



The rehabilitation of Chapultepec Park in Mexico City included a new signage system to guide and inform its 15 million annual visitors.

The design team conducted a one-year study to determine user requirements, followed by a six-month design phase and eight months for execution. The budget was 3.7 million Mexican pesos, about \$320,000.

Working with urban landscapers Grupo de Diseño Urbano, Diseño Neko developed directional signage, a porcelain enamel site map sign, historical signposts, street signs, a porcelain enamel donor recognition element, and 1m-high bronze letters for the main entrance identity.

To ensure visitors can see the directional signs from a distance of 20m while moving through a crowd, Diseño Neko designed 4m high sculptural, powdercoated steel pylons with 7cm text. Letters are cut out of the steel. Materials and imaging techniques were chosen for durability/vandal resistance, low maintenance, and cost and ease of manufacture.

Environmental considerations were a major factor. Signpost steel is 100% recyclable and made of 80% recycled material. PVC was completely eliminated from the project. The design was kept simple and timeless to elongate its lifespan, and sign pieces were produced locally to minimize unnecessary transportation.

Location Mexico City

Client Fidelcomiso Pro-Bosque Chapultepec/Mexico City Government

Design Grupo de Diseño Urbano (urban landscaping)/Diseño Neko (signage)

Design Team Merio Schjetnan (principal in charge); Luis Daniel Olivera (project manager); Karime Tosca, Hiroshi Ikenaga, Alice Pegman, Paulina Salazar, Jesus Santillan (design support)

Fabrication Imaco (primary fabricators; directionals, site map, information sign posts), Alfher (porcelain enamel), Aceros y Metales Internacionales (laser cutting, stainless steel), Fundición Crill (bronze letters)

Consultants Alejandra Creel (graphic design)

Photos Luis Daniel Olivera

Jury comments

"The strength of its conception and its powerful execution—as well as the use of a clear and simple, yet relaxed, font—made it immediately appealing. Its economy of means—a single folded sheet of pierced steel to create directional orientation, and the use of the existing (elegant) fence to carry the bronzed letters of its name—made it deserving of this juror's admiration."

