

# DESIGNGUIDELINES

## THY



CLAUS OTTO AREALUDVIKLING  
M: +45 28 88 38 38  
E: claus.otto.nielsen@outlook.com  
www.clausotto.dk



### CLIENT

Thisted Municipality

### PROJECTPERIOD

2021

### CONSULTANT SERVICES

- Process and resident involvement
- City and traffic planning
- Design recommendation and visualisation

## DESIGNGUIDELINES

Thisted Kommune

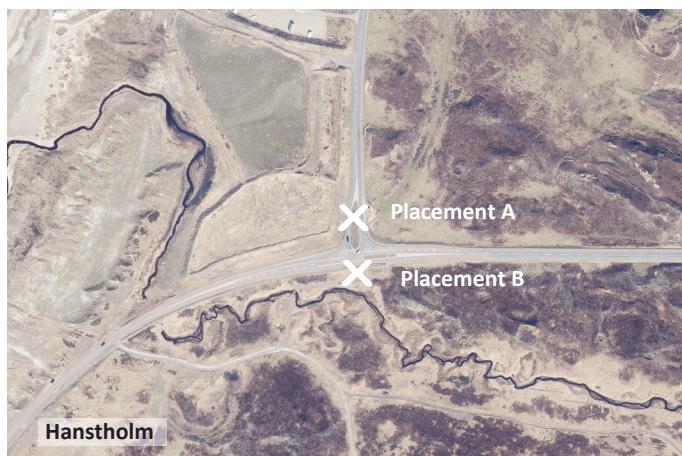
Recommendation for the embellishment of the roundabouts and intersections of the coastal cities

### BRANDING THY - WEST COAST

The development of the proposals for the artistic embellishments, comes from the desire to aid in the branding of Thy's cities along the west coast. By utilising artistic embellishment, the branding will build upon a fantastic narrative that involves the areas natural qualities. It is desired, that the proposal will support in branding the area's qualities

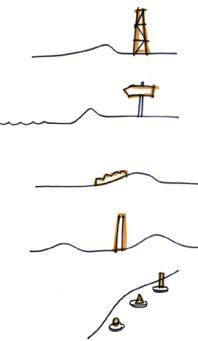
and experiences through a conscious aesthetical choice. This will create a coherent narrative and informations, for residents as well as visitors.

The proposals for the embellishment of the five roundabouts and intersections, has been materialised by utilising representation from those five cities in the fall of 2021.



### General proposals for the artistic embellishment

- The art should be visible and support the experience of the place - functional as well as sensuous
- The art should also act as a "signpost"
- The art should also subject itself to the landscape or
- The art should be prominent and contrasting
- The art should be able to convey a unified experience of the area



### ART IS COMMUNICATING A UNITED NARRATIVE

The art should also act as communicative tool to convey a unified experience of the area along the western coast. That does not mean, that the art should be alike or identical. It would be appropriate to choose colours and materials that will be harmonious, thereby communicating a narrative that will create a recognisable experience of the whole coastline and the activities that is offered.

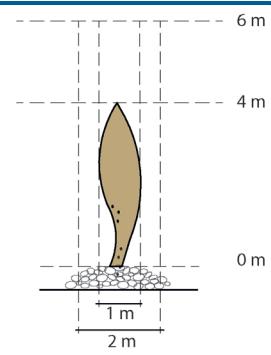
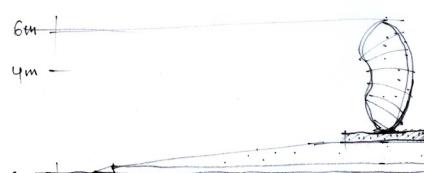
The proposal for the embellishment does not include what is deemed as good art or beautiful embellishment, however, propose guidelines for the:

- Placement
- Size
- Materials and colours



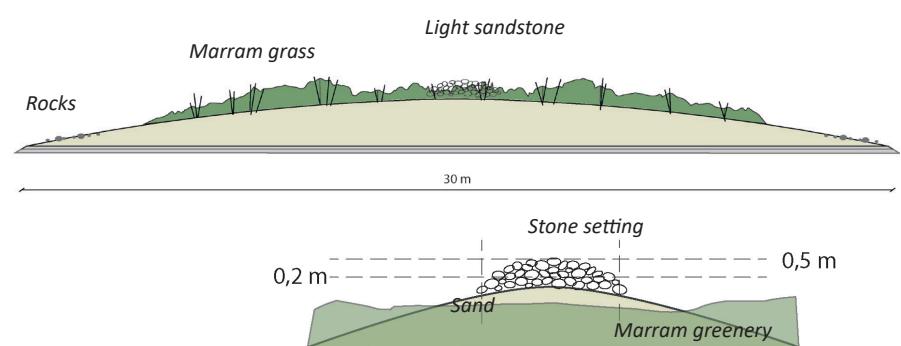
### Proposal of the size of the art:

- The art should be at min. 4 metres high and max. 6 metres
- The art should be at least 1 metre in width and preferably 2 metres



### Proposal of the greenery:

- Greenery in and around the art should mostly consist of marram grass. The greenery should be supplied with areas of sand and stone, and established as a slightly hilly landscape.



### The following materials should be utilised:



Corten steel

### The following materials can be used as a supplement:



### The following colours can be used as a supplement:

