

ROSWELL PARK COMPREHENSIVE CANCER CENTER

IDS developed a compelling vision for wayfinding and identity at the large Buffalo healthcare campus.

Roswell Park Comprehensive Cancer Center sought architectural elements to bolster its fast-growing campus and enhance its newly developed graphic identity. IDS responded with a systematic design approach built around the organization’s survey, planning, and visualization approach.

IDS began by providing a range of best practices and visual scenarios, from simple elements like wayfinding markers to expansive and dynamic illuminated markers and wraps. Based on stakeholder response to these scenarios, IDS finalized a sign vocabulary of illuminated gateways, landmark wayfinding elements, and other elements.

Our photorealistic dimensional renderings helped the project team understand the signs’ colors, materiality, and scale, which were later integrated into photomontages.

This visualization approach secured approval for the project, while a value-engineering process during the concept stage allowed for the complete approach to fit into tight budget parameters. IDS completed full documentation from this plan and later managed the fabrication and installation in-house.

The IDS Facilitation Approach for Roswell Park

PLANNING

- Stakeholder planning
- Visual Site Survey
- Best Practice Precedents
- Design Opportunities & Scenarios

DEVELOPMENT

- Prototypes
- Engineering Documentation
- Cloud-Based Message Schedule Utilizing WayfindIt
- Construction Documentation

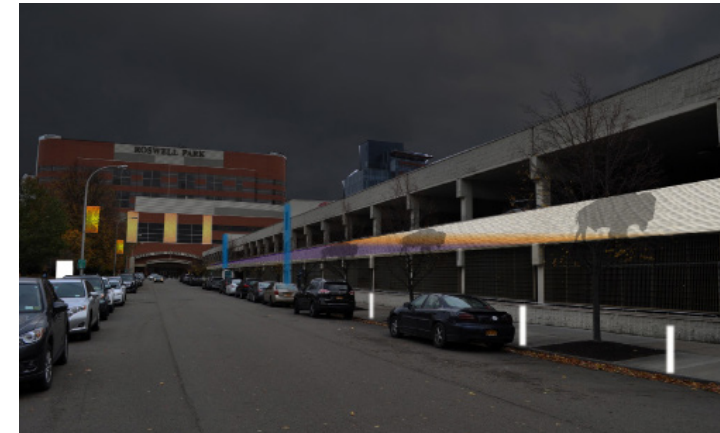
DESIGN VISUALIZATION

- Sign & Design Element Family
- Photorealistic Renderings
- Final Material Specifications & Mockups
- Renderings on Site

MANUFACTURING & INSTALLATION

- Site & Excavation Planning
- Full In-House Fabrication
- Cloud-Based Installation Implementation Overview
- Full Installation Outline including Foundations & Building Connections

For information about partnering with IDS, contact us at:
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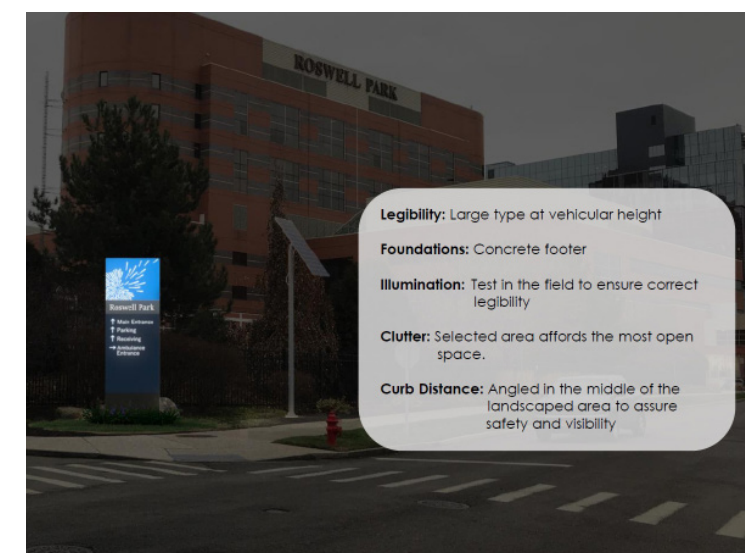
In the planning stage, quick sketches articulate different design opportunities for the client to incorporate into their design brief. This also allows for a preliminary articulation of budget and project phases.



After a comprehensive visualization and sign management process, the final sign installation matches the digital visual simulation exactly.



IDS design development work is built around photorealistic renderings that make it easier to test illumination, materials, and scale.



IDS uses photo montages for initial location planning, visualization of design elements, and final site location development.