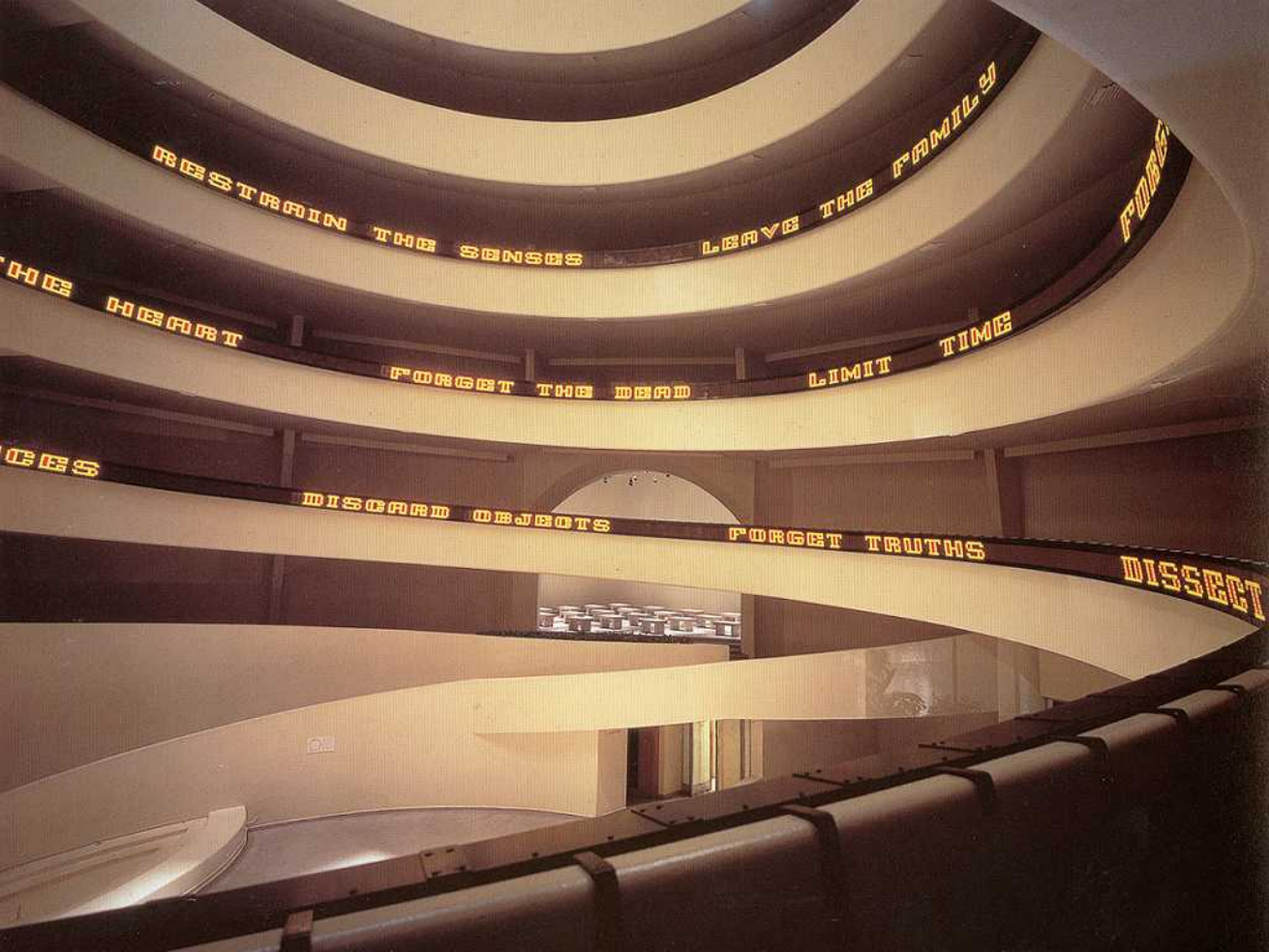
0
STRIKE
0
OUT
0

	1	2	3	4	5	6	7	8	9	10	R	H	E
METS	0	0	0	0	1						1	4	0
GIANTS	0	0	1	1							2	7	1

YOU MUST HAVE
ONE
GRAND PASSION

SF	SS	CF	LF	RF	1B	C	2B	3B	P
23	30	00	21	22	15	6	10	37	





RESTRAIN THE SENSES

LEAVE THE FAMILY

FORGET

THE HEART

FORGET THE DEAD

LIMIT

TIME

GES

DISCARD OBJECTS

FORGET TRUTHS

DISSECT



NON LO SOPPORTO



REFTER ÅPNER

IK NÅR DITT

TRUES

SÅ SANN

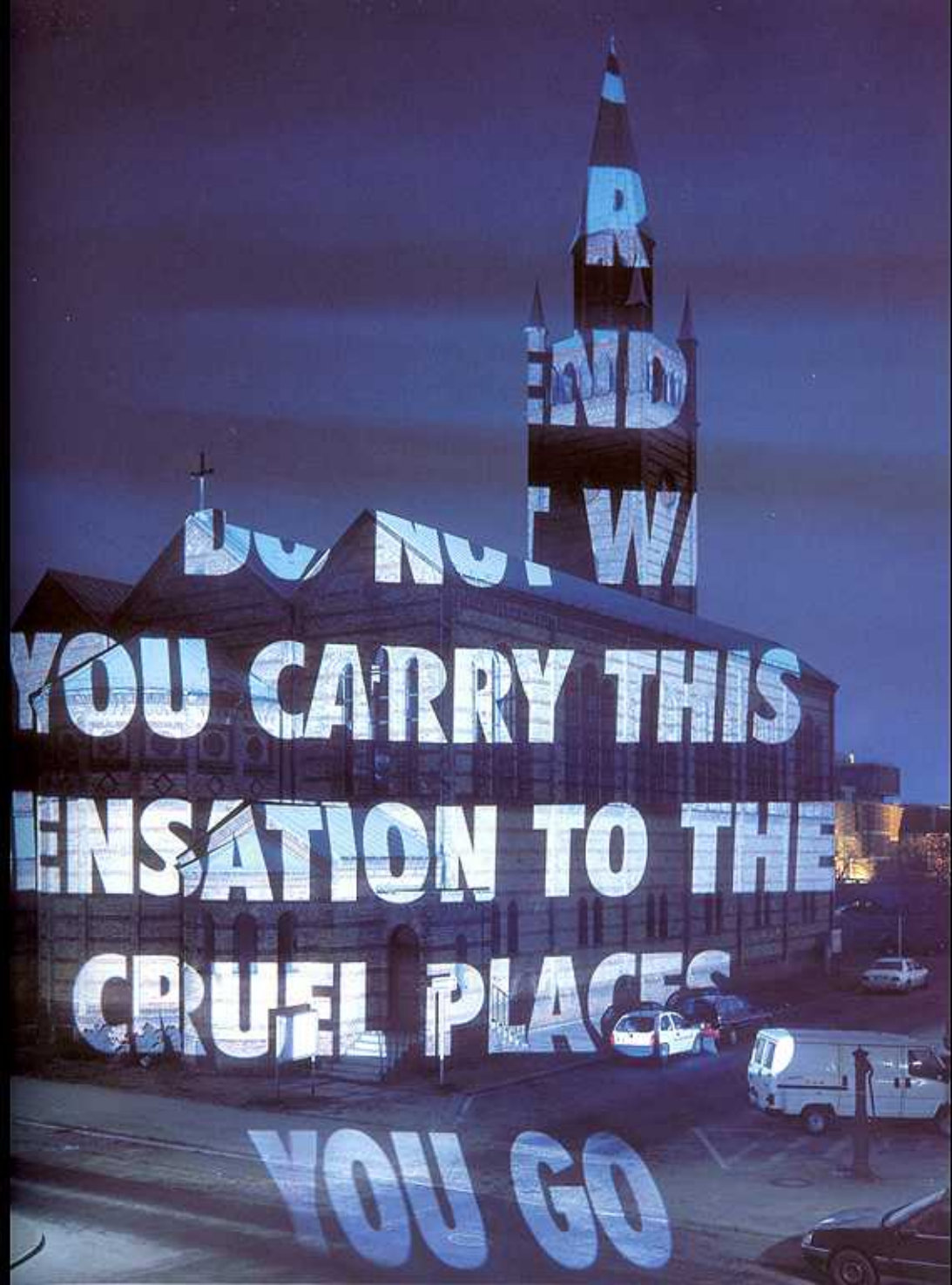


IMMER HÖFLICH
ZU BEAMTEN

EINTWAFNEN SICH LÄCHELN

UNVERHÖRLICHEN GRAUSAM

SICH BEWILLEN
DANKEN ERHEBEN



DO NOT WEAR
THIS SENSATION TO THE
CRUEL PLACES
YOU GO

TERMINE

Heute:

- Technikhilfen im 1.256a
- Besprechungen im Zeichnungssaal

Präsentationen 19/20.02.04

- Collage Stimmungsbild
- Diagramme
- Texturierte Perspektive
- Schnittmuster und Modell