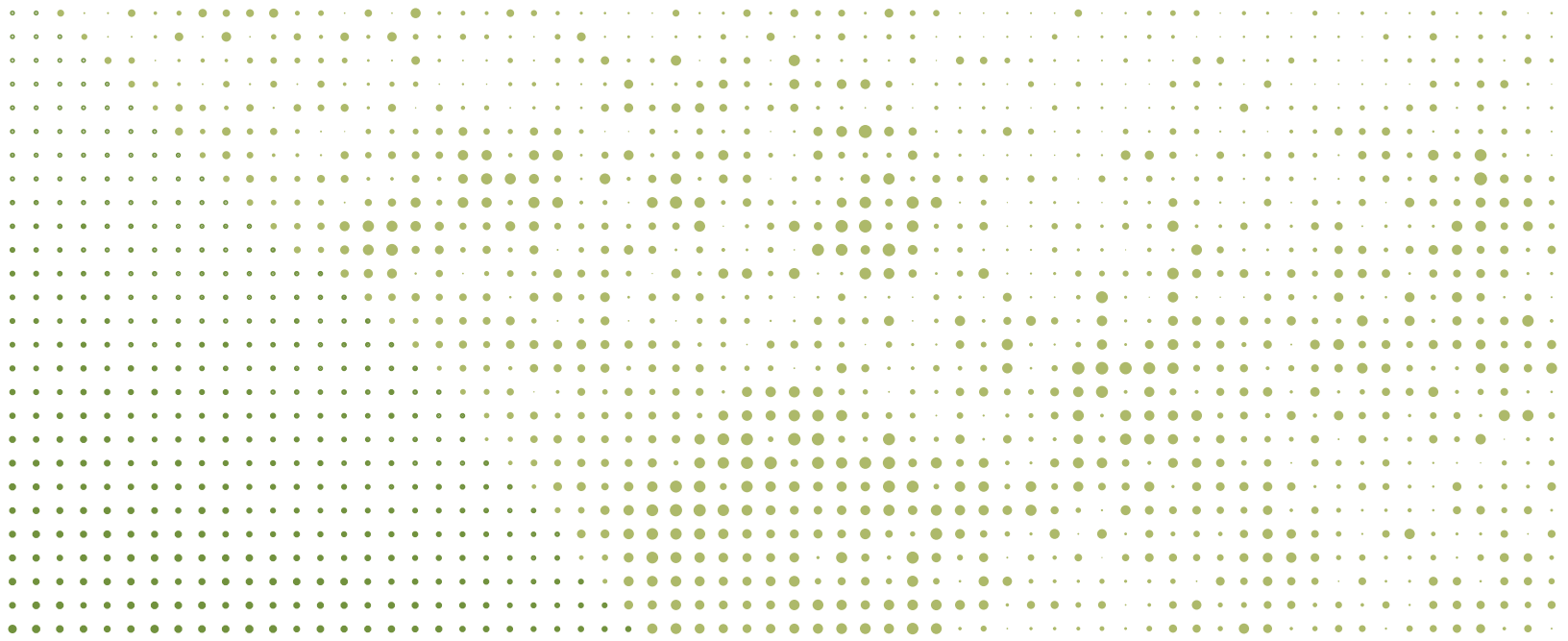


bassetti
architects

EXPERIENTIAL
GRAPHIC DESIGN





TAF@Saghalie Health Clinic

WHAT WE DO

Forming a strong sense of identity and place is the hallmark of our experiential graphic design. Our team understands the power that graphics have to educate, empower, and inspire the users of their space. Influenced by the users and the community of each project, we create vibrant graphics that reveal the unique story of a building and connect people to the built environment. We weave architectural, interior, and graphic design together through the organization of color, typography, and imagery. The support of our multidisciplinary team at Bassetti gives us a unique insight, resulting in a cohesive, integrated design.



ELAINE DANIELSON LEED GREEN ASSOC.
Senior Associate / Director of Experiential Graphic Design

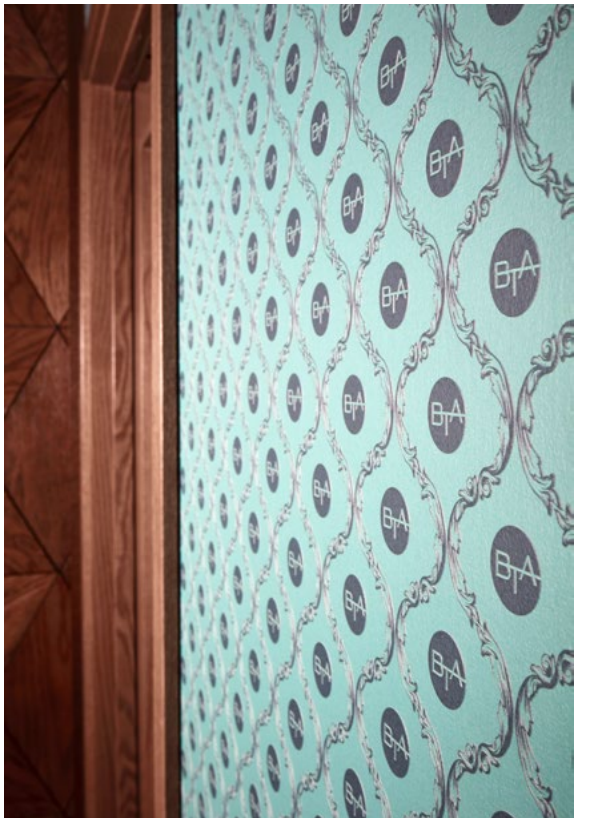
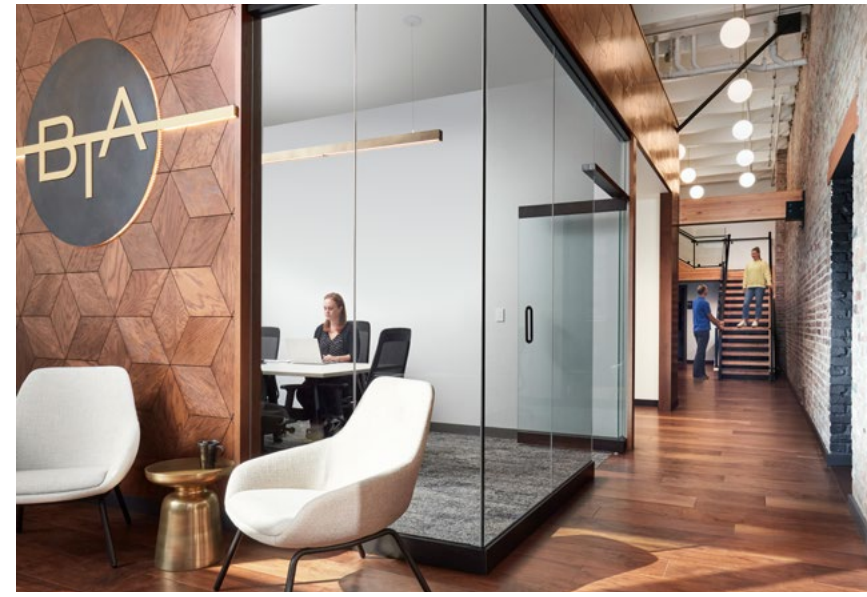
Elaine's background in both graphic design and architecture gives her an acute understanding of the importance of integrating context and culture. As Bassetti's lead experiential graphic designer since 2015, Elaine's commitment to building trust with clients to tell their story results in a collaborative and responsive process. Elaine has a deep understanding of constructibility, space and transitional considerations, materiality, and technical trends – exemplified in every project she pursues.



ELLIE LANGE
Experiential Graphic Designer

Ellie's degrees in architecture and landscape architecture lend her two unique perspectives when curating experiential graphics. Her distinctive storytelling capabilities result in an elevated experience. During her tenure at Bassetti, Ellie has designed custom signage and authentic wall graphics for various facilities. Her ability to vividly illustrate design concepts breathes life into ideas, while her creative problem-solving skills ignite others' imagination to dream big.





Left Spread: The Spruce Elementary stairwell is home to an expansive experiential graphic reaching toward the glow of the skylight above. Students, family members, and staff see themselves throughout, reaching into a field of words about trees – leaf, roots, branch – written in student handwriting in the 20 languages spoken at the school.

Right Spread: The BTA workplace welcomes visitors with a personalized back-lit sign. Wall covering with custom 3D raised graphics wraps the mezzanine complimenting the wood paneling.



Left Spread: A bench residing within a recessed alcove at Vancouver School of Arts and Academics surrounds students with warm wood, calm lighting, and inspirational words— offering respite and uplifting energy throughout a busy school day.

Right Spread: Abstract wall graphics inspired by blood vessels and cells accent the TAF@Saghalie Health Clinic corridor, complementing the interior color palette and offering engaging design for visitors to the clinic.





Left Spread: At Raisbeck Aviation High School, experiential graphics immerse students in the specialized aeronautical focus of the school.

Right Spread: Using an analogy of textiles on a weaving loom, contemporary graphics feature a series of color variations across the bands of color. These colors mimic a piece of thread weaving in and out of the loom. At the entryway, the “threads” consist of a timeline of notable Highline High School history.



Left Spread: A stippled panther mascot graphic accentuates the Stewart Middle School project lab, reinforcing the identity of the school.

Right Spread: Lakota Middle School graphics celebrate the Lushootseed language, one of the languages of the indigenous Coast Salish peoples.





Left Spread: At Stewart Middle School, planks from the original gym flooring were rearranged and reimagined into graphics that greet students at the vestibule to the new gym.

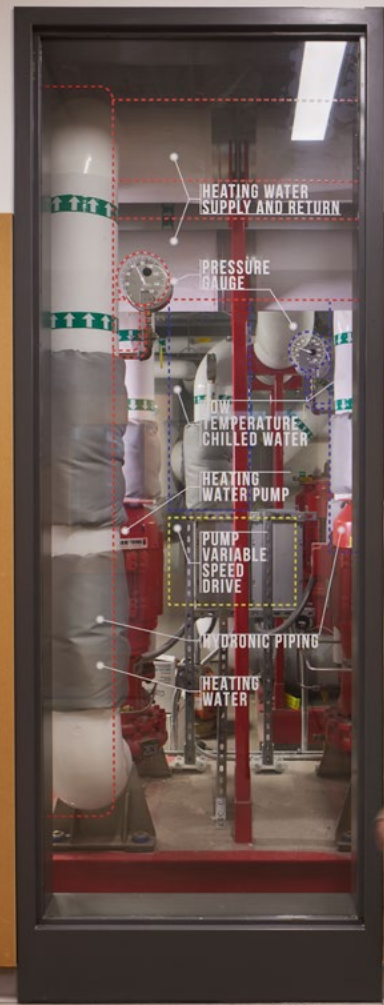
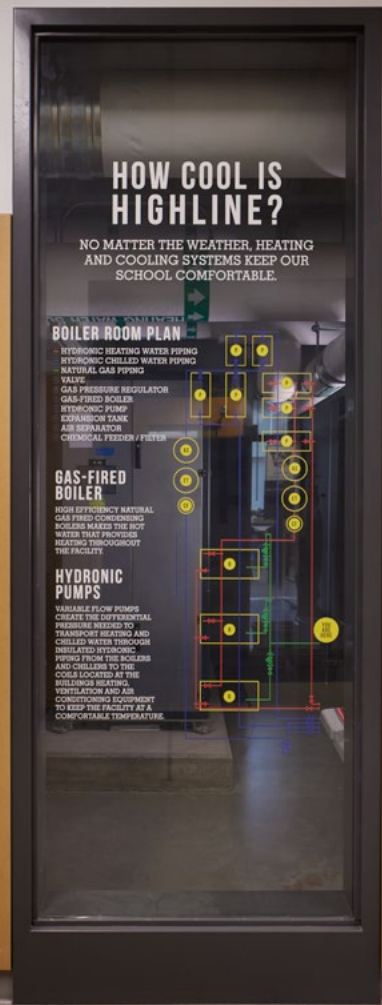
Right Spread: Reused wood rounds, salvaged from the site, form a dimensional display incorporating the school's values at Five Oaks Middle School. The pattern continues throughout the school including in a custom metal stair rail in the commons.

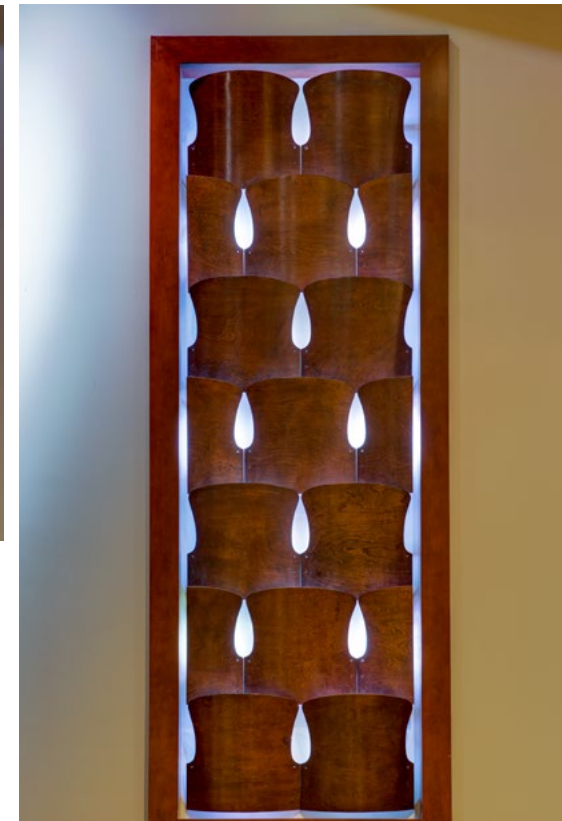




Left Spread: At Walnut Grove Elementary, each learning community has its own unique identity based around school-selected character traits of safe, responsible, kind, and respectful.

Right Spread: Educational graphics overlaid on windows of the Highline High School boiler room showcase the systems for all students to see.





Left Spread: Trees which could not be saved during construction are reused in a wall feature which educates and informs. Students chose a timeline of events to offer context to the age of the trees. Low hanging elements encourage touch and hands-on engagement.

Right Spread: A tie to the history of the old auditorium, the original chairs were reconfigured as dimensional flush-mount lighting fixtures around the perimeter of the new space.



Left spread: This interior 'truth window' at St. Thomas School displays systems hidden within the building's walls, and the exterior downspout subtly informs students how rainwater flows through a runnel to water the adjacent landscaping.

Right Spread: The Truman Elementary School trailblazer mascot-inspired wall graphics remind students that the path of discovery includes socializing, learning, and exploring new horizons. The graphics are dispersed throughout the school to evoke the trailblazer spirit.





Drop us a line.
We look forward to
working together!

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Fostering healthy
communities through
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