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Signage and Environmental Graphics

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BENJAMIN FRANKLIN PARKWAY, PHILADELPHIA

Interpretation, wayfinding and signage

The Benjamin Franklin Parkway is Philadelphia's museum district and includes such popular destinations as the Philadelphia Museum of Art, the Franklin Institute, the Academy of Natural Sciences, the Rodin Museum and the Free Library of Philadelphia.

CGA has developed a unified and distinctive wayfinding and interpretive sign system that animates the pedestrian experience and enhances appreciation of the Parkway's assets. Designed during the early twentieth-century's "City Beautiful" movement, this urban park setting is rich in history, sculpture, public art and extraordinary institutions. CGA's vision for the Parkway enhances each visitor's unique experience of this urban jewel.

CGA worked with Center City District and a stakeholder group that included each Parkway institution, the Convention and Visitors Bureau, the City Planning and Historical Commissions, the Art Commission and the Fairmount Park Commission.

