



Wayfinding and signage:  
**Stanislavsky Factory**  
for Horus, Moscow, 2009

## Project summary

The design of a wayfinding strategy for the **Stanislavsky Factory**, Moscow, 2009. A striking visual identity for an office complex using signage and large scale graphic displays evocative of the site's history. Gold thread for religious and military uniforms was once made here with workers entertained with theatre directed by the owner Konstantin Stanislavski, originator of Method Acting. Thread-etched ribbons of clear acrylic, carrying light from LEDs buried in the walls, guide visitors internally. Lift interiors are lightboxes for images of old hydraulic machinery, while romantic drama takes place on toilet doors.

