

DESIGN INC.

ENVIRONMENTAL GRAPHIC DESIGN



THE ELI AND EDYTHE L. BROAD INSTITUTE CAMBRIDGE, MA

CLIENT

Massachusetts Institute
of Technology

ARCHITECT

Elkus-Manfredi Architects

FABRICATOR

Advanced Signing, LLC

The Broad Institute is a new state-of-the-art research facility built through a collaboration between MIT, Harvard and the Whitehead Institute, and most recently noted for its work on the Human Genome Project.

The Broad Institute's mission is to empower scientists to construct powerful new tools for genomic medicine, to make them accessible to the global

scientific community, and to apply them to the understanding and treatment of disease.

This showplace of science and medical research uses glass as a major design element. DESIGN's challenge was to create an ADA compliant sign system which reflects the transparent qualities of the whole building.

