



Martin Foessleitner

Martin Foessleitner is an Information Designer living in Vienna. As he undertakes all his daily errands on foot, he knows his neighbourhood intimately. However, Vienna isn't just for residents, it attracts day trippers and is an international tourist destination. **Andrew Stuck** walked with **Martin** through the centre of the city on a sunny October day as he explained to me how he came to design the city's way marking system and how when providing information to those on foot, less is more.

Notes from the podcast interview by **Andrew Stuck**: Recorded in October 2015 on a walk through Vienna in Austria. Published in June 2016 on <http://www.talkingwalking.net>

Viennese way marking system relies heavily on the information designs of **Legible London**.
<https://tfl.gov.uk/info-for/boroughs/legible-london>

Vienna is made up of a number of villages (GRÄTZL in Viennese)
'North up' is a paradigm in Austrian mapping

Martin is an advocate of how way marking can help people new to a place to orientate themselves and build up their own mental map of the area through which they are walking.

Information design identifies the pertinent information and reduces the clutter of what is unnecessary to a pedestrian, thereby providing clear, consistent and concise detail for maps on way marking plinths throughout the city. Martin uses the metaphor of an espresso to explain this.

For the pedestrian the first step in the right direction is the most important - set off in the wrong direction can be time wasteful and annoying: retracing your steps or finding your way back to the route you want to follow is far more costly to those on foot, than those using vehicles

Tim Fendly was a key designer involved with Legible London <http://appliedwayfinding.com/>

Listening is 'looking at the back' or being aware of what is behind you - Martin is concerned by the number of people using head phones as they walk.

2009 Martin began lobbying the City of Vienna government about delivering way marking in the city. 2013 his firm High-Performance GmbH Vienna (Gesellschaft für angewandtes Informationsdesign) www.hi-pe.at won the contract, and are now in the second year of implementation.

Key is how to change people's perception of how far away places are and how quickly you can get familiar with your surroundings

Martin talks about providing way markers for the Ringstrasse: <https://www.wien.info/en/sightseeing/ringstrasse> that incorporate: image recognition technology on monoliths

The concept of the 8 minute neighbourhood

Martin's's recommendation for a walk is:

Walk a journey to a key daily destination you may be surprised how quickly you reach it, and how soon you get to know your local neighbourhood.