

Waterfront
Seattle

Identity + Construction Programming
Seattle City Council – September 9, 2013

GOALS

- Generate a positive sense of change + momentum
- Maintain waterfront/business access + vitality
- Support wayfinding + safety for all waterfront visitors
- Provide benefit for many construction seasons
- Provide information in a format mobile + easily moved
- Communicate the dynamic, temporary nature of construction

The project started with trying to give a question a shape.



**WHAT MAKES
A GREAT DOWNTOWN
WATERFRONT?**

**Waterfront
Seattle.org**

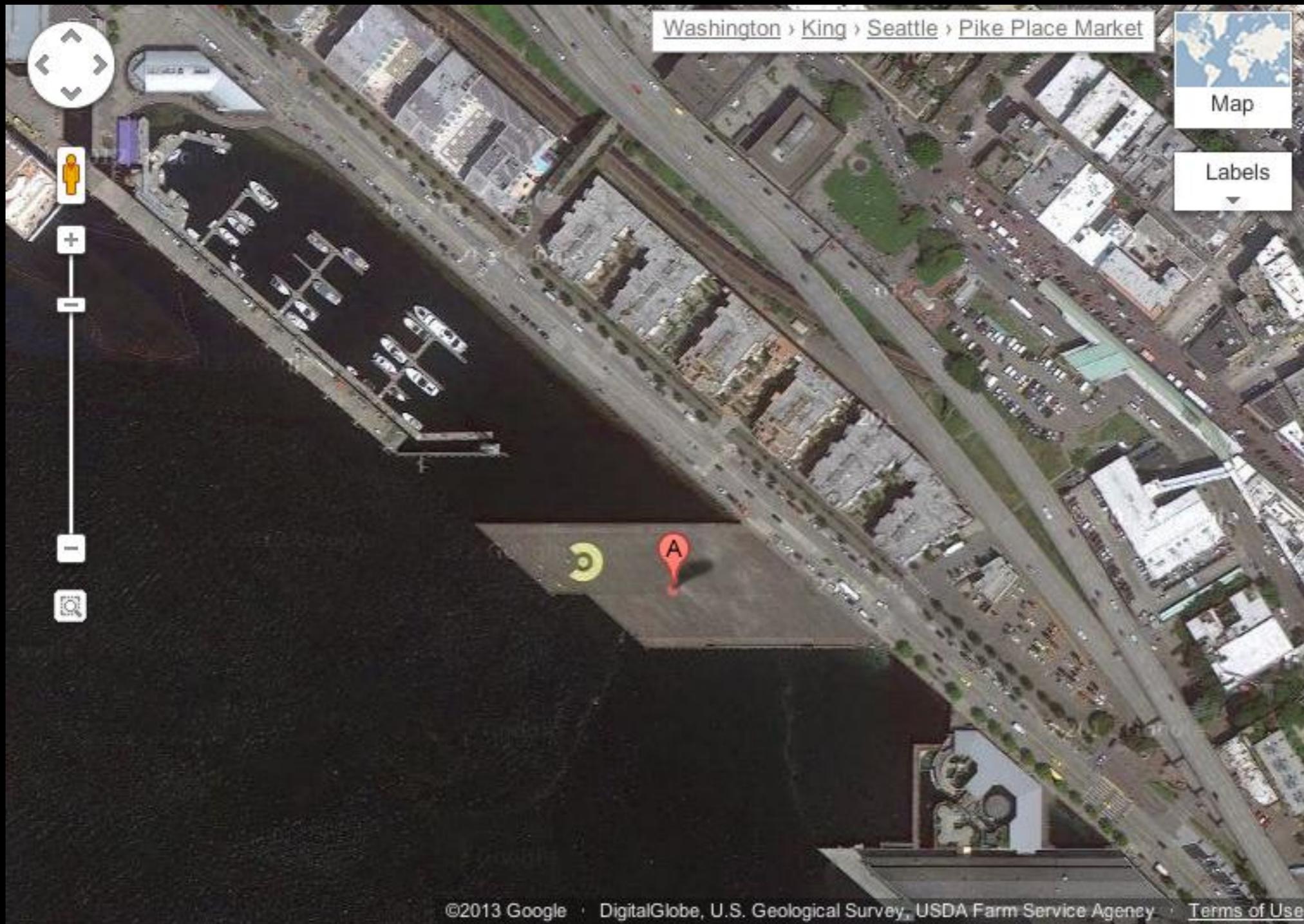
WHAT MAKES A GREAT WATERFRONT?

BRING BACK THE WATERFRONT STREETCART FOR CRYING OUT LOUD!!!



Waterfront Seattle.org





Clearly, the Waterfront Seattle project is not one thing but the result of many stories unfolding simultaneously.

Our hard-working identity that has carried the information, and made the project visible and recognisable must reflect the multiplicity of stories and stakeholders that make up the project.

Waterfront Seattle









**FOOLS, YOU
THINK YOU
CAN STOP ME!
GRIBBLES
WILL RISE
AGAIN! ACTUALLY
THE WORK WE
ARE DOING ON THE
SEAWALL WILL STOP
THEM (FOR GOOD)**

waterfront
ELLIOTT BAY
SEAWALL

A scanning electron micrograph (SEM) of a wood-boring insect larva, likely a termite or similar pest, showing its segmented body, antennae, and mouthparts. The larva is positioned in the center of the frame, facing slightly to the left. The background is dark, making the intricate details of the insect's anatomy stand out.

**GRIBBLES.
WITHIN A
SEAWALL
NEAR
YOU BUT
NOT FOR
LONG.**

waterfront
ELLIOTT BAY
SEAWALL



Waterfront SEAWALL

FALL THE 2013 SEAWALL STORY CONTINUES

○ **SPROUT**
The story of the seawall begins with a single pine tree

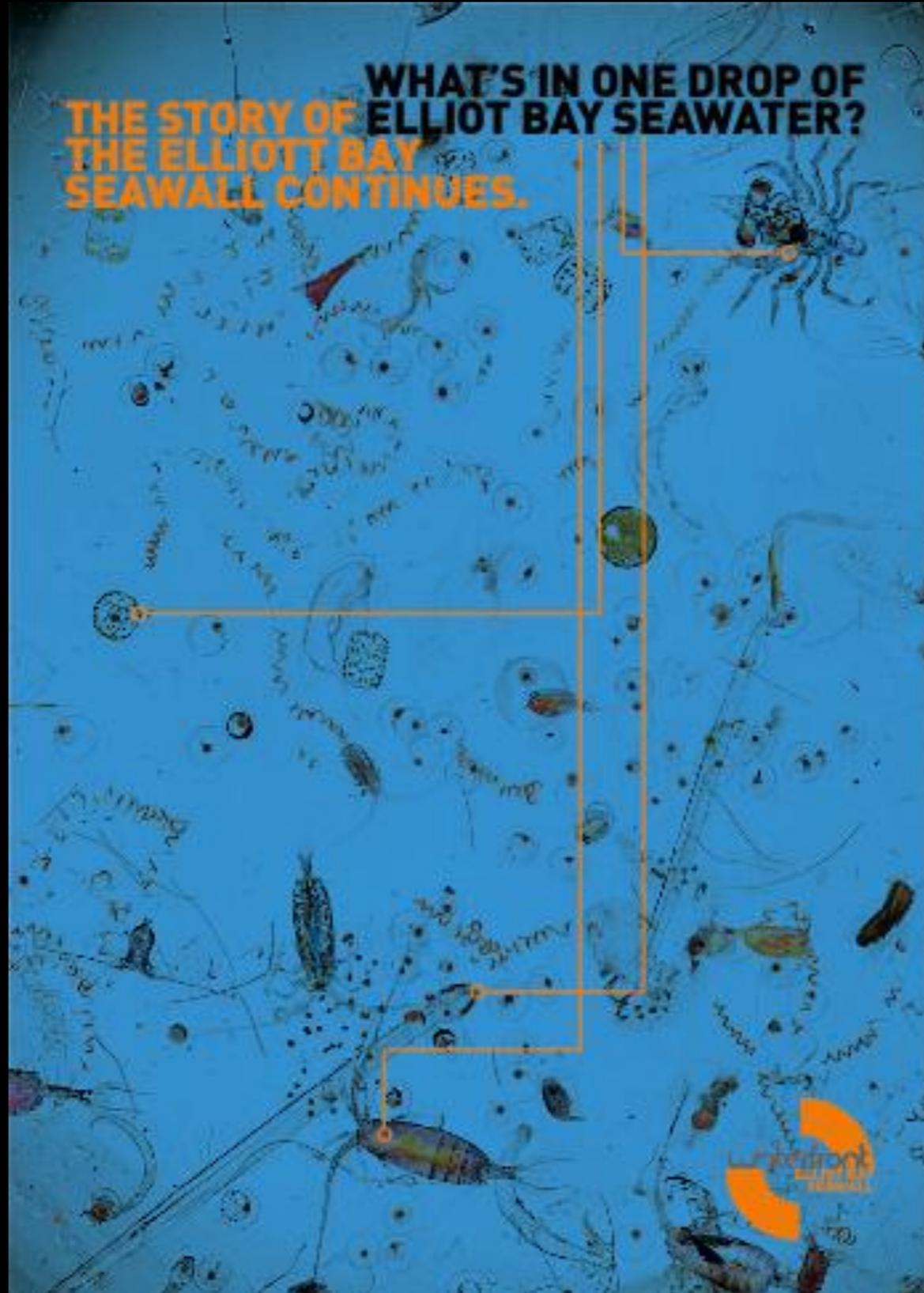
○ **TIME TO WORK**
Pine trees were used to construct the foundation of the seawall

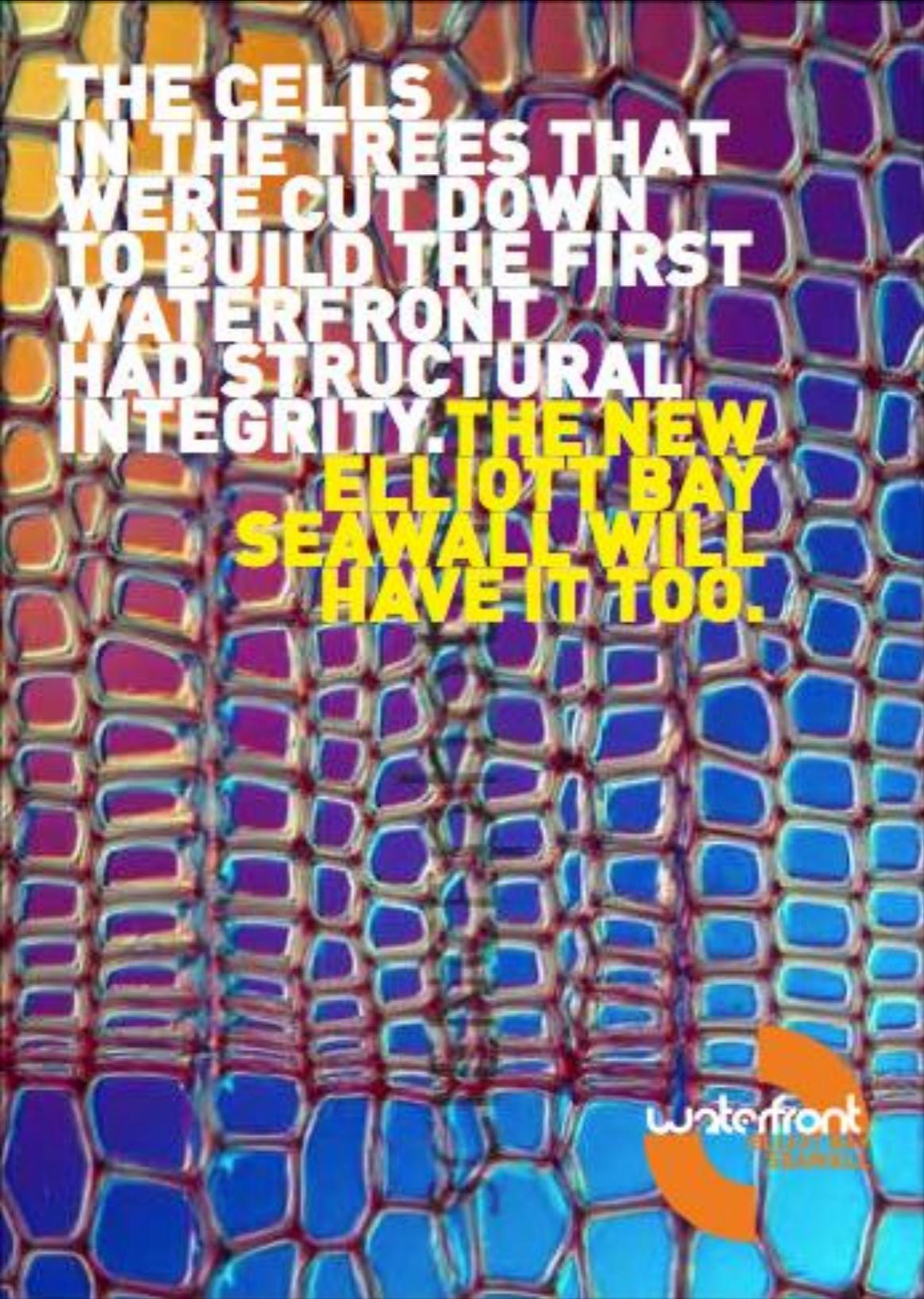
○ **GRIBBLE KIBBLE**
Gribbles start snacking on the seawall's wood, weakening its strength

○ **CHAIN REACTION**
Voids in the seawall cause soil erosion, damage and structural integrity issues

○ **NON-STOP BUFFET**
Gribbles continue to eat away at the seawall's foundation

**WHAT'S IN ONE DROP OF
THE STORY OF ELLIOTT BAY SEAWATER?
THE ELLIOTT BAY
SEAWALL CONTINUES.**





**THE CELLS
IN THE TREES THAT
WERE CUT DOWN
TO BUILD THE FIRST
WATERFRONT
HAD STRUCTURAL
INTEGRITY. THE NEW
ELLIOTT BAY
SEAWALL WILL
HAVE IT TOO.**



TEMPORARY WAYFINDING

- Information kiosks
- Fencing
- Surface markings



PIER 59

**SEATTLE
AQUARIUM**

**WATERFRONT
PARK**

**ACCESS AVAILABLE
9.00 am – 6.30 pm**



This gateway will be open during the work on the Elliot Bay Seawall. This phase of work is due for completion in summer 2016.

WWW.WATERFRONTSEATTLE.ORG





PIER 59

**SEATTLE
AQUARIUM**

**WATERFRONT
PARK**

**ACCESS AVAILABLE
9.00 am – 6.30 pm**

PIKE STREET →

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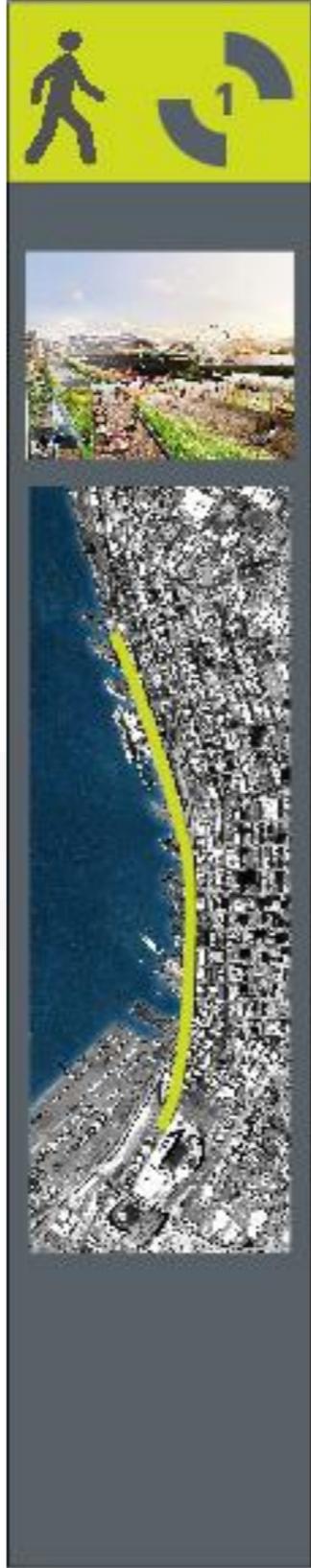
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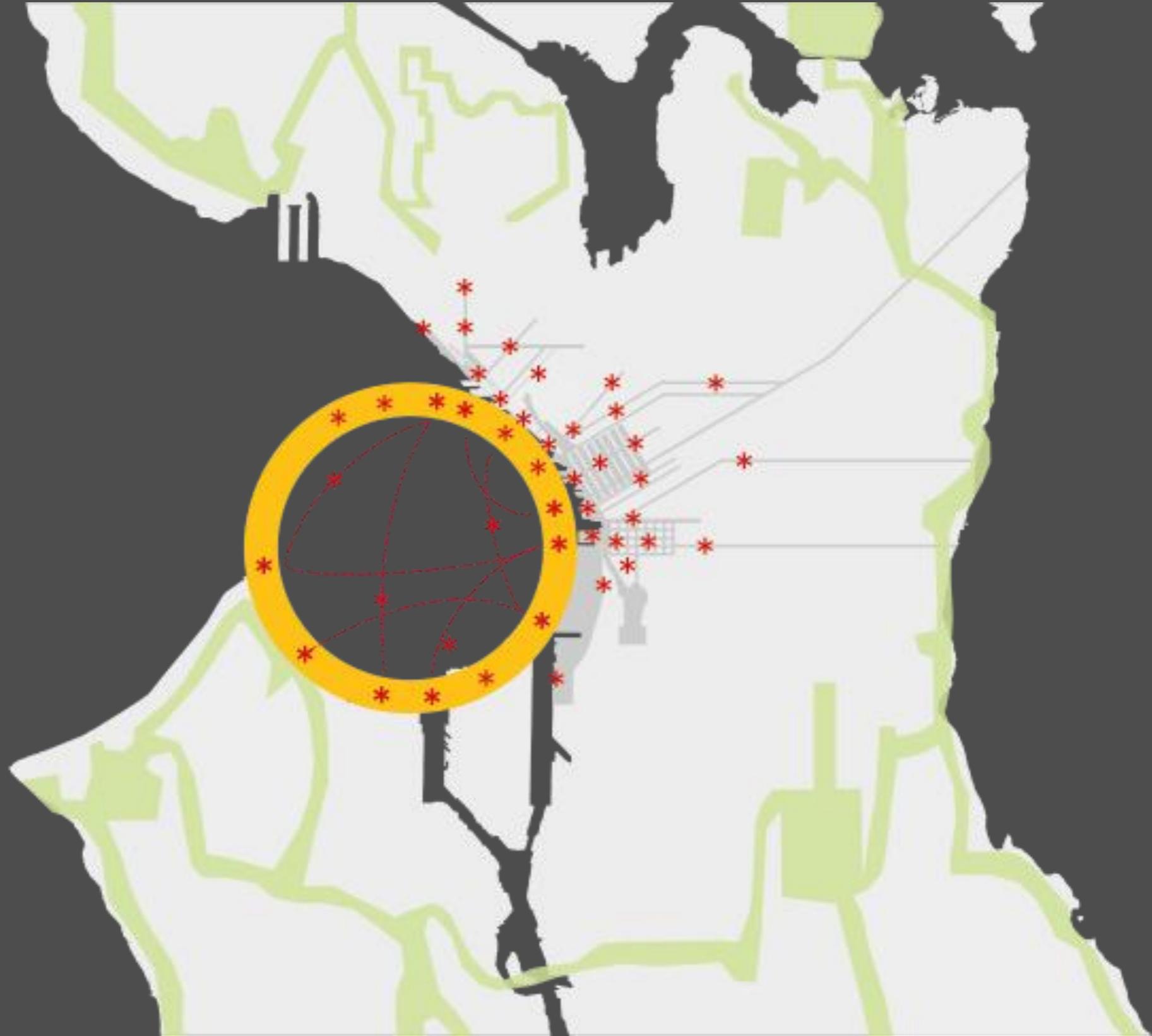
↑ WATERFRONT ↑

← DENNY TRIANGLE
← METRO
← MONORAIL

→ DOWNTOWN →
→ CITY HALL →
→ PUBLIC LIBRARY →



WASHINGTON
The city's center is the heart of the
community. It is a place where people
work, play and live. The city's center
is a place where people meet and
share their lives. The city's center
is a place where people live and
work. The city's center is a place
where people live and work.





BAINBRIDGE ISLAND SIGHTLINE NUMBER 1

Work is progressing on the Waterfront project. Renewing the Seawall, demolishing the Alaskan Way viaduct and joining the city to the sea once again.

WWW.WATERFRONTSEATTLE.COM



THIS SIGHTLINE ALIGNS WITH THE FERRY TERMINAL AT COLMAN DOCK



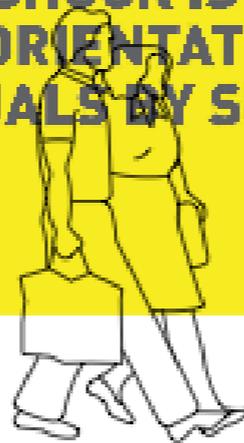
The work to create the new Seattle Waterfront continues with the final reconstruction of the Duwamish Bay Seawall.

2-D Construction Fence Concepts



**FUTURE SHOCK IS THE SHATTERING STRESS
AND DISORIENTATION THAT WE INDUCE IN
INDIVIDUALS BY SUBJECTING THEM TO TOO MUCH
CHANGE IN TOO SHORT A TIME**

-TOFLER





**I MUST GO DOWN TO THE SEA AGAIN,
TO THE LONELY SEA AND THE SKY
I LEFT MY SHOES AND SOCKS DOWN THERE
I WONDER IF THEY ARE DRY?**

-MILLIGAN





**MAN CANNOT DISCOVER NEW OCEANS UNLESS
HE HAS THE COURAGE TO LOSE SIGHT OF THE SHORE**
-OIDE





**BEGIN WITH AN IDEA AND LET IT
BECOME SOMETHING ELSE**
-PICASSO

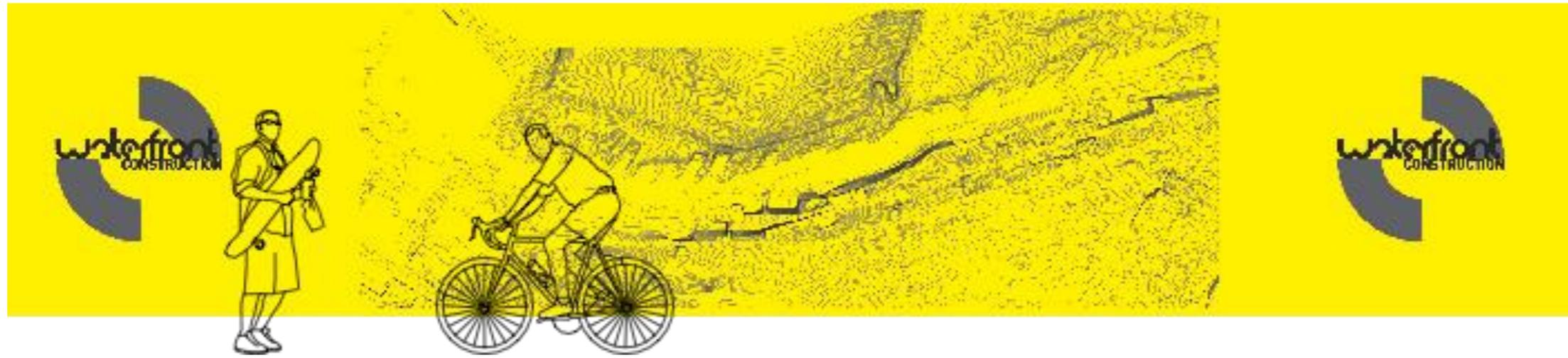




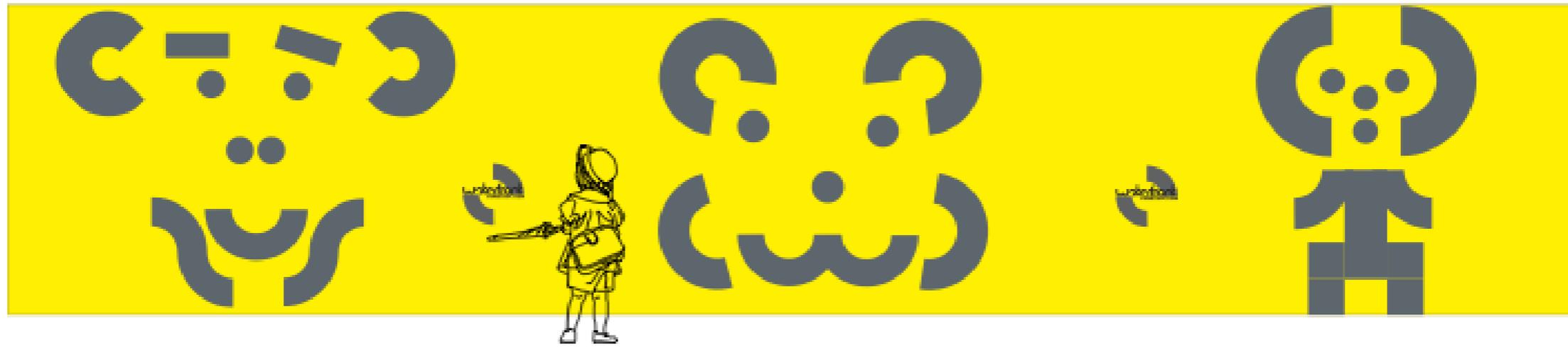
**CHANGE ALONE IS
UNCHANGING**
-HERACLITUS



3-D Construction Fence Concepts

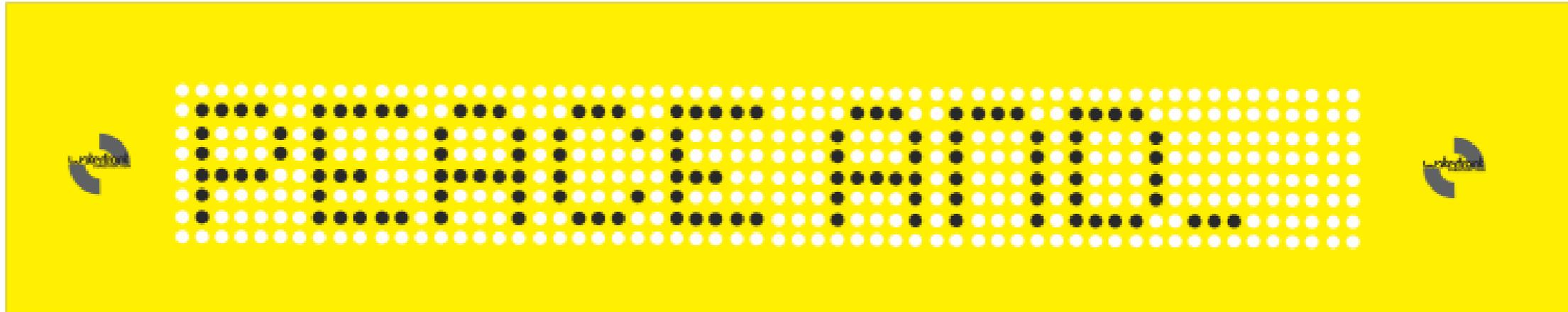












Surface Markings



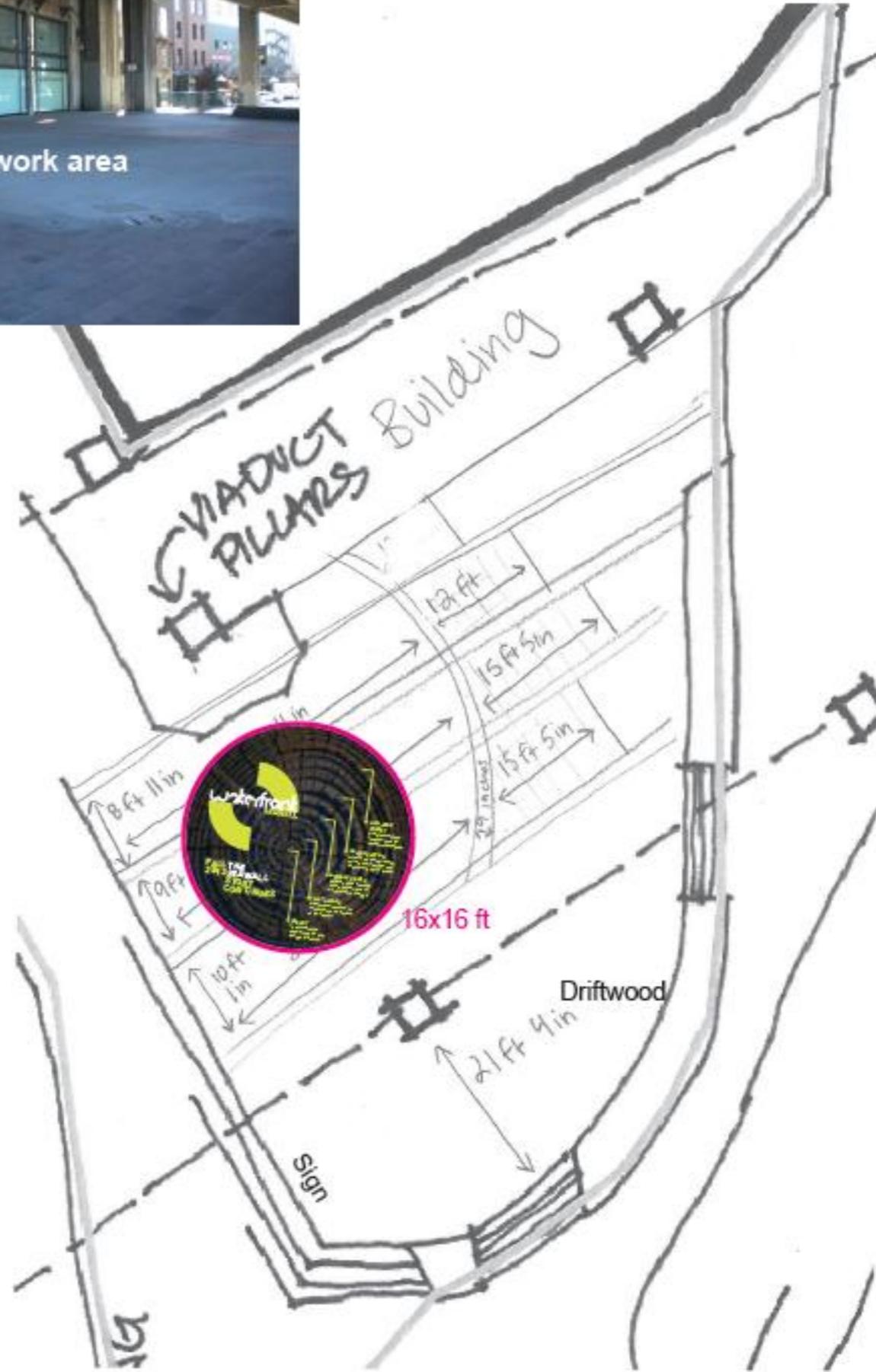




HILLCLIMB PLAZA



Artwork will not be placed on the red brick surface.

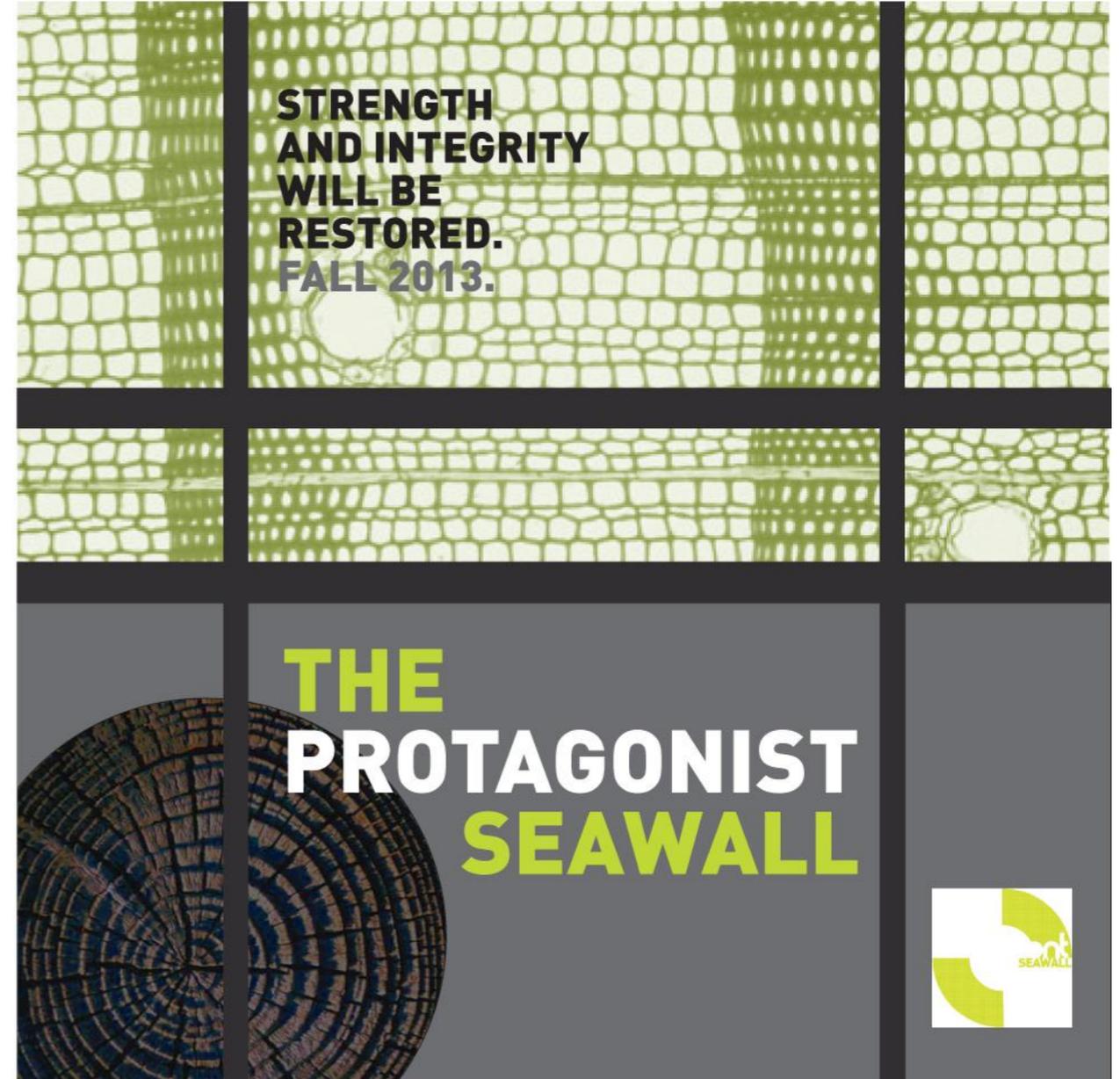




waterfront
SEAWALL

**THE
ANTAGONIST
GRIBBLE**

ITS CHAPTER WITH
THE SEAWALL IS
ABOUT TO END.



**STRENGTH
AND INTEGRITY
WILL BE
RESTORED.
FALL 2013.**

**THE
PROTAGONIST
SEAWALL**



waterfront SEAWALL

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CONTINUES**

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WEBSITE





When Seattle was still a settlement, the City's shoreline included beaches, marshes, forested bluffs and flats of mud and sand.

