

# DESIGN INC.

ENVIRONMENTAL GRAPHIC DESIGN



## 70 PACIFIC STREET DORMITORY

CAMBRIDGE, MA

### CLIENT

Massachusetts Institute  
of Technology

### ARCHITECT

Stefflan Bradley Architects

### FABRICATOR

Advanced Signing, LLC

This new dormitory housing 750 graduate students centers on emphasizing the interaction of graduate students within the greater Cambridge community. The building includes a generous amount of community space, high-end dorm rooms, and current wired technological innovations. DESIGN's high-tech concept incorporated special features into the sign program, including:

> Eraseable note boards designed into each dorm room sign

> Gridded steel sign component to allow for magnetic, changeable room occupant identification cards maintained by the dorm manager

> Insert signs for changeable schedules and notices at communal lounges and meeting rooms

DESIGN worked closely with the sign fabricator during design development to engineer signage using these unusual materials.

