

DESIGN INC.

ENVIRONMENTAL GRAPHIC DESIGN



70 PACIFIC STREET DORMITORY

CAMBRIDGE, MA

CLIENT

Massachusetts Institute
of Technology

ARCHITECT

Stefflan Bradley Architects

FABRICATOR

Advanced Signing, LLC

This new dormitory housing 750 graduate students centers on emphasizing the interaction of graduate students within the greater Cambridge community. The building includes a generous amount of community space, high-end dorm rooms, and current wired technological innovations. DESIGN's high-tech concept incorporated special features into the sign program, including:

> Eraseable note boards designed into each dorm room sign

> Gridded steel sign component to allow for magnetic, changeable room occupant identification cards maintained by the dorm manager

> Insert signs for changeable schedules and notices at communal lounges and meeting rooms

DESIGN worked closely with the sign fabricator during design development to engineer signage using these unusual materials.

