

Basel 2025

EURO⁺vision
SONG CONTEST
BASEL 2025



SIGNAGE

WAYFINDING

St. Jakobshalle Basel, February 14, 2025

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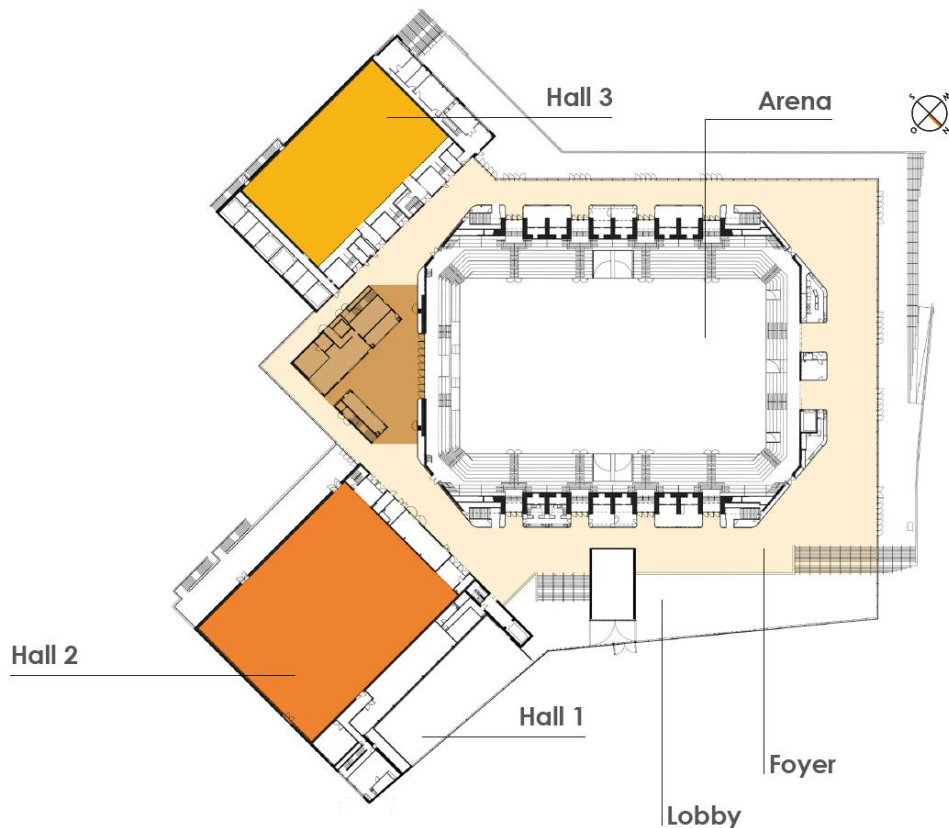
04 – Branding Areas

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OVERVIEW

OVERVIEW



Wayfinding starts outside the building, with directing arriving people to their respective entrances. Once inside, the St. Jakobshalle provides a well-structured layout, with the main entrance leading into a spacious lobby and from there into the foyer on level 1. The building is equipped with strategically placed digital screens throughout the foyer and offers many additional options to install signage.

The aim will have to be to introduce intuitive pathways that help to distribute the flow of people efficiently – from visiting guests and media representatives to staff and performing artists. Always keeping in mind that these people will eventually leave again and need to find the way to their mode of transport.

HARDWARE *for Wayfinding*



OVERVIEW

The St. Jakobshalle offers a range of mobile hardware that can be used for wayfinding purposes, from fences and barriers to stanchion toppers.

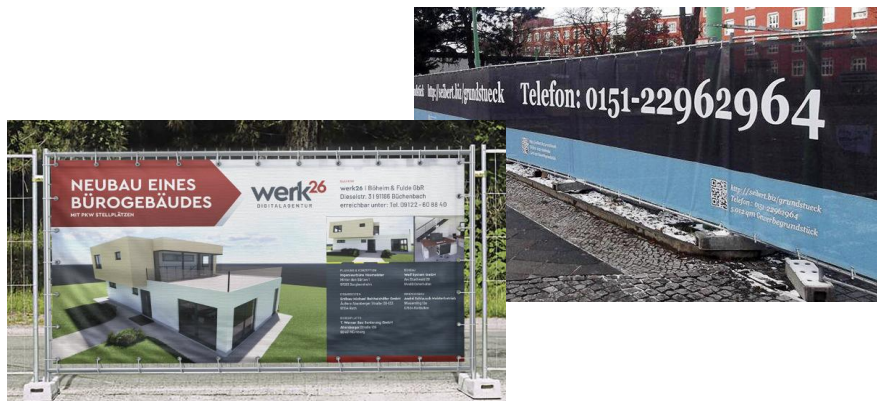
- Fence «Heras»
- Fence «RAGG – ZACK»
- Barrier «Vauban»
- Barrier «main Entrance»
- Stanchion Topper
- Mobile Displays





Fence «Heras»

Wayfinding signs can be attached to the fences. Banners (for branding as well as wayfinding) can be used to cover a single fence or multiple fences in a row.

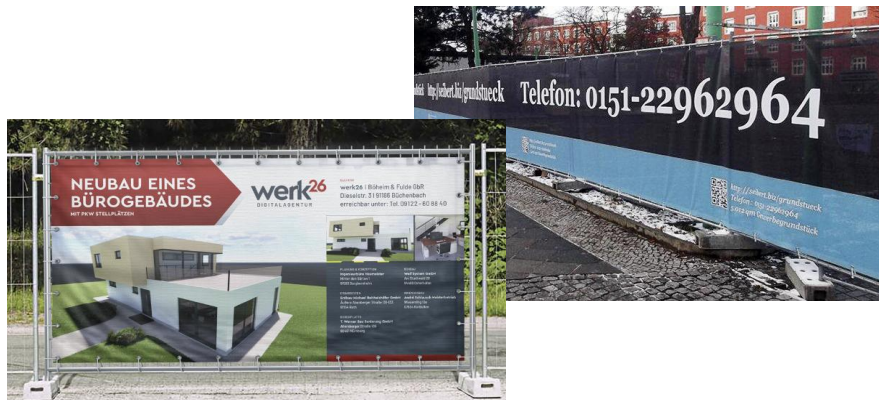


Item	Fence «Heras»
Size	3.4 x 1.8 m
Amount	72 (+9 gate elements with a wheel)
Material	Metal
Options	• Single signs (forex or banners) • Banners covering a single element or multiple fences in a row • Semi-transparent or opaque options available



Fence «RAGG – ZACK»

Wayfinding signs can be attached to the fences. Banners (for branding as well as wayfinding) can be used to cover a single fence or multiple fences in a row.



Item	Fence «Heras»
Size	3.0 x 2.1 m
Amount	51
Material	Metal
Options	• Single signs (forex or banners) • Banners covering a single element or multiple fences in a row • Semi-transparent or opaque options available



Barrier «Vauban»

Wayfinding signs can be attached to the barriers.

Sleeves or banners (for branding as well as wayfinding or security information) can be used to cover a single or multiple barriers.

Item	Fence «Heras»
Size	2.5 x 1.1 m
Amount	88
Material	Metal
Options	• Single signs (forex or banners) • Sleeves covering single barriers • Banners covering multiple in a row • Available in semi-transparent or opaque



Barrier «Vauban» – Sleeves

There are a variety of sleeves for the barriers available at St. Jakobshalle. Most of them are in German only and therefore probably not suitable for ESC 2025.

- 20x black / black
- 6x no entry / black
- misc. sleeves in German only (see samples below, complete inventory available)





Barrier «main Entrance»

Can be installed at the main entrance as well as at specific other doors on the same side of the building (towards Hall 1).

Item	Barrier «main Entrance»
Size	3.05 x 1.25 m
Amount	16
Material	Metal
Options	• Single signs (forex or banners) • Sleeves covering single barriers • Available in semi-transparent or opaque

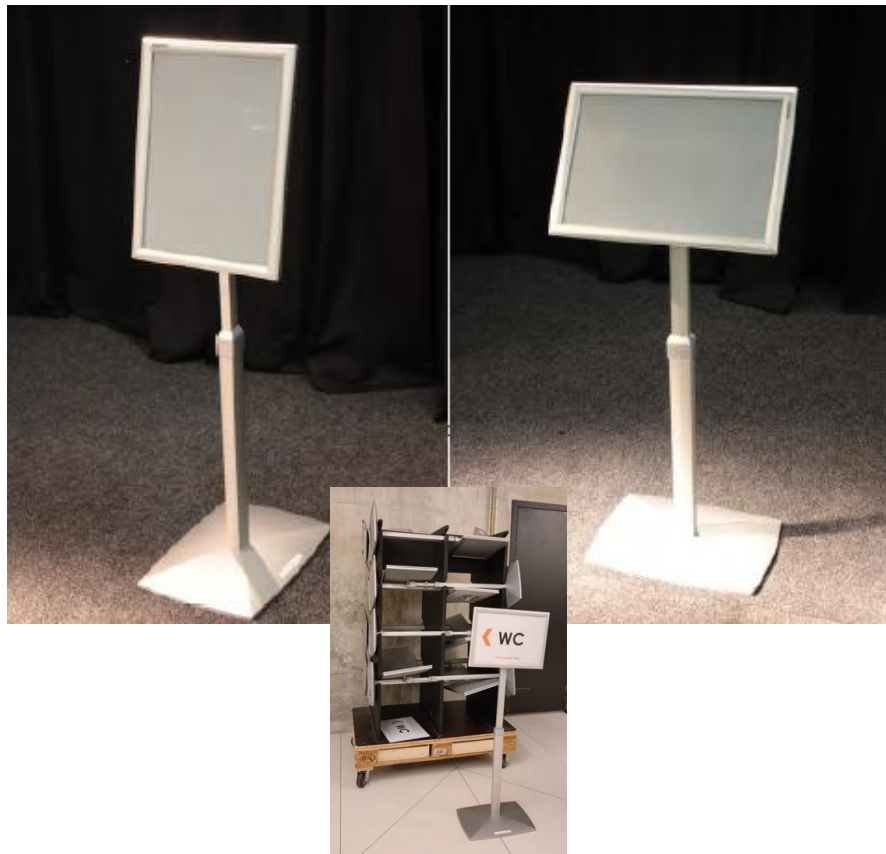


Stanchion Topper

Stanchion toppers can be used to mark queues delineated by stanchions or as general signs.

→ There are four different stanchion models at St. Jakobshalle that can not be combined. But the toppers work with all models.

Item	Stanchion Topper
Size	A3 portrait
Amount	16
Material	Metal frames with plexi glass covers
Options	Can be used one-sided or double-sided



Mobile Display

Mobile displays can be adjusted in height and the top part can be tilted and also rotated to be used in portrait or landscape orientation.

Item	Mobile Display
Size	Variable height, A3 portrait / landscape
Amount	30
Material	Aluminum with plexi glass covers
Options	• Portrait or landscape • Display can be tilted • One sided use only



A0 Poster Stand

Mobile poster stands can be used for multiple purposes like directional signage, displaying an event agenda or security information.

Item	A0 Poster Stand
Size	A0 portrait
Amount	1 (more TBC)
Material	Aluminum frame with plexi glass covers
Options	Can be used one-sided or double-sided

DIGITAL *Wayfinding*



Digital Screens

The foyer of the St. Jakobshalle is equipped with permanently installed and strategically placed digital screens throughout. In addition, there are a variety of mobile screens and video walls (on wheels) available.

All screens have a resolution of 1920 x 1080 (full HD) and a screen ratio of 16:9.



The system is centrally controlled by Samsung MagicINFO:

- Each screen has a unique ID number
- Screens can be controlled individually or in bulk
- Timed content changes can be programmed in advance
- JPG or moving images (AVI / MP4), also PPT



Digital Screens – S4/S7 Main Entrance

At the main entrance of the building, each door has a screen on top. These screens are ideal to mark specific entrances (visitors, VIP, press). For people leaving the building, additional information can be displayed.

- 20 screens (10 x 2)
- Size: 49" facing inwards / 46" facing outwards

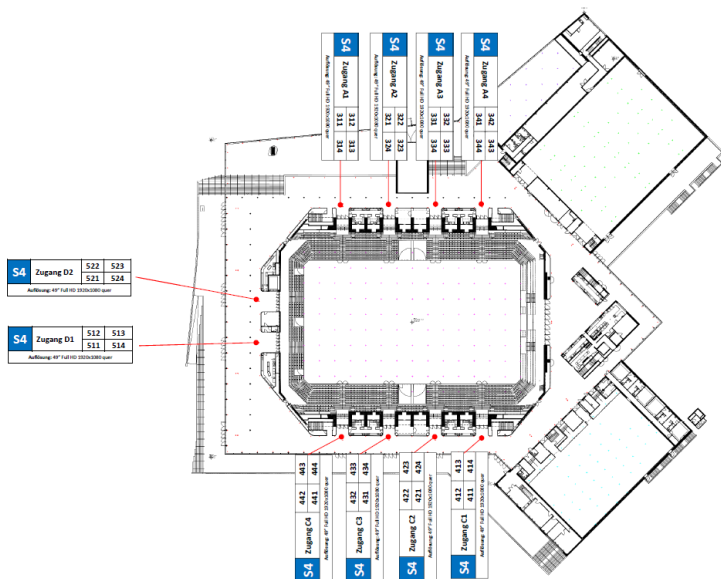




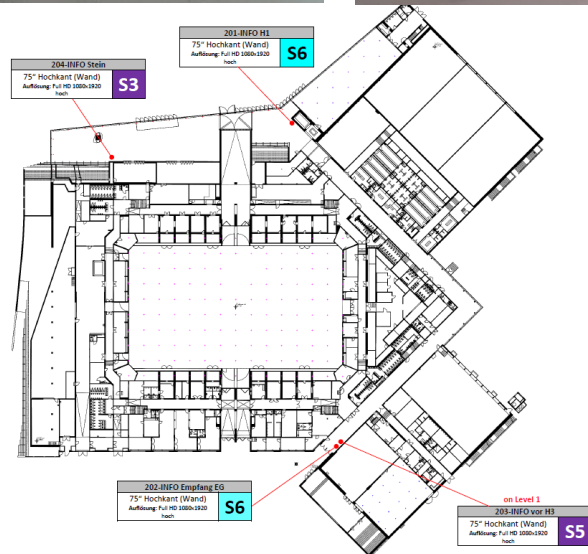
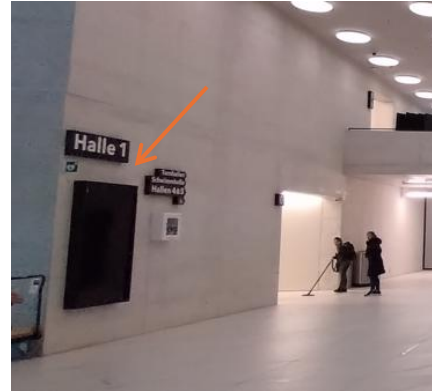
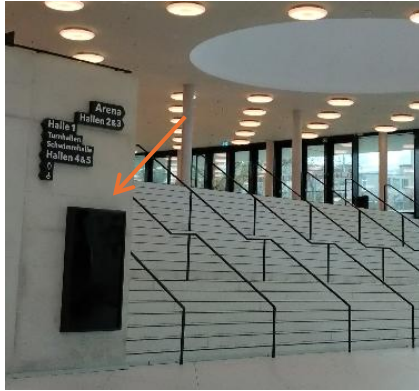
Digital Screens – S4 Foyer

At each of the ten entrances from the foyer to the arena there is a set of four screens (2 x 2) mounted to the ceiling.

These screens are ideal to mark the entrances to the different sectors, with ample room for additional information (security, program, etc.), they are also visible from afar when the foyer is crowded.



- 40 screens (10 x 4)
- Size: 49"



Digital Screens – S3/S5/S6 Info Screens

At four location there are Info Screens mounted to the wall. These can be used for wayfinding information or to display specific information (agenda, upcoming event, security, etc.).

- 4 screens (4 x 1):
 - 3 screens on the ground floor
 - 1 screen on level 1
- Size: 75"
- Orientation: portrait



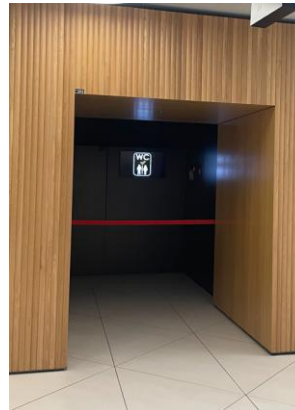
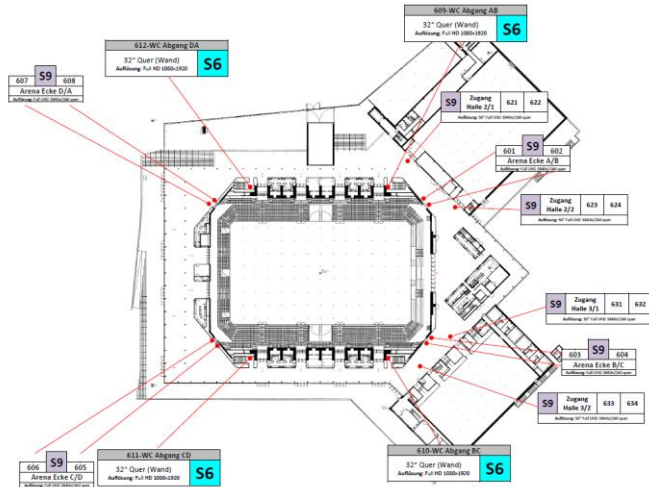
Digital Screens – misc. installed screens

S9:

- 4 x 2 «arena corner» 32" screens, attached to movable TV mounts (can be used flat on the wall or sticking out)
- 4 x 2 «hall access» 50" screens, mounted in front of the entrances to halls 2 and 3

S6:

- 4 x 1 screen
- Size: 32"
- Installed inside the hallways leading to the stairs going down (to the bathrooms)





Digital Screens – Mobile

There are 21 single screens available that can be placed wherever needed (only power supply needed, signal received over WIFI).

Screens can also be placed in a row and one single artwork can be displayed over a series of them (-> frames are visible in between the screens).

- 15 x 50" (on wheels)
- 1 x 65" (on wheels)
- 4 x 65" portrait (on wheels)
- 1 x 80" with polished metal frame (no wheels)



Digital Screens – Video Walls

There are 2 video walls on wheels available that can be placed wherever (only power supply needed, signal through WIFI). The single screens can be controlled individually or as one big screen (-> frames are visible in between the screens).

- Small: 100'' video wall (4 x 50'' screens)
- Big: 150'' video wall (4 x 75'' screens)



Digital Screens – Catering

Each catering outlet has 4 digital screens installed to display the menu as well as food and drinks prices.

Lobby (S2):

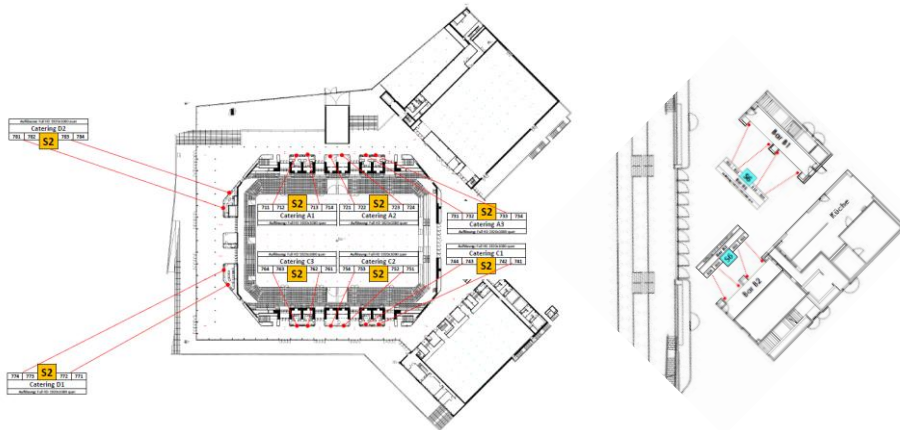
- 8 outlets
- 4 x 22" screens per outlet (total of 32 screens)

Bar (S6, in the business corner):

- 2 bars
- 4 x 24" screens per bar (total of 8 screens)

Infield catering (not shown on map):

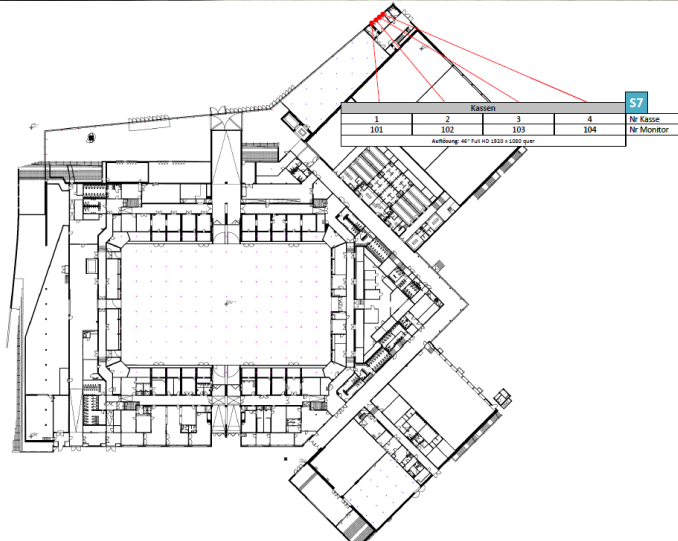
- 2 outlets
- 1 x 24" screen per outlet (total of 2 screens)





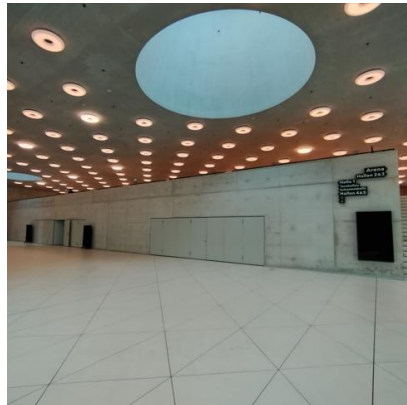
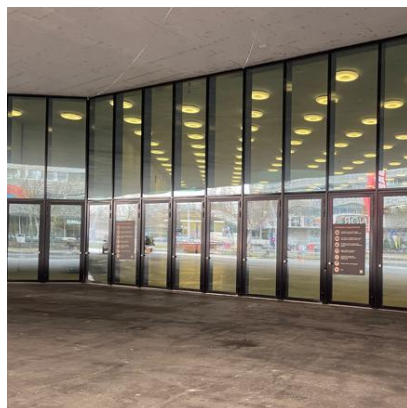
Digital Screens – Ticketing

The ticket offices, located on the corner of the building left of the main entrance, are equipped with a screen each, to display pricing info or important information (legal disclaimer, security, forbidden items etc.).



- 4 screens (4 x 1)
- Size: 46"

BRANDING AREAS

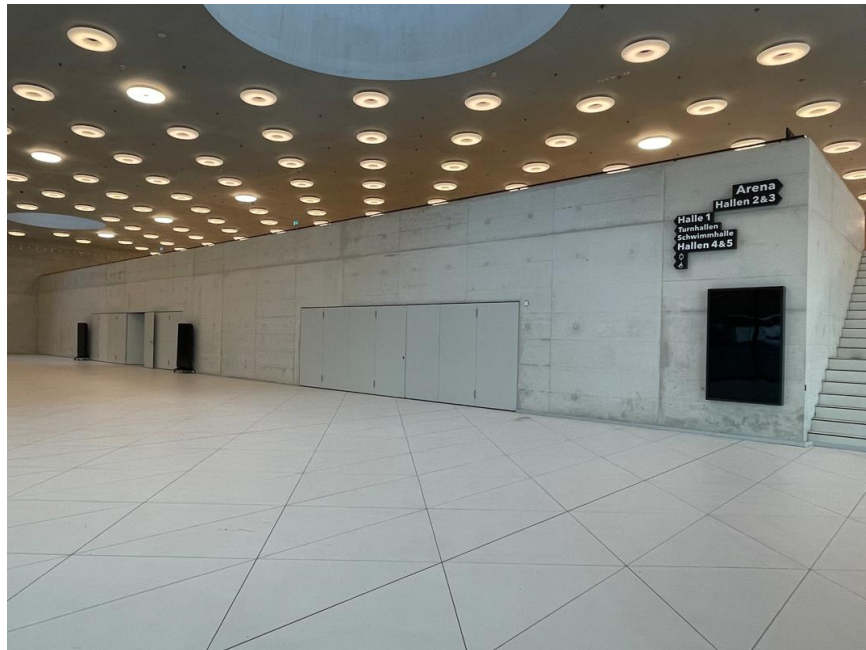


Areas for branding and wayfinding

The St. Jakobshalle uses a lot of béton brut that offers many opportunities to mount branding and wayfinding elements to it. There are also many pillars in the foyer that can be used to install signage elements. At seemingly random points in the ceiling there are rigging points mounted that could be utilized (depending on the location).

From the outside, the windows offer another opportunity to mount signage elements to.

There are wayfinding elements installed on some walls and ceilings throughout the St. Jakobshalle. Most of it will need to be removed for ESC 2025.



Concrete Wall Lobby – Center

When entering the lobby, people face a huge concrete wall with two sets of doors (coat check). This wall can be used for branding as well as wayfinding elements. Single elements are possible but also one big branding element. A combination with screens is always an option.

Item	Concrete Wall Lobby - Center
Size	36 x 4.4 m
Material	Concrete (béton brut)
Options	• Printed vinyl and / or cut-out vinyl • Banner (mounted on the railing on top) • Full or partial use of wall possible • Combined with existing screen and / or mobile screens



Concrete Wall Lobby – Left

On the left when entering the lobby (towards Hall 1) there is another concrete wall. This wall offers a great opportunity for branding – and depending on the planned visitor flow, as well for wayfinding elements. Single elements are possible but also one big branding element. A combination with screens is as well an option here.

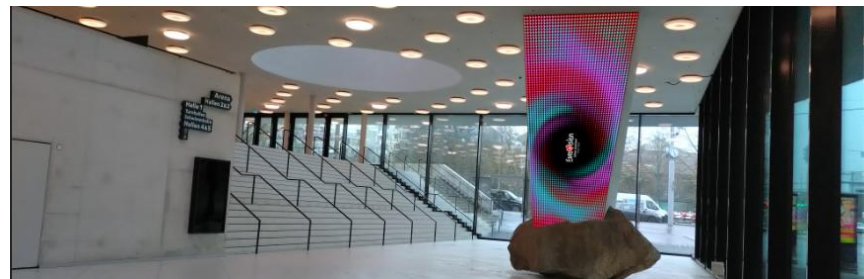
Item	Concrete Wall Lobby - Left
Size	10 x 6.5 m (floor to ceiling)
Material	Concrete (béton brut)
Options	• Printed vinyl and / or cut-out vinyl • Banner (mounting TBC) • Full or partial use of wall possible • Combined with mobile screens



Concrete Wall Lobby – Left 1

The wall in the lobby extends onto level 1 (foyer) and can also be used to place branding or wayfinding elements.

Item	Concrete Wall Lobby – Left 1
Size	5.6 x 3 m (floor to ceiling)
Material	Concrete (béton brut)
Options	• Printed vinyl and / or cut-out vinyl • Banner (mounting TBC) • Full or partial use of wall possible

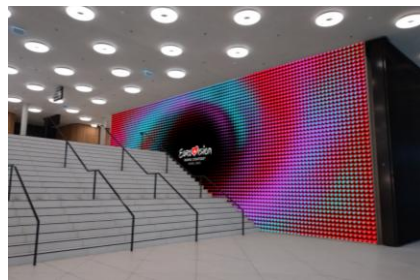
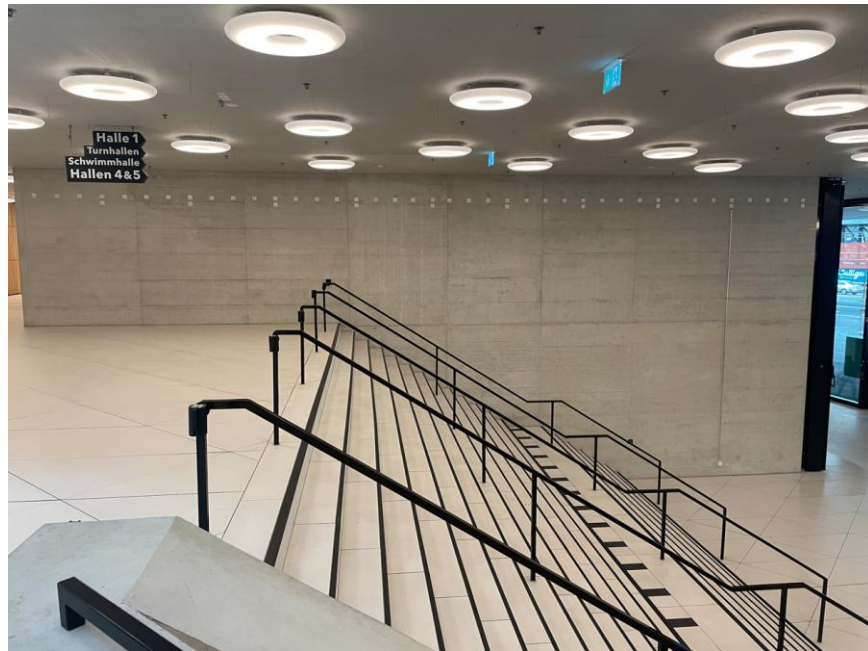


Lobby – Big Pillar «on the rocks»

In the lobby, to the right of the main entrance, is a huge pillar. As it's standing towards the main flight of stairs leading to the foyer / arena, it would be an ideal spot to be utilized for wayfinding purposes.

(Use of the pillar needs to be cleared with hall management.)

Item	Lobby – Big Pillar
Size	1.7+ x 5 m (rock to ceiling)
Material	Concrete (béton brut)
Options	• Printed vinyl and / or cut-out vinyl • Banner (mounting TBC) • Full or partial use of pillar possible



Lobby 2 – Concrete Wall

There is another concrete wall where the stairs lead from the lobby to the foyer / arena on the left side of the main entrance. This wall faces people entering the lobby from the Hall 1 entrance. It's an ideal spot to add directional signage leading people towards the lobby / arena.

This wall is also facing people leaving the arena / foyer to exit the building, which makes it a prime location for adding information about public transport.

Item	Lobby 2 – Concrete Wall
Size	Width: 4 m (bottom) to 16 m (top) Height: 6.5 m (floor to ceiling)
Material	Concrete (béton brut)
Options	- Printed vinyl and / or cut-out vinyl - Banner (mounting TBC) - Full or partial use of wall possible



Lobby – Directional Banners

As the main entrance to the foyer, it's essential to guide visitors towards the correct flight of stairs that lead from the lobby to the foyer and arena entrances. Directional overhead banners mounted in between the first set of pillars above the stairs are visible even before getting on the stairs and help direct the flow of people (no stopping on top of stairs). Directions for people leaving can be added to the back of the banners.

Item	Directional Banners
Size	TBD
Material	TBD
Options	Multiple banners or one big banner



Lobby – Directional Banners

Rigging points above the stairs leading from the lobby to the foyer / arena on the left side of the main entrance facilitate the installation of an overhead directional banner. The back side of the banner can also be utilized to direct people towards the exit.

Item	Directional Banners
Size	TBD
Material	TBD
Options	Multiple banners or one big banner

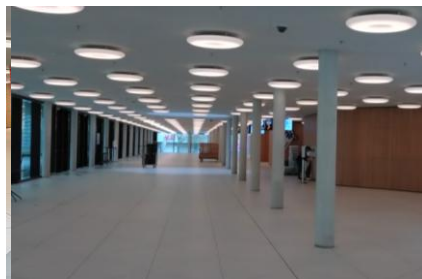


Foyer – Small Pillars

The Foyer is lined with pillars throughout that offer many signage opportunities.

- Banners can be mounted in between pillars
- Single pillars can be wrapped entirely
- Directional elements can be mounted on a pillar

Item	Small Pillars
Size	Height: 2.96 m Circumference: 0.95 m
Material	Concrete (béton brut)
Options	• Printed vinyl and / or cut-out vinyl • Banner mounted in between two pillars • Banner wrapping the pillar





Foyer – Concrete Walls

As the building shell is made from béton brut, there are many additional walls where wayfinding signage can be installed to.

The entire wall surrounding the arena is made from wood panels and can not be used to install signage to.

Item	Concrete Walls
Size	n.a
Material	Concrete (béton brut)
Options	Printed vinyl and / or cut-out vinyl





Outside & Foyer – Windows

The entire lobby and foyer has floor to ceiling windows that could be utilized for wayfinding as well as branding, from the inside as well as from the outside. Important information (e.g. security, forbidden items) can be added to stickers mounted on the windows next to the entrance.

Item	Windows
Size	Upstairs / foyer: • 2.4 x 2.8 m Downstairs / lobby: • 2.75 x 6.5 m
Material	Glass
Options	• Printed vinyl and / or cut-out vinyl



Tram Stop

The top part of the newly built tram stop in front of the main entrance to the St. Jakobshalle is not finished yet. The structure is available to ESC to mount a banner to. This is an ideal space for a huge branding element but also to display public transport information.

→ The St. Jakobshalle is currently planning to use the side facing the hall for themselves, but nothing is set in stone yet.

Item	Tram Stop
Size	TBD
Material	n.a.
Options	- Banner - TBD with St. Jakobshalle which parts of the structure ESC can use

VARIOUS



Existing Wayfinding Elements

There are wayfinding elements installed on walls and ceilings throughout the St. Jakobshalle. Most of it will need to be removed (or covered where removal is not possible) for ESC 2025, as it's directing to irrelevant locations. Also, they're all in German only.

Utilizing the existing signs (hardware) for our purposes is not an option in most cases, as the hardware is randomly sized according to the content on it.



Additional Hardware

Art Basel has different hardware elements in storage that could be borrowed for ESC 2025.

The **Info Cubes** and **Directional Posts** use printed vinyl mounted on them. Both the front as well as the back side can be used.

Flags are very well visible from afar can be fixed in their orientation to ensure legibility from the intended side.

All of these heavy elements are wind- and weatherproof and therefore ideal for outside use.

- Info Cubes, 1.25 x 0.6 x 2.25 m
- Directional Posts, 0.5 x 1.7 m
- Flag poles with concrete bases, 4.3 m high

CONTACT

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An aerial photograph of the city of Basel, Switzerland, featuring the Rhine river and a bridge. The image is overlaid with a semi-transparent red pattern of small hearts that fades from left to right.

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