

# Los Angeles Report

## September 2016

### CONTENTS

\* Project 1: Santa Monica

# 1. Santa Monica

## Project Overview

Santa Monica is a city known to be very liberal and environmentally conscious. But Santa Monica also has one of the most famous beach in the world welcoming a high number of visitors every year. As such, Graphic Signage is very important to relay the different information and reach every person understanding. We can find a lot of different signage in many different places. For instance at the end of the very well-known pier of Santa Monica. There stands some signage for fishing as well as relevant pier activities guidelines.

The signage are there to educate the visitors: not feeding the birds, fishing regulations, no-drinking, no diving... but also a warning that the security cameras are ON.

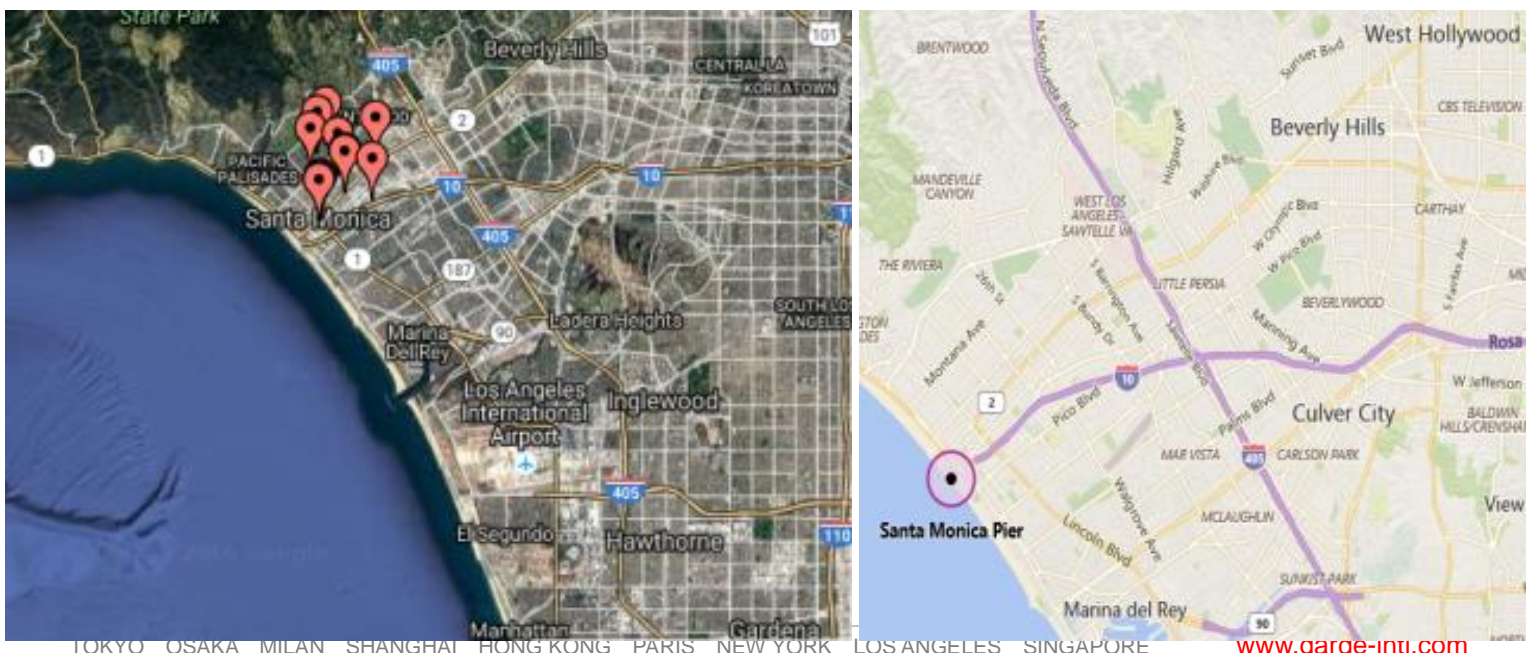
As for guiding the visitors, main destinations are shown by arrows indicating the reaching time by foot to the destination. Our reporter also saw a few volunteers standing in the main street serving as directional guides for the lost visitors.

In one of the pictures we can see that people usually hang-out at Santa Monica with their families, with a wide variety of parent bicycles being parked. A service of free rental, cleaned helmets is also available (for adults and children). This could be a good idea and example to follow in Tokyo too for the pedestrian and riders' security.

## Project Details

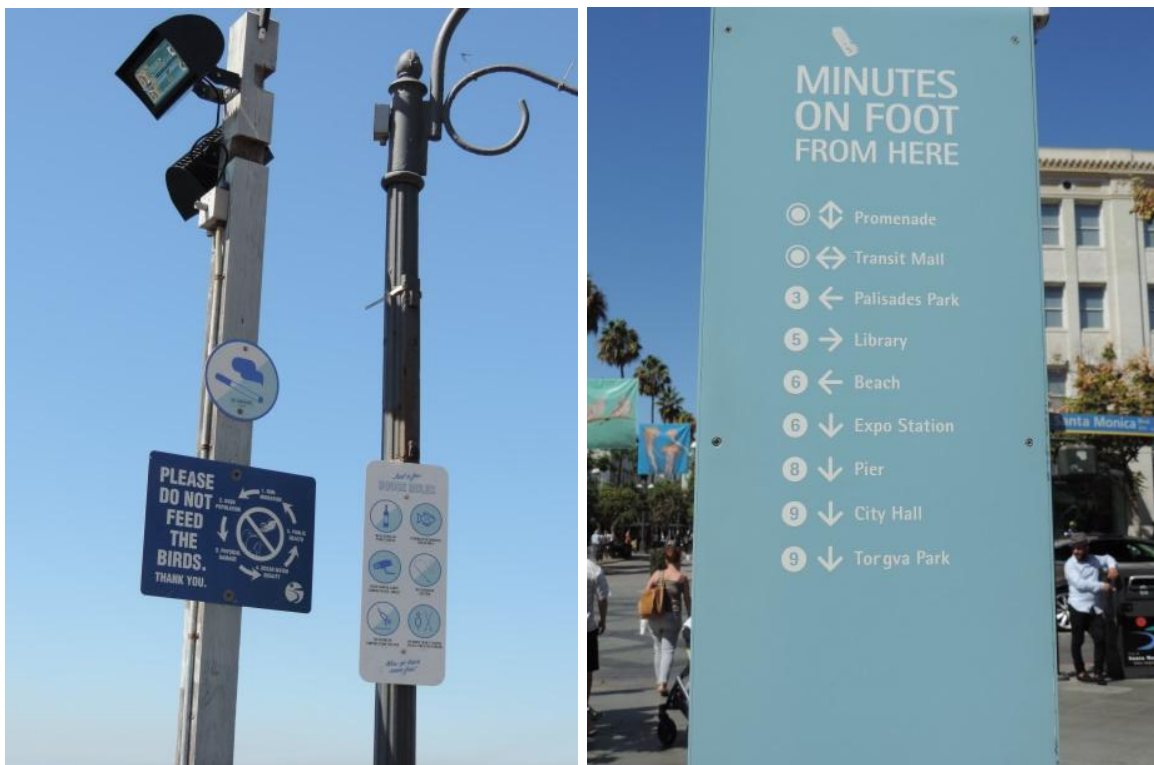
1. Subject : Graphic Information
2. Location: Santa Monica
3. Target Customer: Everyone

## Location Map





Famous pier of Santa Monica and sun set scene of the entrance to the pier



Signage and security camera near Santa Monica Beach





Bicycle for families and free rental service for the helmets