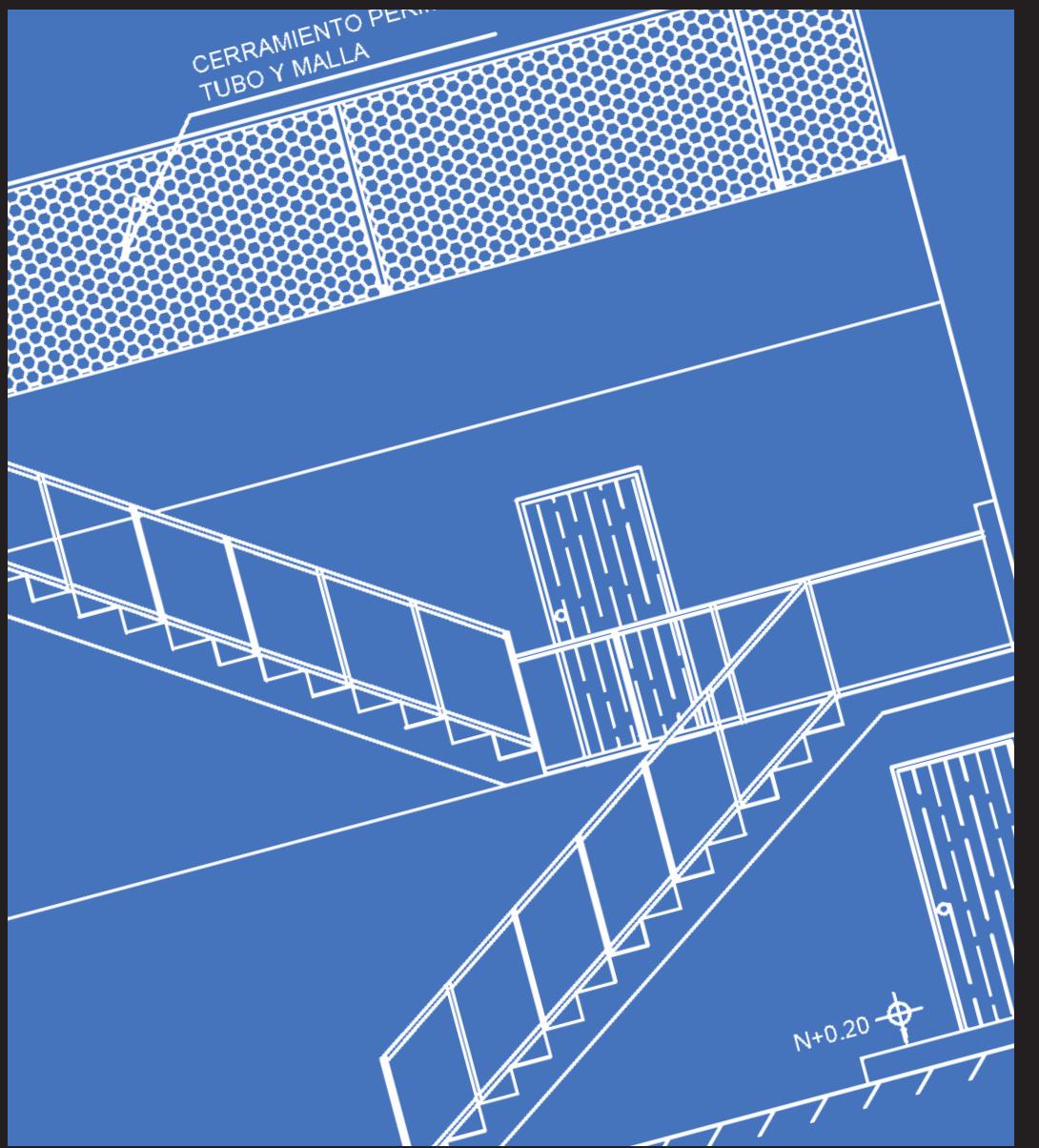


Identity, Wayfinding and Construction for an Underserved Population in Ecuador



Building Science and Graphic Design collaborate on a service learning project in poor Quito neighborhood of Aida-Leon.

ON the odd-shaped lot of Iglesia Bautista Esperanza Eterna, a small two story building was used to house both an after-school program and a daycare program. There was a great need to expand both programs in the underserved community of Aida-Leon. To solve the problem, the government sponsored daycare moved to an adjacent building and the after-school program will expand into the adjoining new construction project.



An overarching identity for the church and the services it houses creates a visual system. The signage system helps the community know what services are offered and where they are located.

A NEED FOR IDENTIFICATION

The services these facilities provide are a stabilizing factor within the community—there are no affordable options. Because of the disruption of movement and construction without the help of any visual identifiers or wayfinding, it was determined that signs would make a positive difference in the extension of these services to the community.

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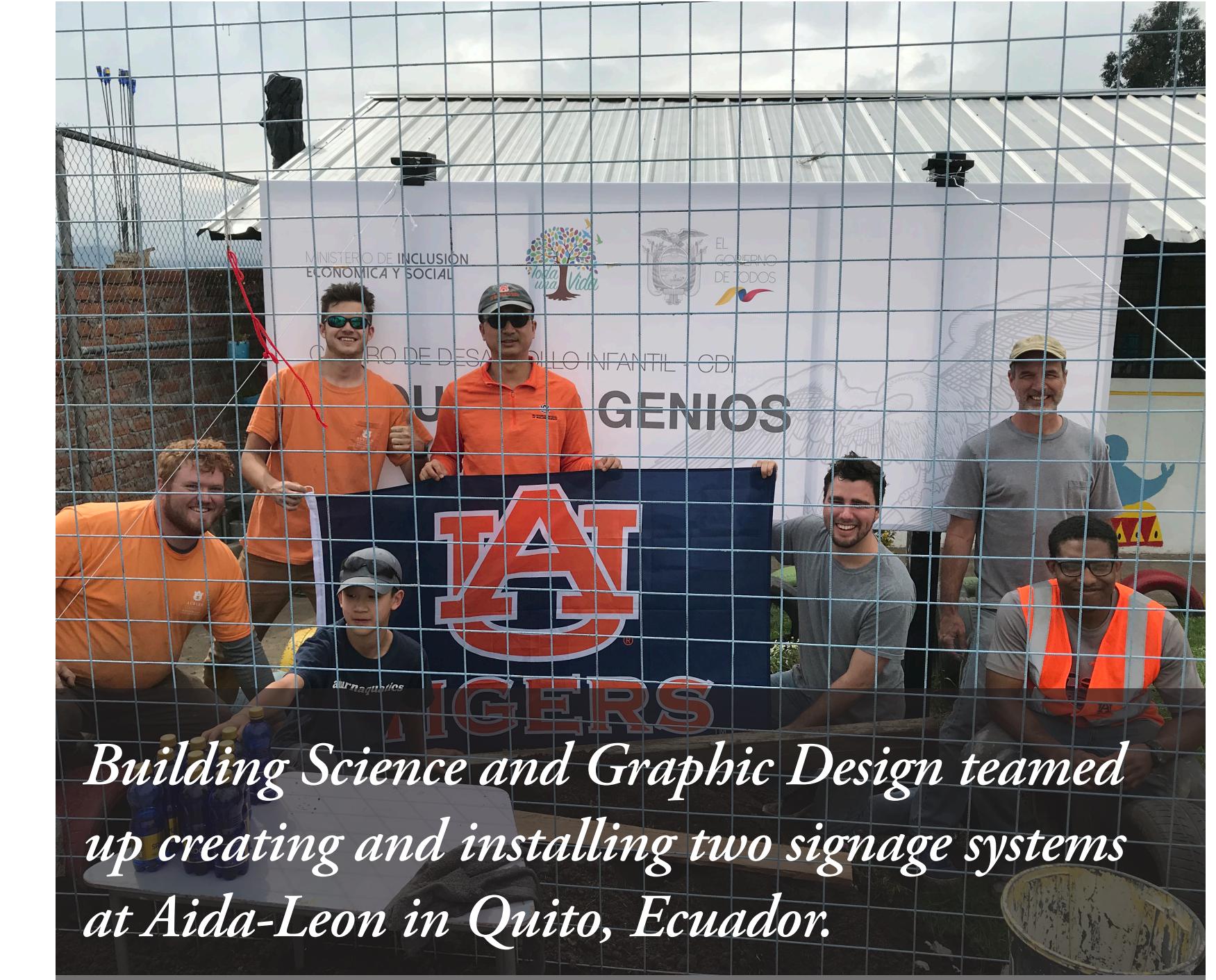
Building Science students working on new building to house expansion of an after-school program using local methods without the benefit of heavy equipment

HELPING FIND THE WAY

Going to the church and taking your child to the after-school program are not in the same building. Giving guidance on where to find the after-school program encourages more use of that vital service.



Just as local methods for construction were used on the new building, we also used the local sign making method of stretching vinyl banner material around frames of steel tubing.



Building Science and Graphic Design teamed up creating and installing two signage systems at Aida-Leon in Quito, Ecuador.

DISTINCT LOOK AND FEEL

The daycare service was no longer in the same building as the after-school program. Further, it is also overseen by community leaders and the government. Amplifying this separation visually with distinct sign systems further helps the community understand where to find the daycare.

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