

Baggage Claim D
Ground Transportation
P Parking D
All Gates
Ticketing/Check-In D E
TERMINAL D

All Gates
Ticketing/Check-In D E
Center
TERMINAL D



Celebrating
51+ Years

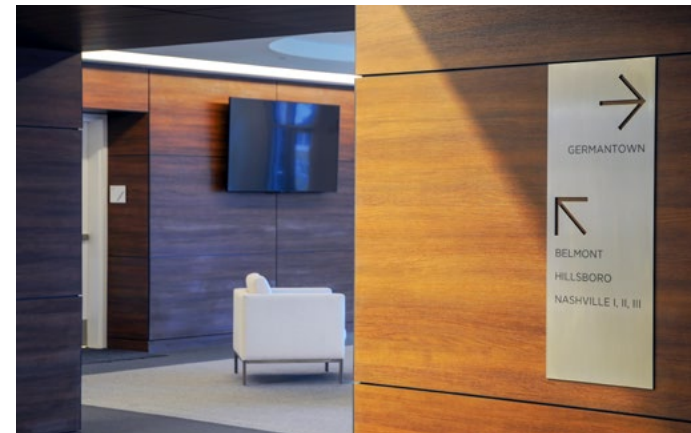
950+ Professionals in
25 Offices Worldwide

We are a global company
with well established
roots in each of the
communities we serve.

Our team is committed to guiding your project through all phases of planning and implementation. Passion and enthusiasm contribute to our success, but specific experience is what truly enables us to deliver effectively and efficiently.

**Gresham
Smith**

Genuine Ingenuity



At Gresham Smith, our designers are passionate about wayfinding as a key component of experiential design. We research and collaborate with owners, planners, architects, engineers, interior designers, digital consultants and ergonomic and human factors experts to make your wayfinding experience as seamless, straightforward and stress-free as possible. We explore visual, verbal and virtual solutions for communicating information to help customers, passengers, patients and visitors navigate public places and spaces with ease.



Expertise

Wayfinding

Experiential Design

Environmental Graphics

Branded Environments

Identity Design

Signage Design

Large Format Graphic Design

Exhibit Planning & Design

Digital Sign Strategies

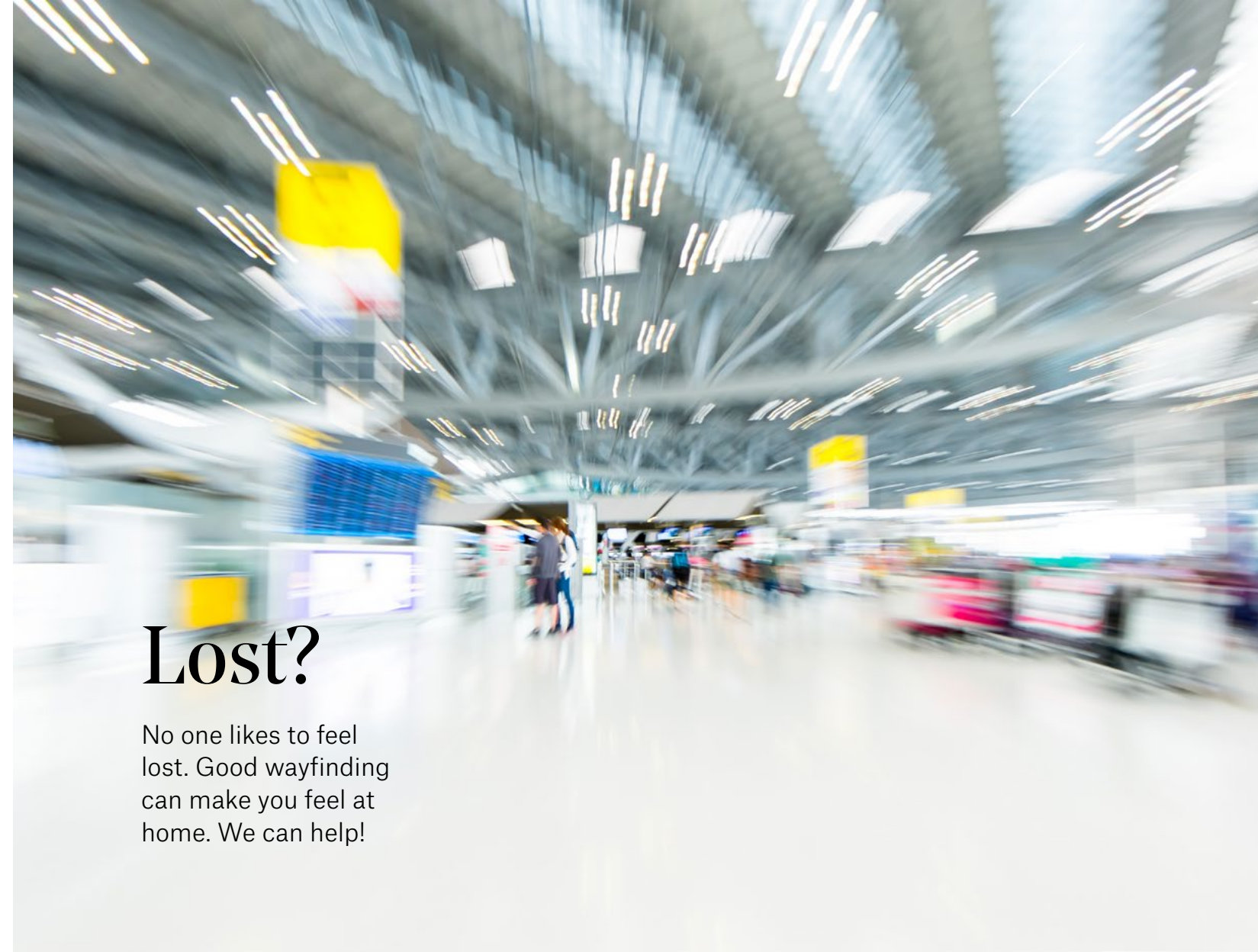


We help people find their way.

Wayfinding is more than getting people from point a to point b. It's about the journey. The experience that provides a great feeling of traveling and arriving safely. Above all, it's about communication, and that's where we come in.

The Experts

We care about design and communication. We understand the rules and logic that guide a good wayfinding program. We also understand that wayfinding is for people—and people are complicated. Good communication is the key.



Lost?

No one likes to feel lost. Good wayfinding can make you feel at home. We can help!



A new way.

Wayfinding isn't just maps and arrows, or even how we get from one place to another. It's who we are, why we're going, and when and how we're going. It's the entire experience of the journey we have along the way, and everyone experiences the journey differently.

It's personal.

Good wayfinding tells you what you need to know, when you need to know it and where you need to know it.



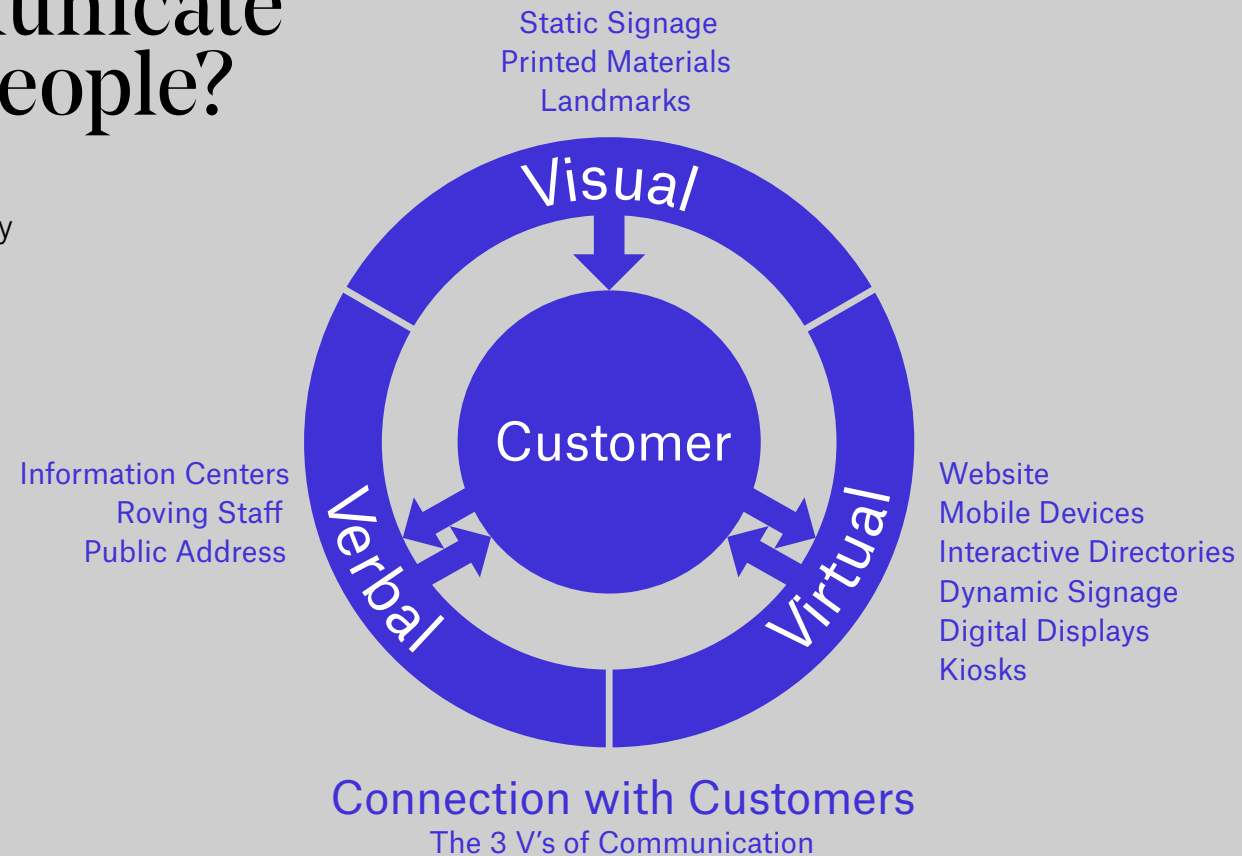
We help you identify your audience, craft the right messages, and then find the touchpoints where the two connect.

Every journey is as unique as the person making it. Understanding your audience as a group of individuals is the key to more effective communication and a better all-around wayfinding experience.



How do we communicate with people?

Visually, Verbally
and Virtually.



People communicate in different ways. We often think about wayfinding in terms of visual elements like signs, arrows and maps. While those are important, there are other elements that contribute to a great wayfinding experience. We help our clients understand their audience and communicate with them effectively.

We combine traditional visual wayfinding with dynamic virtual components like interactive signage, self-service kiosks, and mobile apps to offer users more communication options.

Some people still prefer a verbal, one-on-one conversation. The human touch can be crucial for a good wayfinding experience. We help our clients identify when and where customers want that help, whether at an information booth, from a roving staff member, or just a number to call. We help provide the personalized resources to answer customers' questions and give them the best possible wayfinding experience.



Who can I trust?

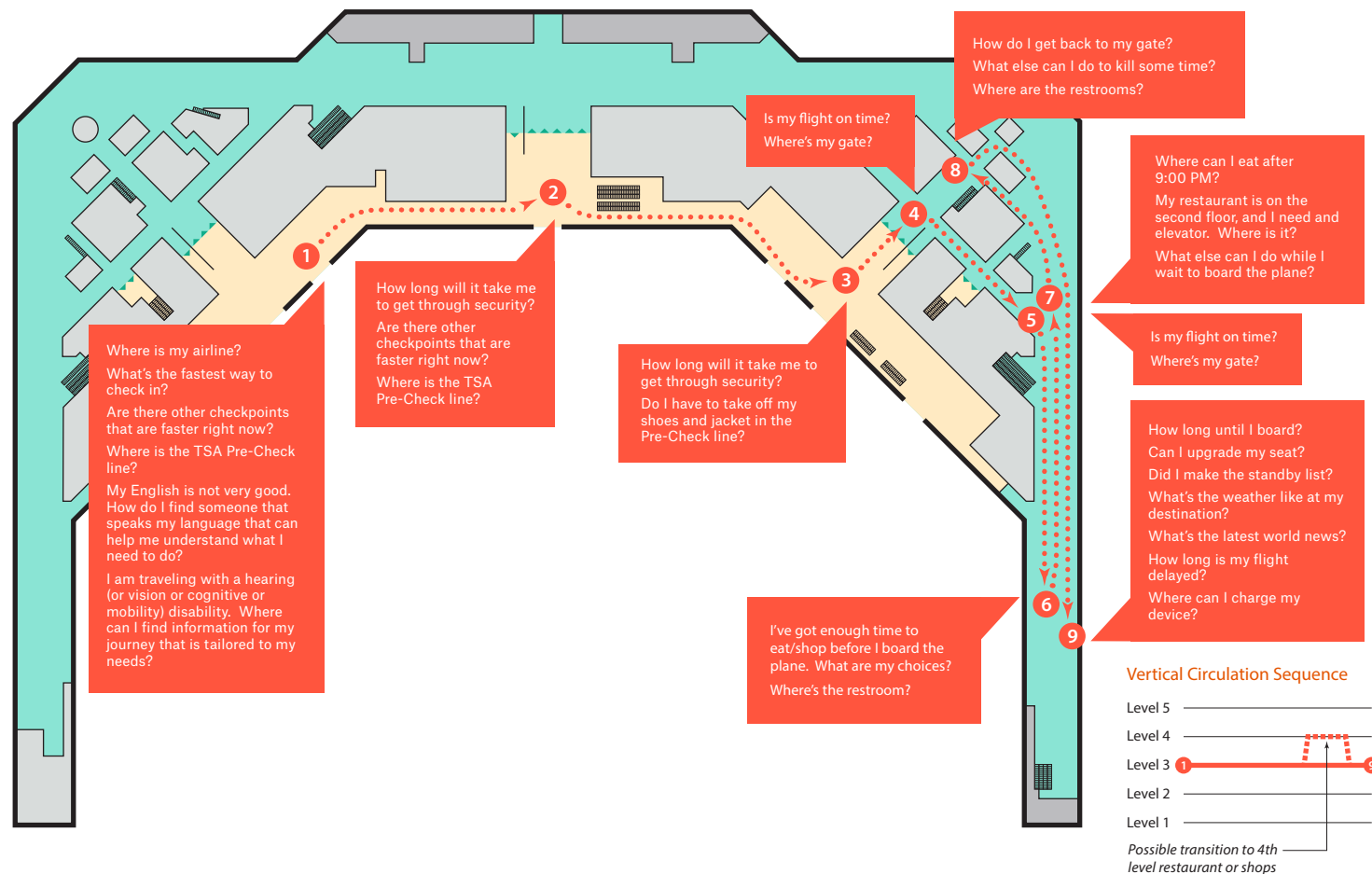
Who will tell me what I need to know? Do they know what they are talking about? Should I believe a sign? Should I download the app?



So many questions.

We will help you anticipate what your customers need to know, and when and where they need to know it. Then, we'll help you provide that information, in the right place and at the right time.

Passenger Sequence



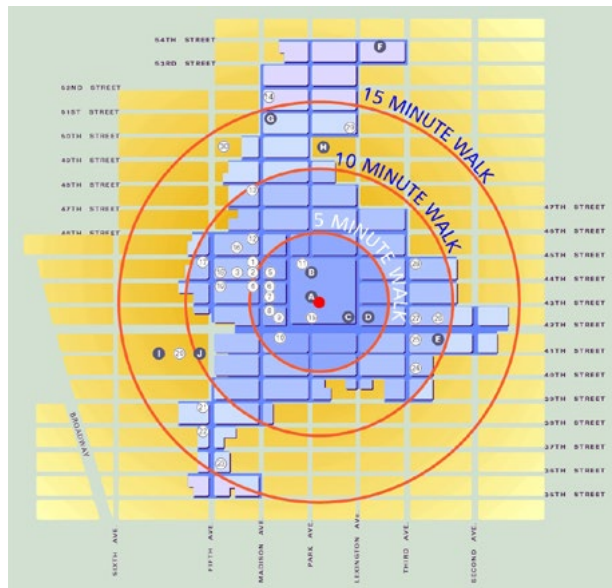


It's about time.

Time is our most valuable currency. It can be spent in a relaxed, pleasant and productive manner—or the complete opposite. Great wayfinding is intuitive and should be so seamless it isn't noticed. We know exactly how to provide a smooth wayfinding experience that keeps your customers informed and feeling empowered.

It's about choices.

Yes or no? Paper or plastic? Walk or ride? Life is full of choices.



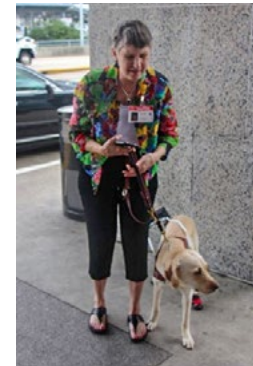
Wayfinding is providing your customers with the information they need in order to make the best choice. This information can include modes of travel, the various routes available, length of time needed, or even what they might see along the way.

People will have different reasons for choosing how to travel. A great wayfinding program enables them to make choices that suit their individual needs.





Senses Working Overtime



A significant percentage of the public is dealing with some kind of disability—sight, hearing or mobility. We use universal design principles to provide wayfinding solutions that meet everyone's needs.



We have standards.

A wayfinding program—like any finely tuned machine—needs an owner's manual, regular maintenance, and the occasional major overhaul to stay in good working condition. Well-documented, user-friendly standards are key to perpetuating the long term success, integrity and adaptability of any wayfinding program over time.



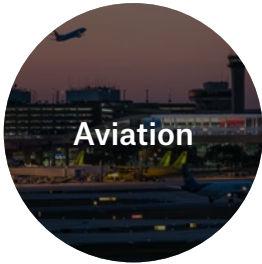


Clients We've Worked With

A few of the many clients we have served in our 40 years of providing successful wayfinding design for multiple markets.

Alabama Nature Center Millbrooke, AL	Dallas/Fort Worth Intl. Airport DFW Airport, TX	Hines Atlanta, GA; Nashville, TN; Chattanooga, TN; Oklahoma City, OK	Rutherford County Murfreesboro, TN
Airport Cooperative Research Program Washington, DC	Denver Intl. Airport Denver, CO	Kaiser Foundation Health Plan Jonesboro, GA	San Francisco Intl. Airport San Francisco, CA
Alegent Health / CHI Health Omaha, NE	Dollar General Goodlettsville, TN	LifeWay Nashville, TN	Sarasota Memorial Hospital Sarasota, FL
AnMed Health Anderson, SC	Erlanger Medical Center Chattanooga, TN	Grand Central Partnership New York, NY	State of Tennessee Nashville, TN; Knoxville, TN; Memphis, TN
Baptist Health Jacksonville, FL	Fanatics Jacksonville, FL	Nashville Metropolitan Transit Authority Nashville, TN	Tampa General Hospital Tampa, FL
BayCare Health System Clearwater, FL	Fort Lauderdale-Hollywood Intl. Airport Fort Lauderdale, FL	Nashville Zoo Nashville, TN	Tampa Intl. Airport Tampa, FL
Blue Bell Brenham, TX	Gerald R. Ford Intl. Airport Grand Rapids, MI	Nemours Jacksonville, FL	Tennessee Aquarium Chattanooga, TN
Community Health Systems Franklin, TN	Grady Health System Atlanta, GA	Nissan North America Franklin, TN	University of Florida Health Jacksonville, FL
Changi Airport Singapore	HCA Healthcare Nashville, TN	Norfolk Intl. Airport Norfolk, VA	University of Tennessee Knoxville, TN
City of Knoxville Knoxville, TN	Hartsfield-Jackson Atlanta Intl. Airport Atlanta, GA	Philadelphia Intl. Airport Philadelphia, PA	Vanderbilt University Nashville, TN
Community Health Systems Franklin, TN			

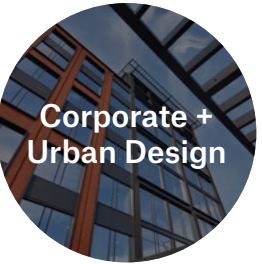
MARKETS



Airports are as unique as the regions they represent, and we pride ourselves on delivering individuality balanced with the ever-changing demands of the aviation industry.



As design professionals we have considerable experience for developing building systems that are cost effective and reliable.



From fundamental interior renovations to complex headquarter campuses, our award-winning project teams focus on the design goals that support a client’s success.



Our professionals bring extensive experience in new plant design, expansions and system modifications, and offer essential design services across many industry segments.



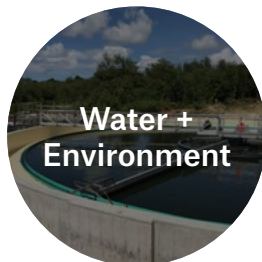
Founded on healthcare facility and hospital design in 1967, we are now one of the nation’s leading healthcare professional design firms.



Whether as a direct partner or a complement to our other markets, our land planning professionals provide necessary expertise throughout the life of a project.



The capacity to handle everything from planning to technical design for transportation projects sets us apart from many other firms, and we’ve been doing so for almost four decades.



Our environmental services teams offer diverse expertise for airports, municipal and state governments, ports, and industrial facilities.

FIRM SERVICES

- Architecture
- Commissioning
- Engineering
- Environmental & Sustainability
- Experiential Design & Wayfinding
- Interior Design
- Landscape Architecture
- Planning
- Program Management /
- Construction Management /
- EPCM / Alternative Project Delivery
- Site Development





Gresham Smith

Genuine Ingenuity

Alpharetta, GA
Atlanta, GA
Baton Rouge, LA
Birmingham, AL
Charlotte, NC
Chattanooga, TN
Chicago, IL
Chipley, FL
Cincinnati, OH

Columbus, OH
Dallas, TX
Ft. Lauderdale, FL
Jackson, MS
Jacksonville, FL
Knoxville, TN
Lexington, KY
Louisville, KY
Memphis, TN

Miami, FL
Nashville, TN
Richmond, VA
Suwanee, GA
Shanghai, China
Tallahassee, FL
Tampa, FL

For more information
on Experiential Design
and Wayfinding:

Jim Harding
jim.harding@greshamsmith.com
615.770.8292

Jim Alderman
jim.alderman@greshamsmith.com
615.770.8248

GreshamSmith.com
615.770.8100
222 Second Avenue South
Suite 1400
Nashville, Tennessee 37201