



The Metropolitan Museum of Art

**PUBLIC ARRIVAL WAYFINDING
SIGNAGE**

NYC Landmarks
Preservation Commission
Submission
October 2025

BEYER BLINDER BELLE

STATEMENT OF NEED

Public Arrival Wayfinding Signage

Clarify wayfinding signage in the interior and exterior designated landmark spaces

Remove unused and extemporaneous signage

Have clear and aligned approach for wayfinding from exterior to the interior

Reduce visual clutter and leverage the architectural cues of the Great Hall and the exterior of the wayfinding system



PUBLIC ARRIVAL WAYFINDING SIGNAGE

BASIS OF DESIGN

Landmark Status

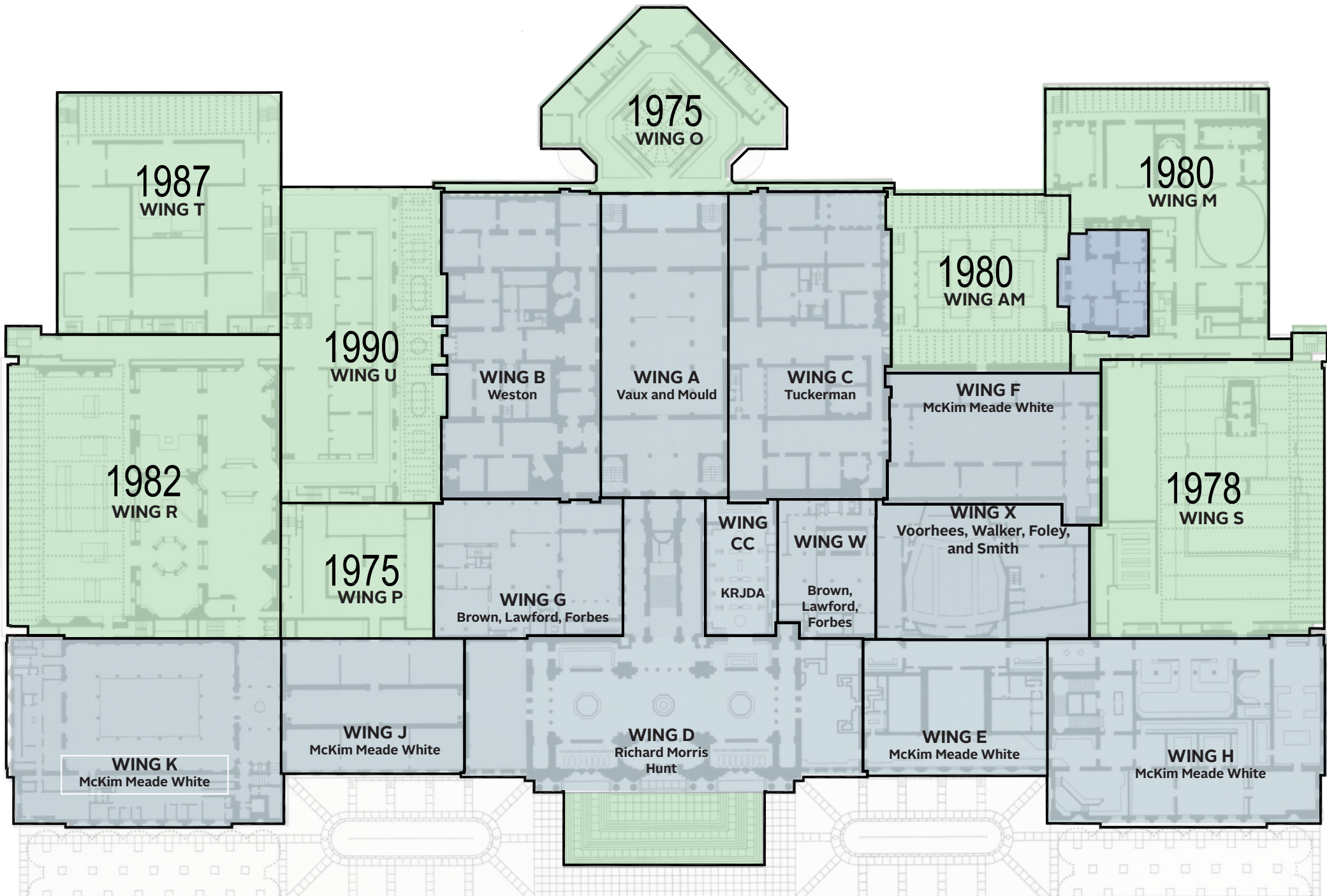
Wing Diagram

The New York City Landmarks Preservation Commission designated The Metropolitan Museum of Art as an individual landmark in 1967.

In 1974, the Met was included within the boundary of the Central Park Scenic Landmark.

The Great Hall and the Grand Stairway were designated as an interior landmark in 1977, while additions and alterations designed by Roche Dinkeloo were under construction.

The Met was placed on the National Register of Historic Places in 1986, and was designated a National Historic Landmark in the same year.

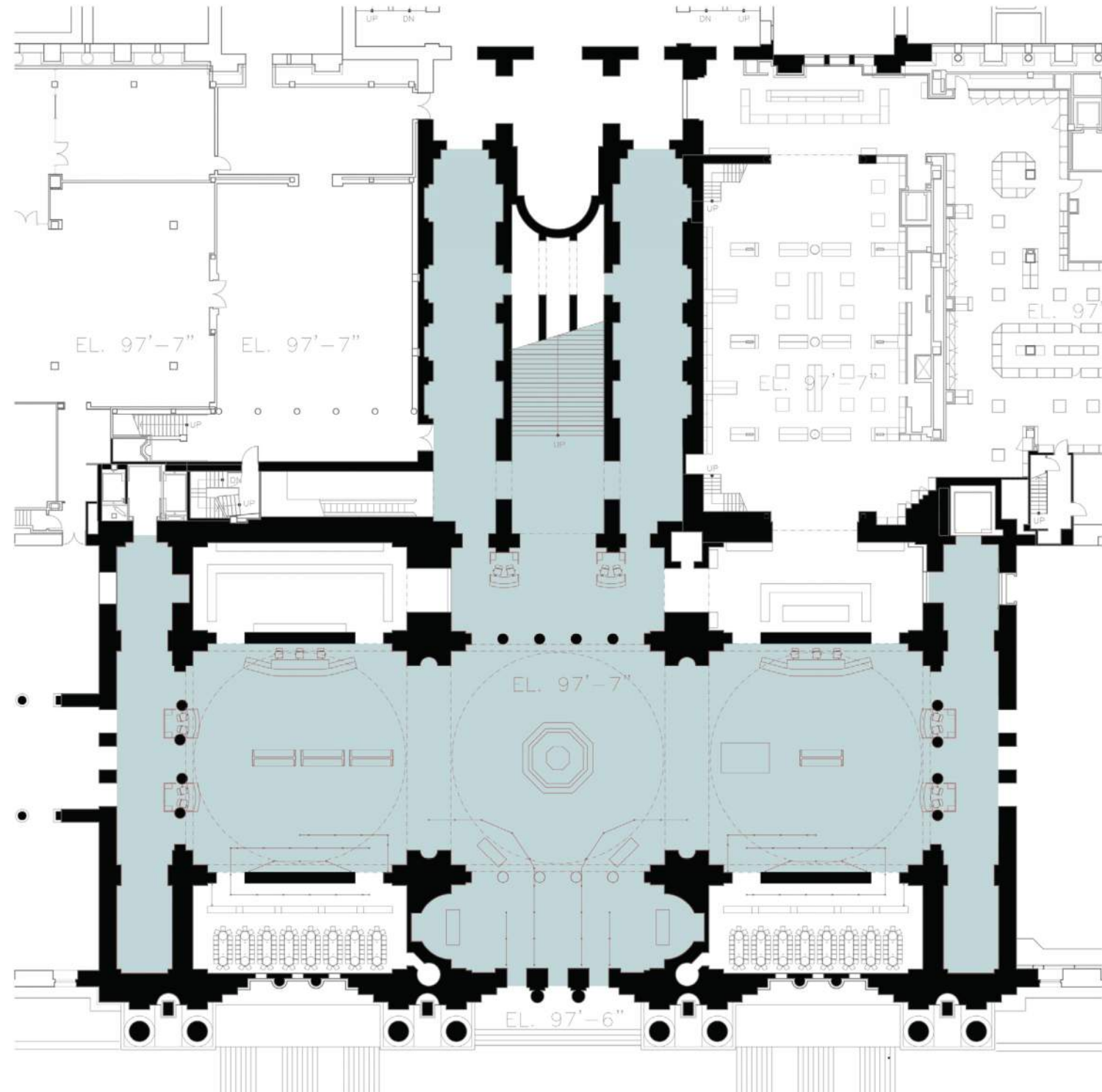


BASIS OF DESIGN

Landmarked Area

The Met was designated as an individual landmark in 1967.

The Great Hall was designated an interior landmark in 1977
(Area shown in Blue).



BASIS OF DESIGN

The Great Hall as the Great Sorter

“You come into a big great space, a space not like the outside world. It is its own world. It is huge. It has its own cardinal directions. They correspond to the outside world, but are also specific to the Met itself.”

– Curator Emeritus Morrison Heckscher

<https://www.youtube.com/watch?v=kWxNQQ4hM7w>



BASIS OF DESIGN

The Great Hall Over Time



GREAT HALL, LOOKING SOUTH, 1902
The space was used as an entrance hall and a gallery.



GREAT HALL, LOOKING SOUTH, C. 1907
McKim, Mead, and White altered the original skylights to provide more natural light.



GREAT HALL, LOOKING NORTH, 1917
New light fixtures were added.

BASIS OF DESIGN

The Great Hall Over Time



GREAT HALL, LOOKING NORTH, 1940'S
The light post fixtures on the balcony parapet have been removed.



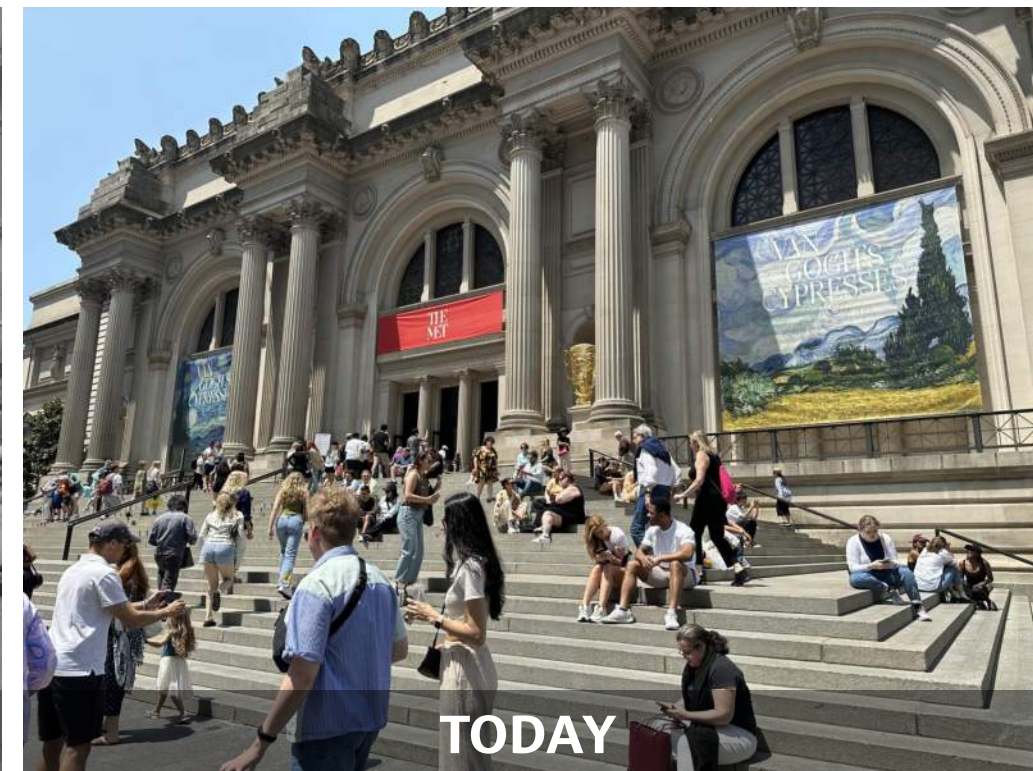
GREAT HALL, LOOKING NORTH, 1992
Kevin Roche John Dinkeloo Associates' renovation in 1970 for Museum's 100th Anniversary, including updating the lighting and adding a bold color palette. The current north and south coatrooms and their doorway openings into the Great hall were created at this time.



GREAT HALL, LOOKING SOUTH, 2023

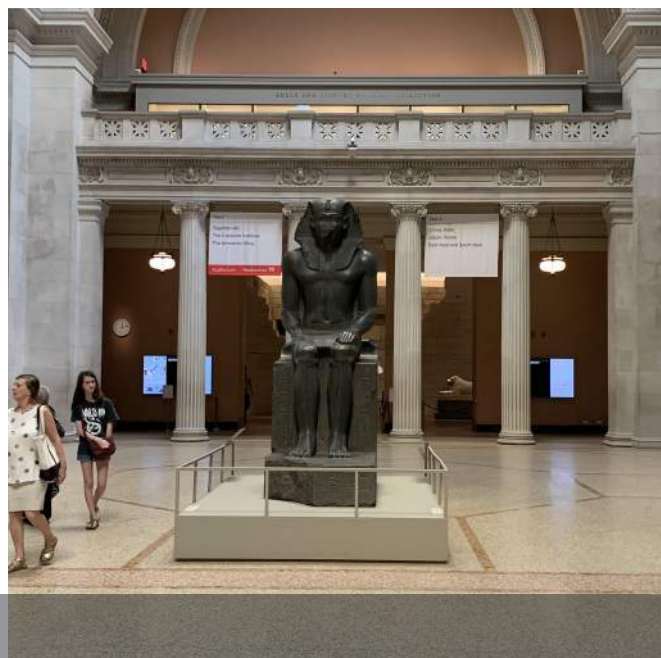
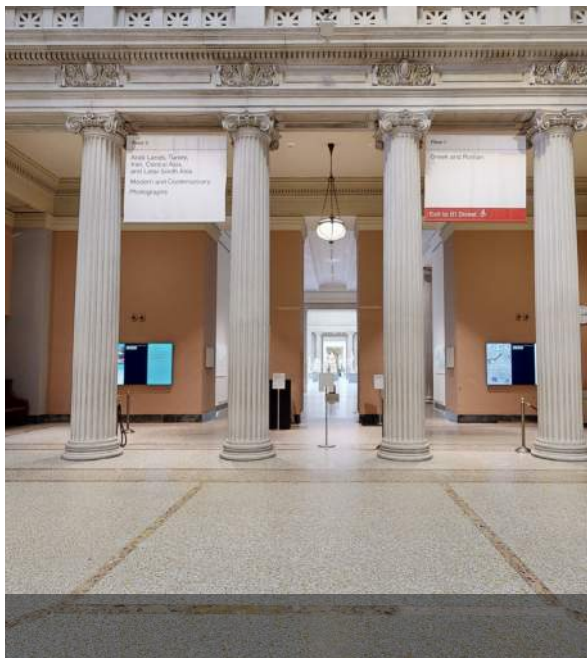
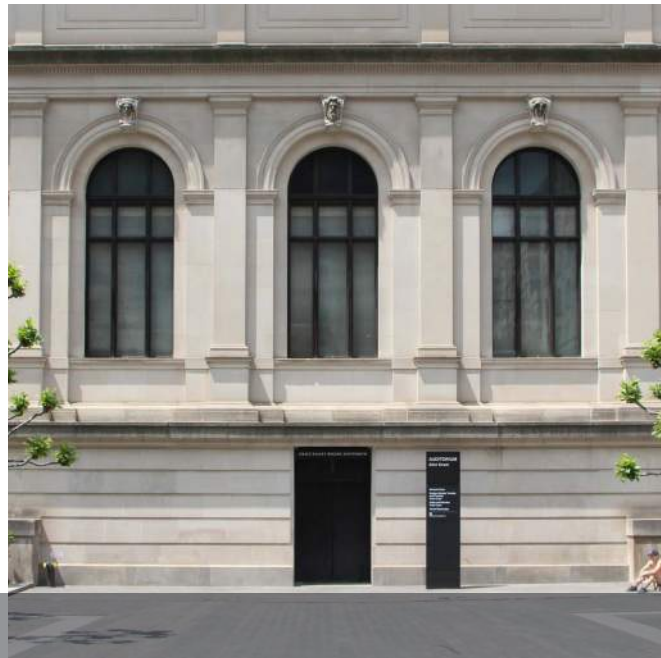
BASIS OF DESIGN

Met Arrival Over Time



BASIS OF DESIGN

Power of Threes



THE GREAT HALL

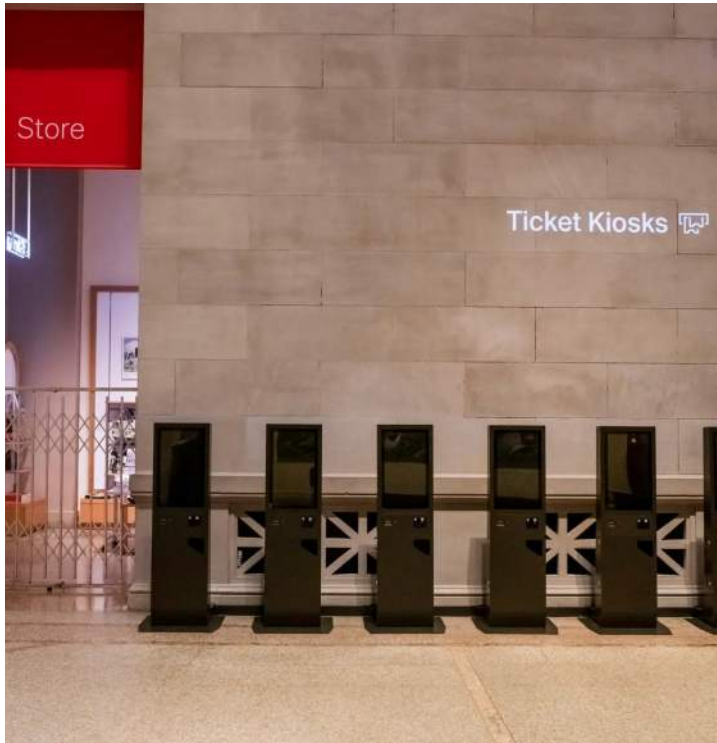
Previous Visitor Experience Solutions



GREAT HALL, LOOKING NORTH, 2012



GREAT HALL, LOOKING NORTH, 2015



TICKETING KIOSKS, 2016



TICKETING HALL, 2021

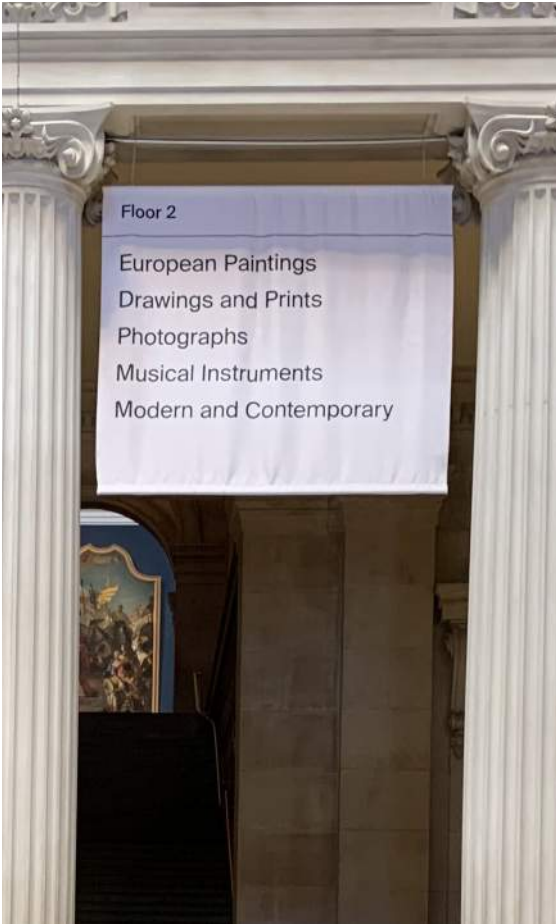


THE GREAT HALL

Current Interior Sign Types



BANNERS



STANCHIONS



DIGITAL SIGNAGE



AREA IDENTIFICATION



THE GREAT HALL

Current Interior Sign Types

Wayfinding information in the Great Hall is inadequately distributed across sign types.



THE GREAT HALL

Inadequate Destination Messaging

Current GH Sign Types do not allow for directing visitors to all destinations and destination types: curatorial, amenities, special exhibitons, vertical circulation.

The current listing is about half of all map destinations, highlighted here.



COMPLETE LIST OF DESTINATIONS		
CURATORIAL	SPECIAL EXHIBITIONS	AMENITIES
<i>Floor 2</i> THE AMERICAN Wing, also FL 3 ASIAN ART, also FL 3 ART OF THE ARAB LANDS: TURKEY, IRAN, CENTRAL ASIA, AND LATER SOUTH ASIA ANCIENT NEAR EASTERN ART EUROPEAN PAINTINGS 1250-1800 19TH AND EARLY 20TH CENTURY EUROPEAN PAINTING AND SCULPTURE DRAWINGS AND PRINTS MODERN AND CONTEMPORARY ART MUSICAL INSTRUMENTS PHOTOGRAPHS/PHOTOGRAPHY	<i>Floor 2</i> CANTOR, 999 TISCH, 899 MENSCHEL, 851 GILMAN, 852 DRAWING & PRINTS, 691-93 <i>Floor 1</i> EXHIBITION GALLERY 199 <i>Floor G</i> ROBERT LEHMAN WING, 964-65	<i>Events</i> ROOF TERRACE BALCONY LOUNGE GRACE RAINEY ROGERS AUDITORIUM <i>Food</i> AMERICAN WING CAFE BALCONY CAFE DINING ROOM THE EATERY PATRON LOUNGE PETRIE COURT CAFE ROOF BAR <i>future: DINING, SIGNATURE DINING</i> <i>Retail</i> THE MET STORE, FL G, 1, 2 <i>Education</i> URIS CENTER FOR EDUCATION <i>Education - Free</i> 81ST STREET STUDIO RESTROOMS
<i>Mezzanine</i> THE AMERICAN WING GREEK AND ROMAN ART MODERN AND CONTEMPORARY ART		
<i>Floor 1</i> THE AMERICAN WING ARMS AND ARMOR ARTS OF AFRICA, OCEANIA, AND THE AMERICAS/MICHAEL C. ROCKEFELLER GREEK AND ROMAN ART EUROPEAN SCULPTURE AND DECORATIVE ARTS EGYPTIAN ART MEDIEVAL ART MODERN AND CONTEMPORARY ART ROBERT LEHMAN COLLECTION EXHIBITION GALLERY 199 <i>future: THE COSTUME INSTITUTE</i>		

PEER REVIEW

Museum Signage Systems



V&A



BALTIMORE MUSEUM OF ART



MUSEUM OF FINE ARTS, BOSTON



VISITOR EXPERIENCE

Sign Types Support the Visitor Journey

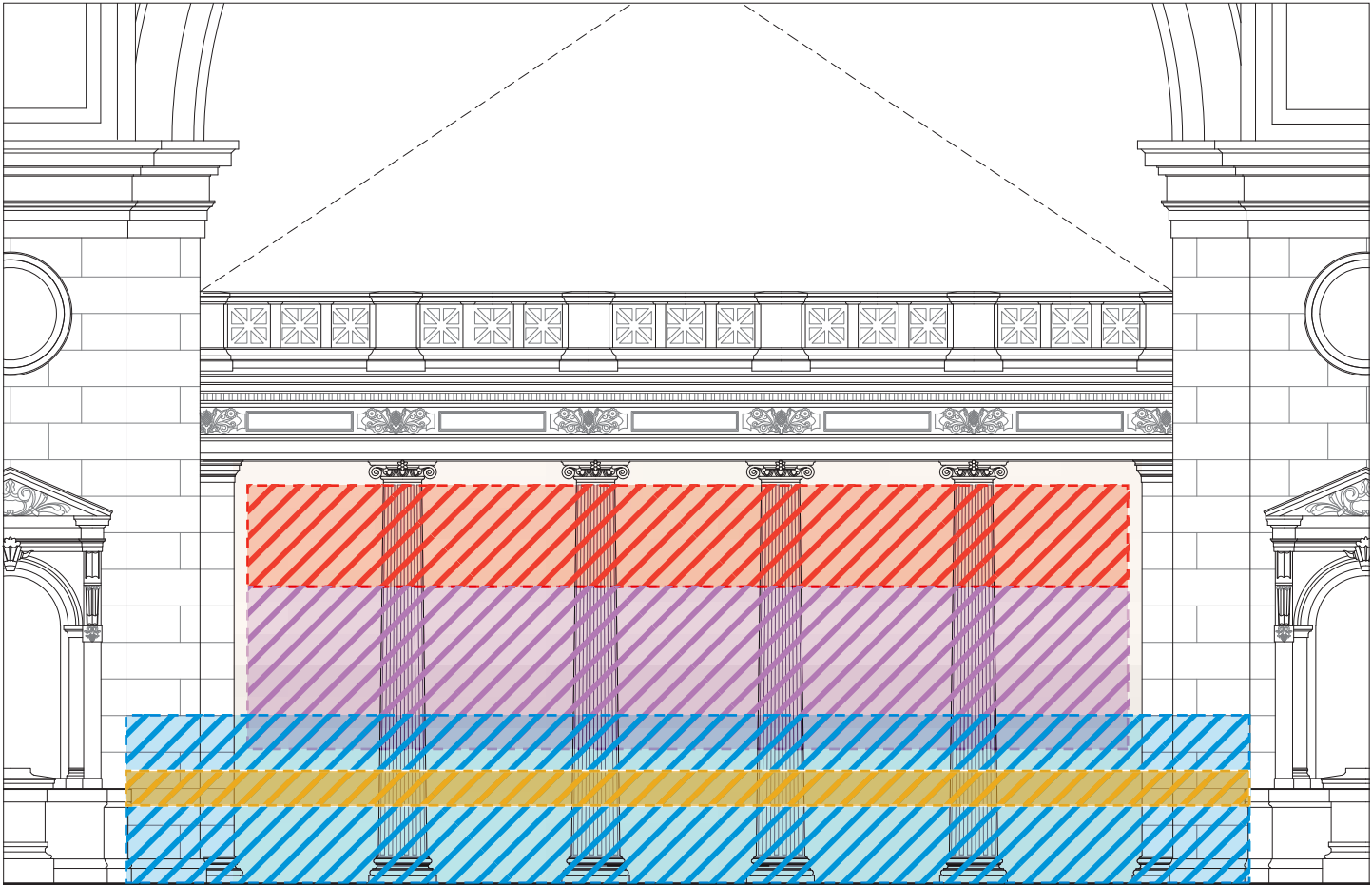
Each visitor arrives with a different level of preparedness.

		ORIENTATION	EXPLORE	ENTER
Tier 1 Does not know what art to see Relevant Personas Spontaneous Visitor Young Families		Multi-lingual Interactive Map Directory Information Desk Kiosk	Pylon District, Curatorial and Amenity Directional	District ID Banner (with Curatorial Areas and Amenities) District Arrival
Tier 2 Has 1 or 2 experiences on wishlist Relevant Personas Activity Seeker Solo Enthusiast		Pylon (with Special Exhibition Digital Display) District Directional	Pylon Digital Display showcases exhibition, GH Artist video, etc.	Wall Directional Panel (with Vertical Circulation to Exhibitions) Collection Arrival
Tier 3 Planned visit Relevant Personas Solo Enthusiast Experienced Visitor		District ID Banner (with Curatorial Areas) District Arrival	Pylon Digital Display showcases exhibition, GH Artist video, etc.	Wall Directional Panel (with Vertical Circulation to Exhibitions) Collection Arrival



BASIS OF DESIGN

Sight Line Zones



Interior

- Zone 1: hung
- Zone 2: wall
- Zone 3: wall or freestanding
- Zone 4: freestanding



BASIS OF DESIGN

Great Hall Material Details



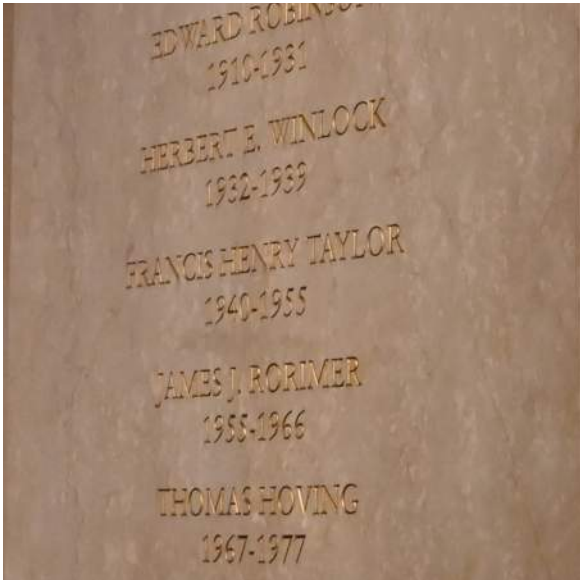
MARBLE INSET INTO CLAY PAINTED COLUMN



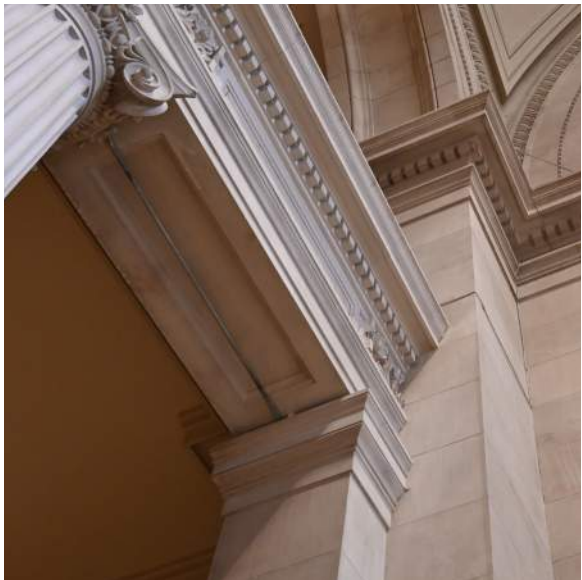
LIMESTONE COLUMN



MARBLE INFODESK



ETCHED GOLD FILLED TEXT IN MARBLE



LIMESTONE COLUMN, VAULTED CEILING



TERRAZZO FLOOR



LIMESTONE WALL

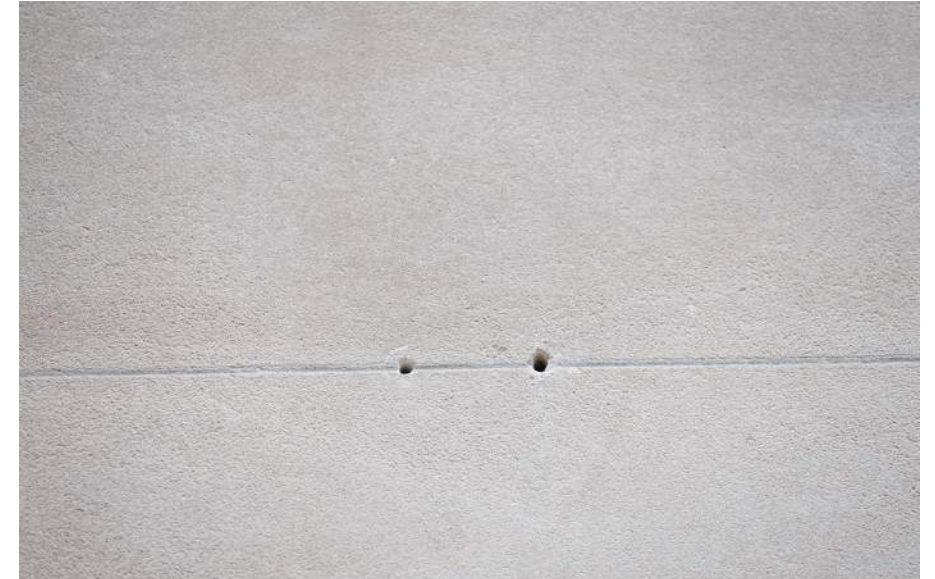


ETCHED TEXT IN MARBLE, LIMESTONE WALL



BASIS OF DESIGN

Reduce Exposed Hardware, Reversible Mounting



EXPOSED HARDWARE



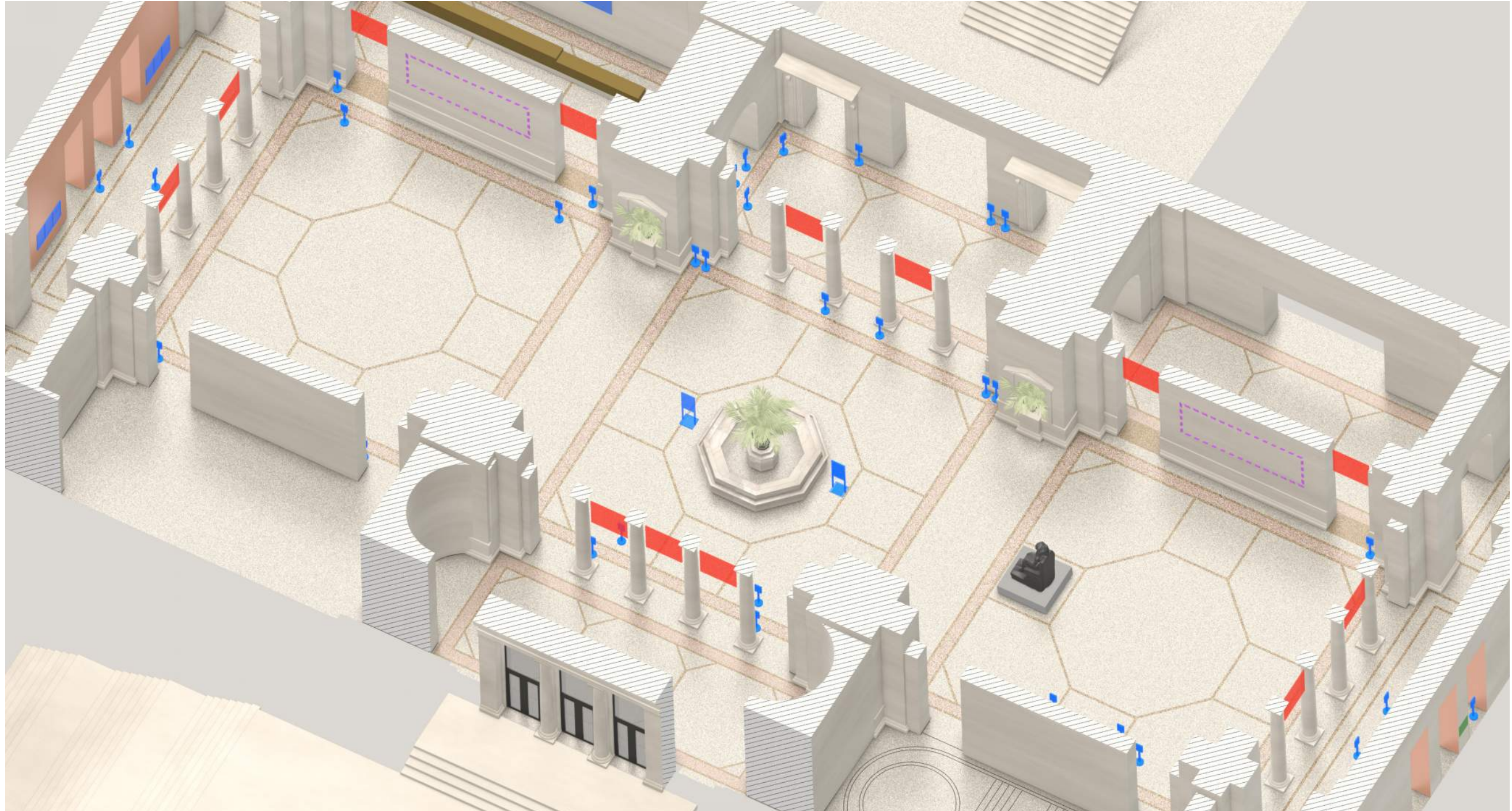
MAKESHIFT SOLUTIONS



WALL DAMAGE & SUBSTANDARD REPAIR

EXISTING SIGNAGE

Great Hall



EXISTING SIGNAGE - GREAT HALL

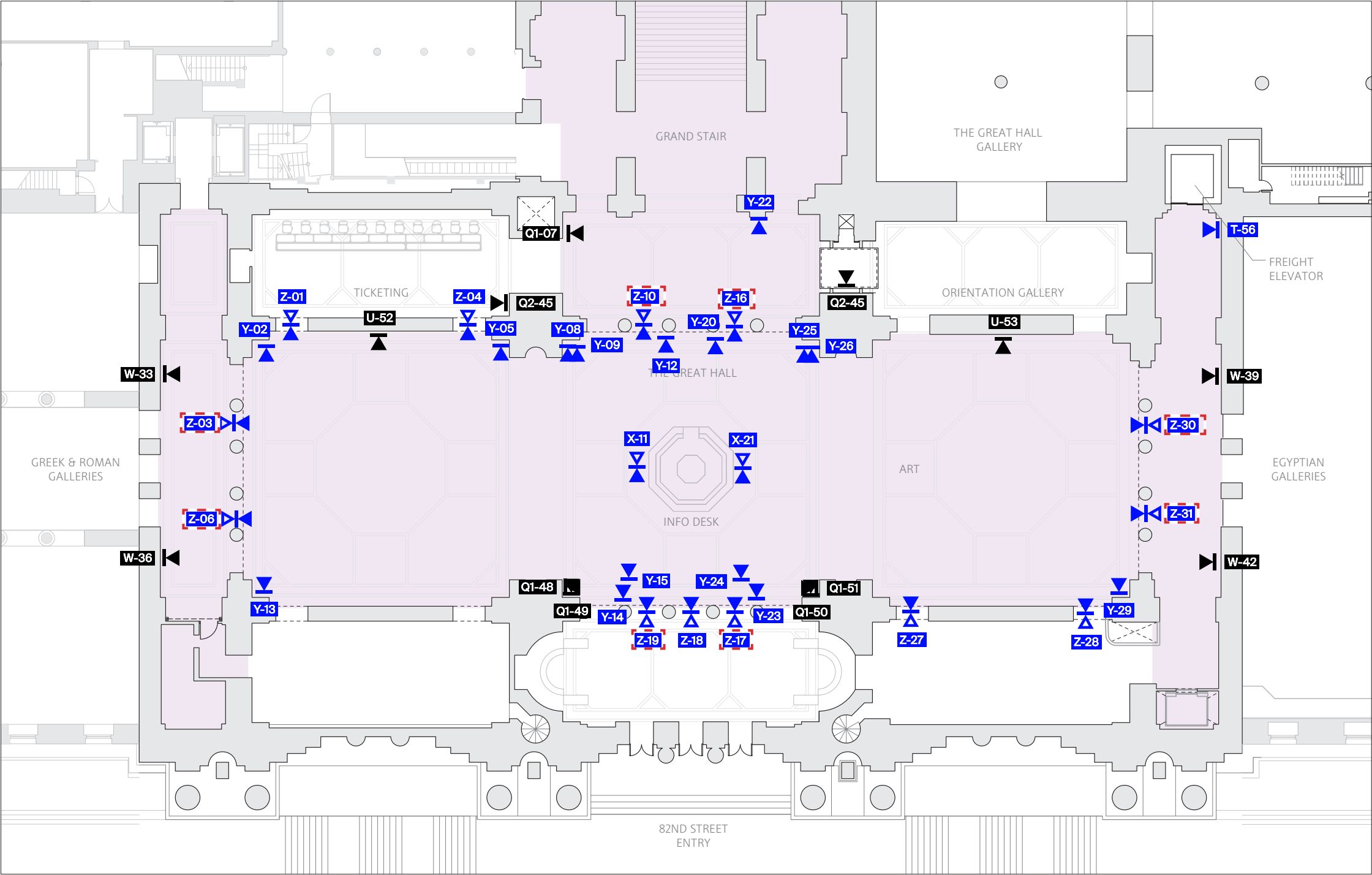
- Q1** Existing Donor Plaque
- Q2** Existing Plaque - To Be Relocated
- T** Existing Elevator Directory
- U** Existing Projection
- W** Existing Digital Screen
- X** Existing Stanchion, Tall
- Y** Existing Stanchion, Short
- Z** Existing Banner

Remove

Replace

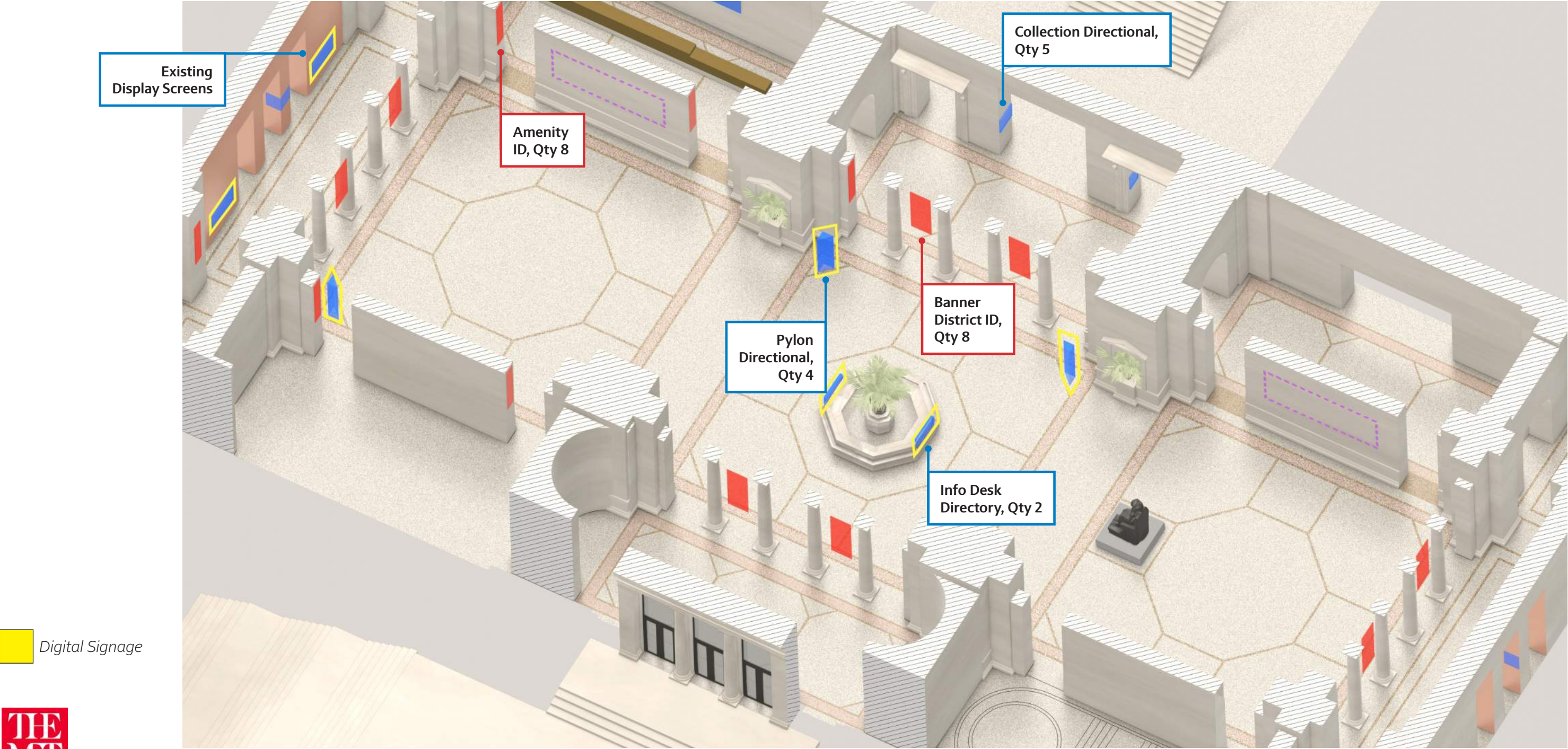
Remain

Landmarked Area



WAYFINDING PROGRAM

Sign Locations–Great Hall



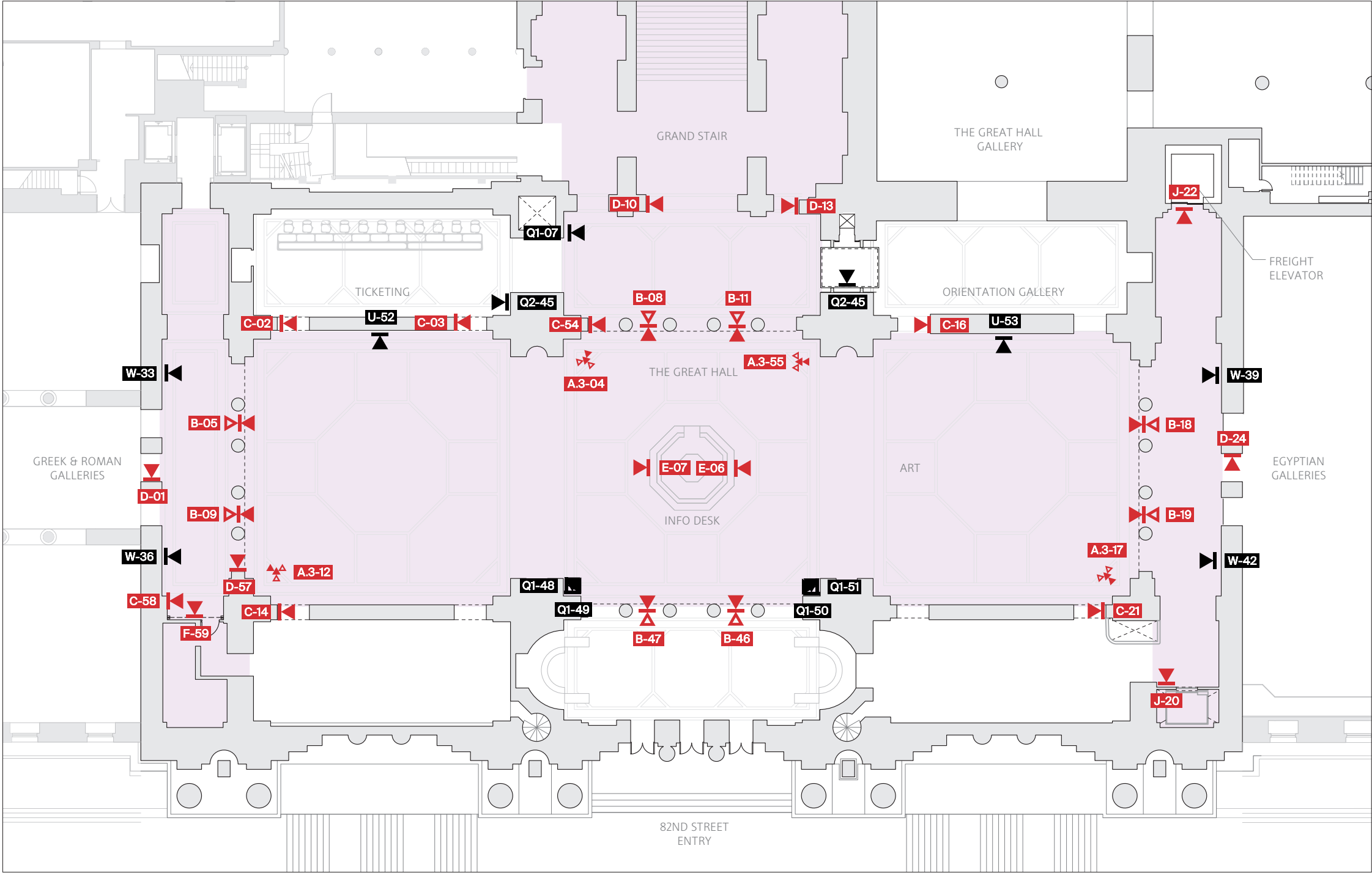
PROPOSED SIGNAGE - GREAT HALL

- A.3 Pylon, Triple Sided
- B Banner
- C Amenity ID
- D Directional
- E Infodesk
- F Arrival ID
- J Elevator Directory
- Q1 Existing Donor Plaque
- Q2 Existing Plaque - Relocation
- U Existing Projection
- W Existing Digital Screen

New

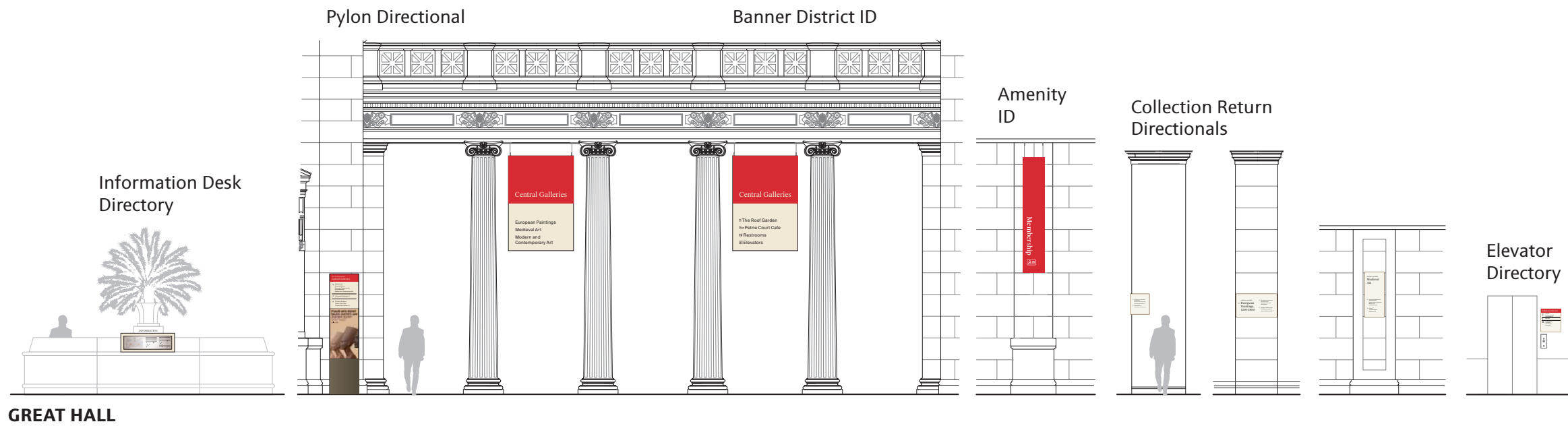
Remain

Landmarked Area



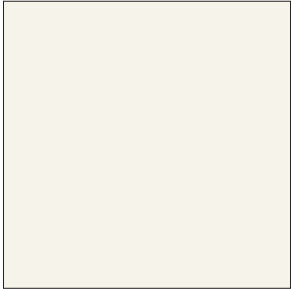
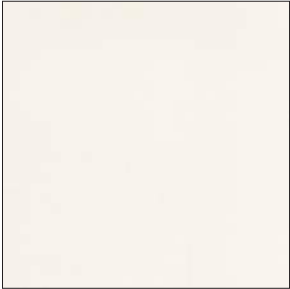
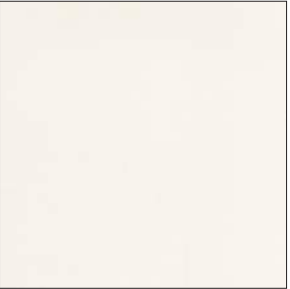
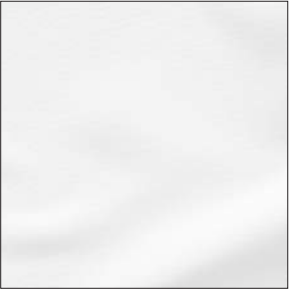
WAYFINDING PROGRAM

A Unified System



WAYFINDING PROGRAM

Sign Material Matrix

COLOR FIELD	TINTS AND SHADES		MATERIAL		
RED	 <i>MET Red - PMS 185 C</i>		 <i>Corian</i>	 <i>Painted Aluminum</i>	 <i>Fabric/ Silicone Edge Graphic (SEG) Fabric</i>
WHITE	 <i>BM OC-95</i>		 <i>Corian</i>	 <i>Painted Aluminum</i>	 <i>Fabric/ Silicone Edge Graphic (SEG) Fabric</i>
ACCENT			 <i>Light Bronze Finish</i>	 <i>Dark Bronze Finish</i>	



WAYFINDING PROGRAM

Sign Type Materiality



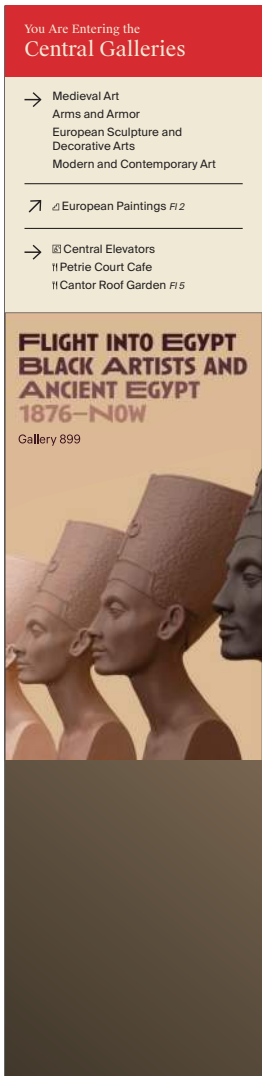
Painted aluminum or corian



Fabric



Bronze accents



A Pylon
Freestanding with digital screen, painted header



B Banner
Fabric banner with tension rod hanging system, painted accents



C Amenity ID
Fabric banner with tension rod hanging system, painted accents



D Directional
Wallmounted



E Infodesk
Countermounted, digital screen



F Elevator Directory
Wallmounted



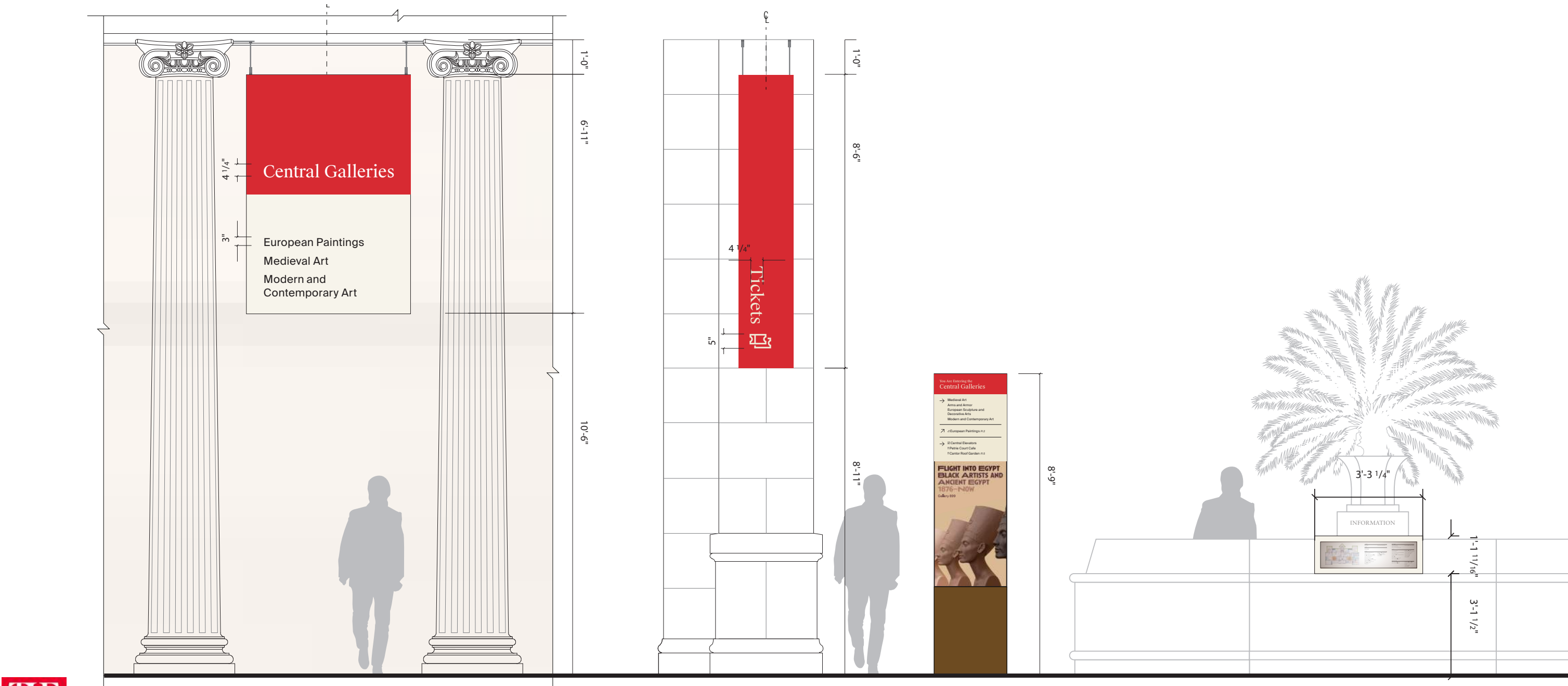
WAYFINDING PROGRAM

Revised Banner Dimensions



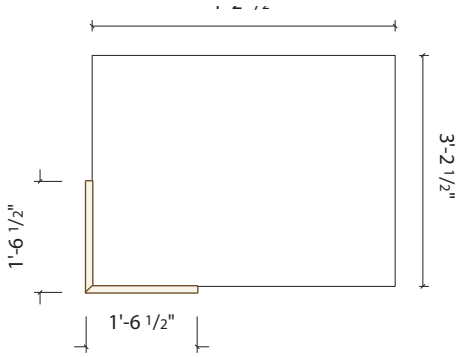
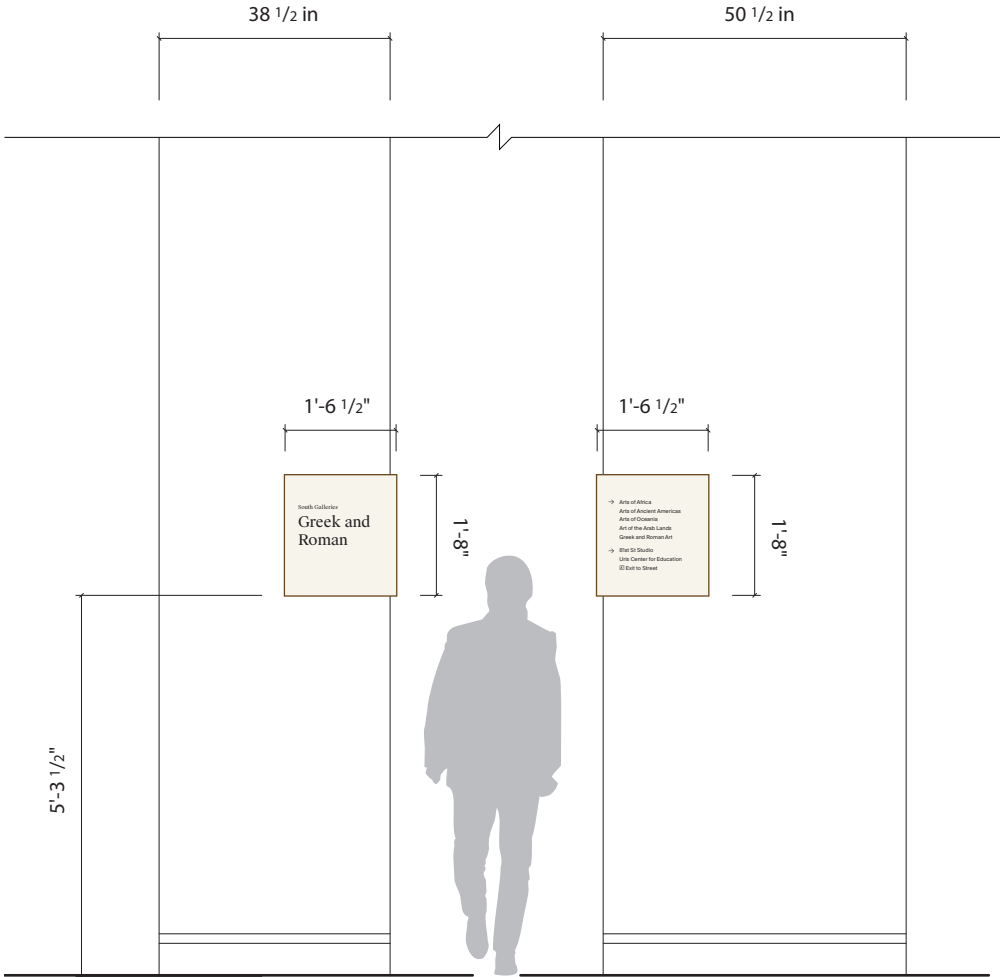
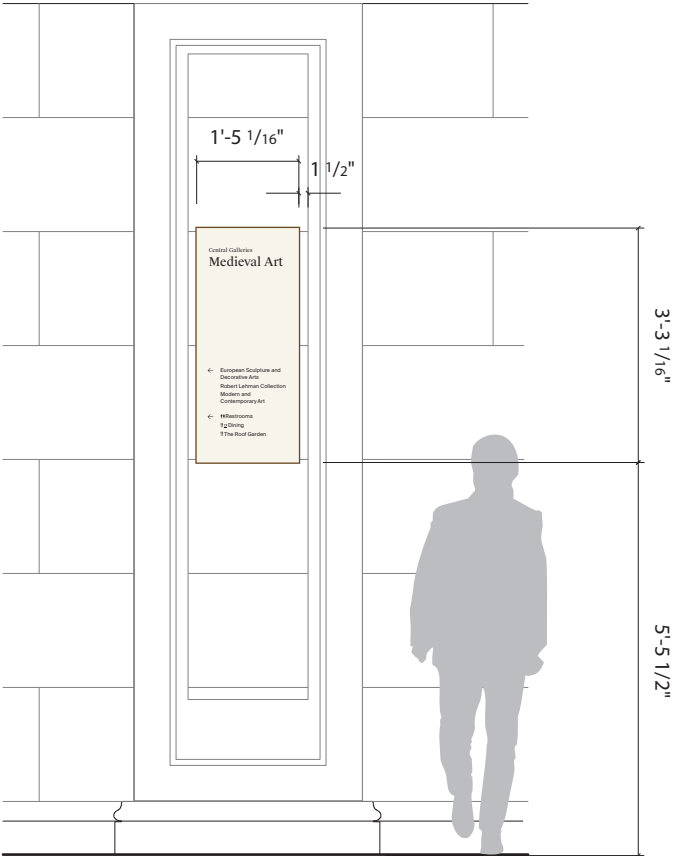
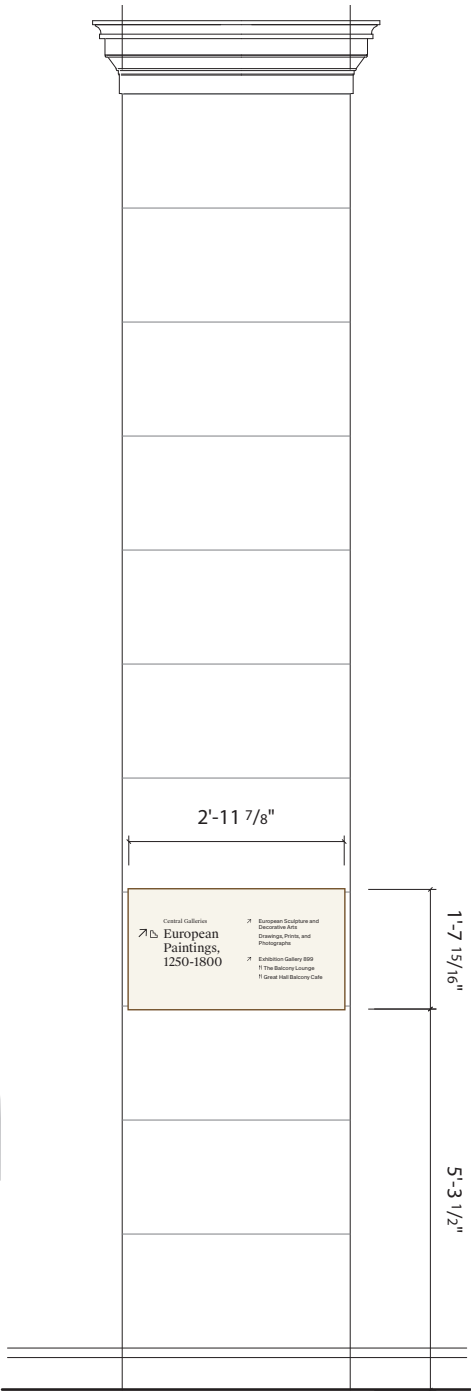
THE GREAT HALL

Orientation Sign Types



THE GREAT HALL

Directional Sign Types



Plan View, Egyptian & Greek/Roman Wrap
Scale: 3/8" = 1'-0"



THE GREAT HALL

South View



THE GREAT HALL

West View



THE GREAT HALL

North View



EXISTING BANNERS

Varying Attachments



TENSION POLE
PORTAL ARRIVAL



HANGING ROD
COLONNADE, DIRECTIONAL



CLIP
GREAT HALL WALL, ARTWORK



THE GREAT HALL

Banner Attachment Detail



THE GREAT HALL

Banner Attachment Detail

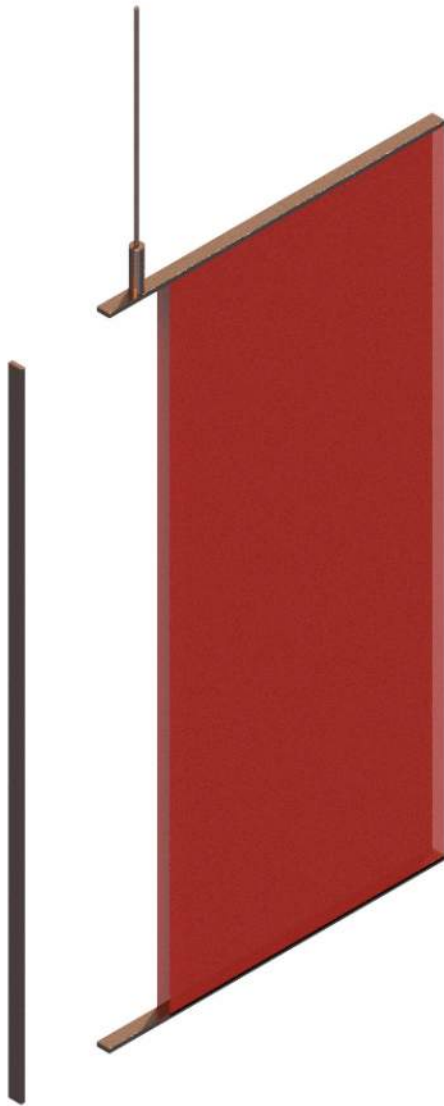


THE GREAT HALL

Banner Fabrication Detail



FRAMED SEG SYSTEM

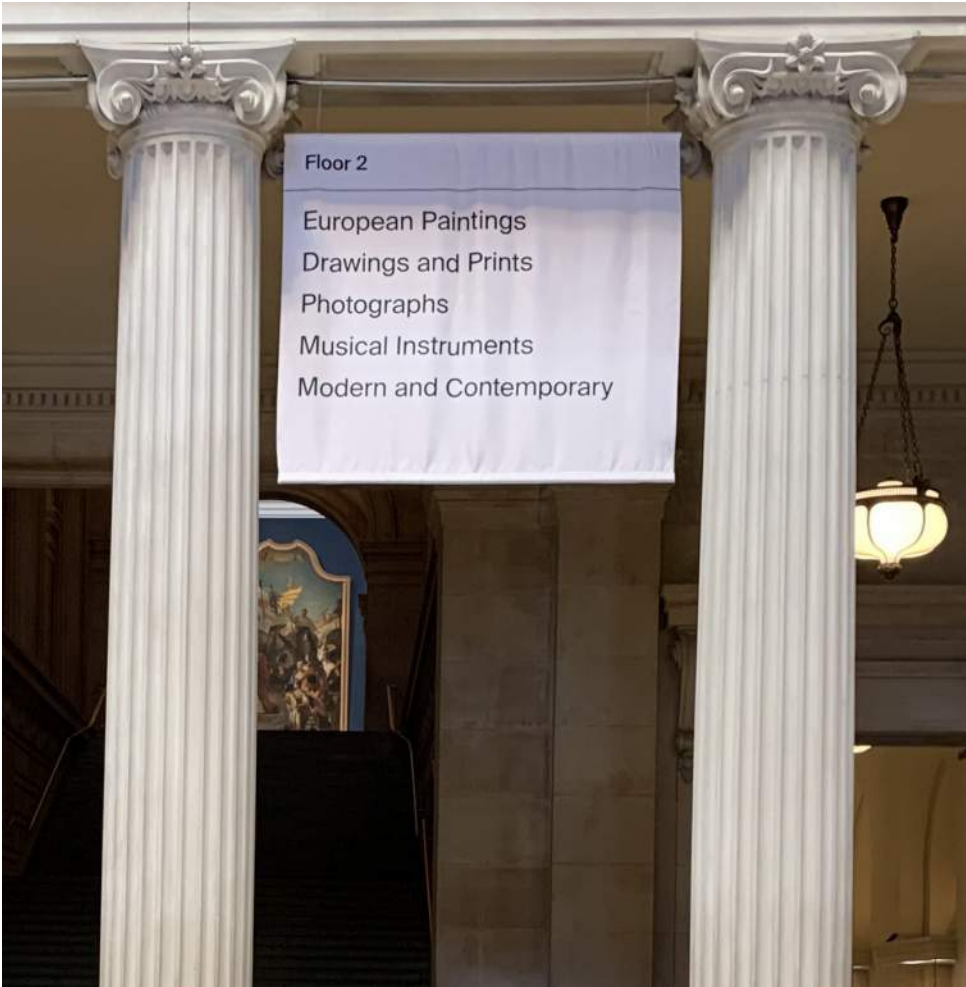


FRAMED ILLUMINATED SEG SYSTEM



THE GREAT HALL

Existing Directional Signage



BANNERS



LARGE STANCHIONS

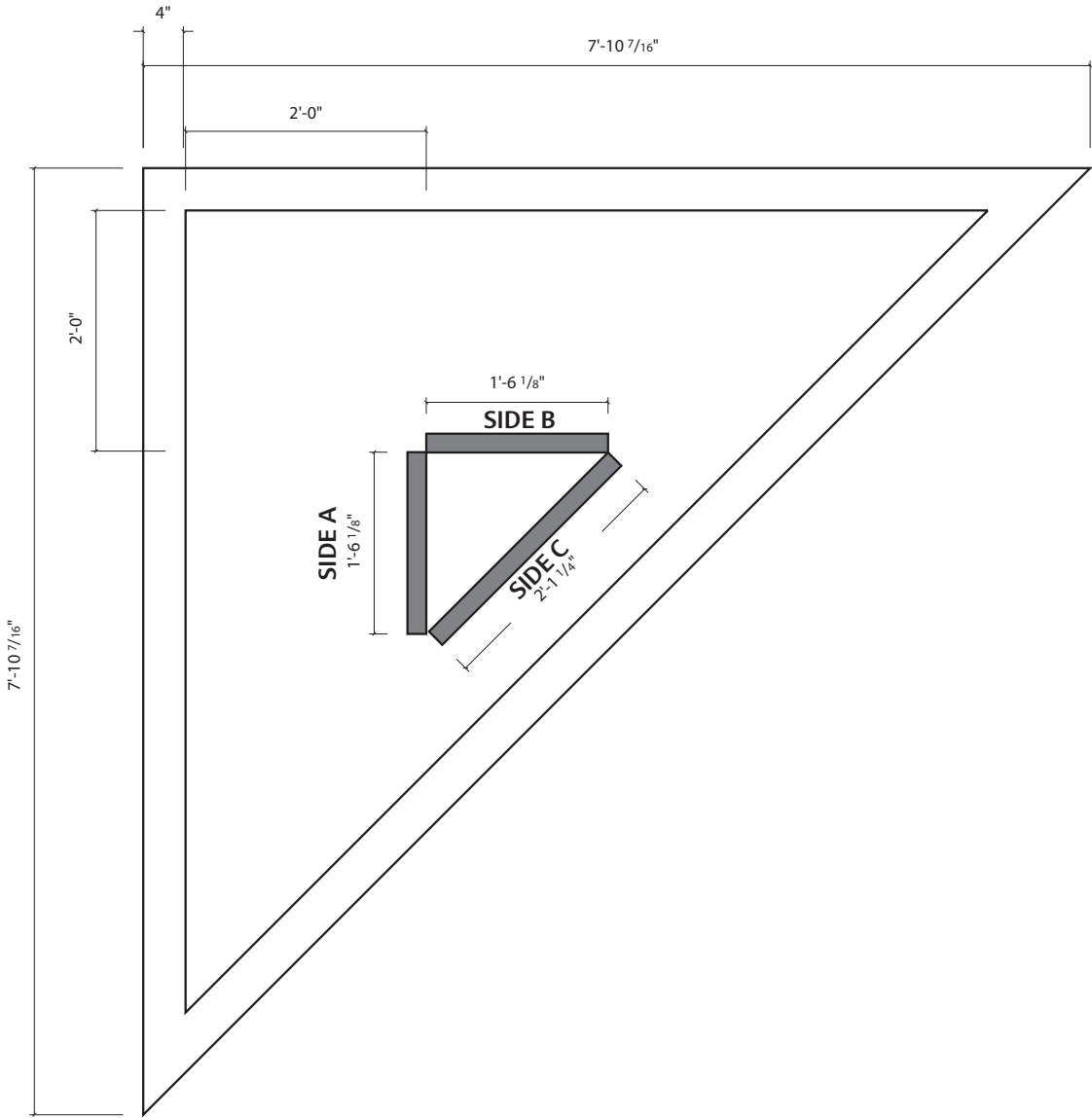


SMALL STANCHIONS



THE GREAT HALL

Pylon Directional

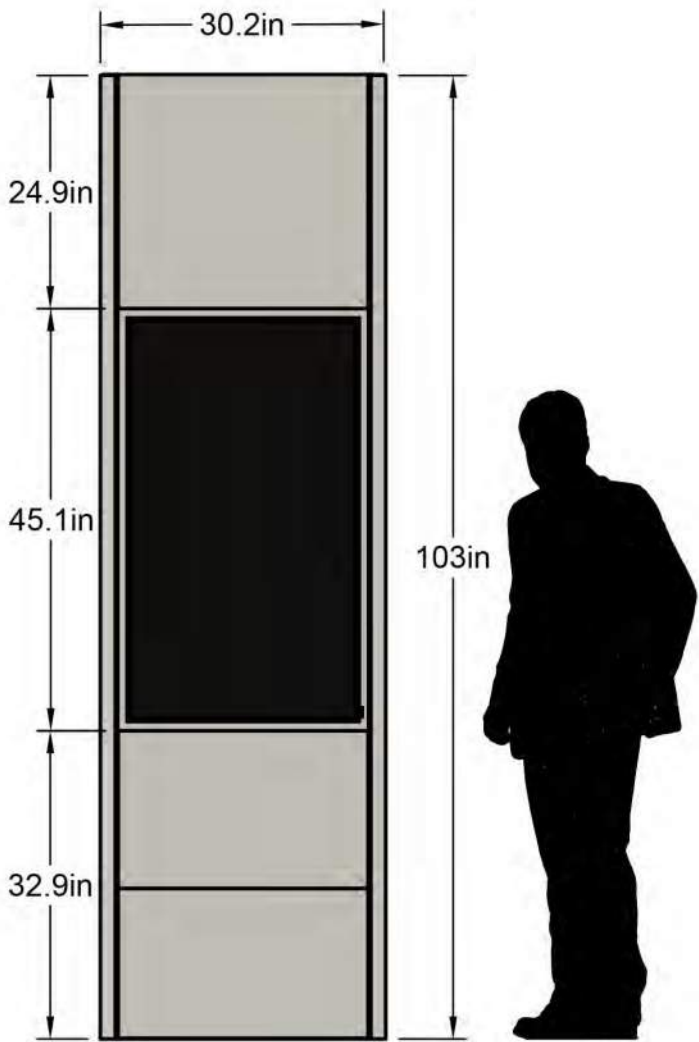
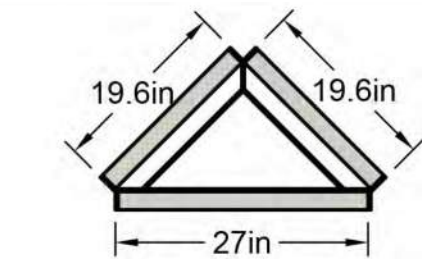
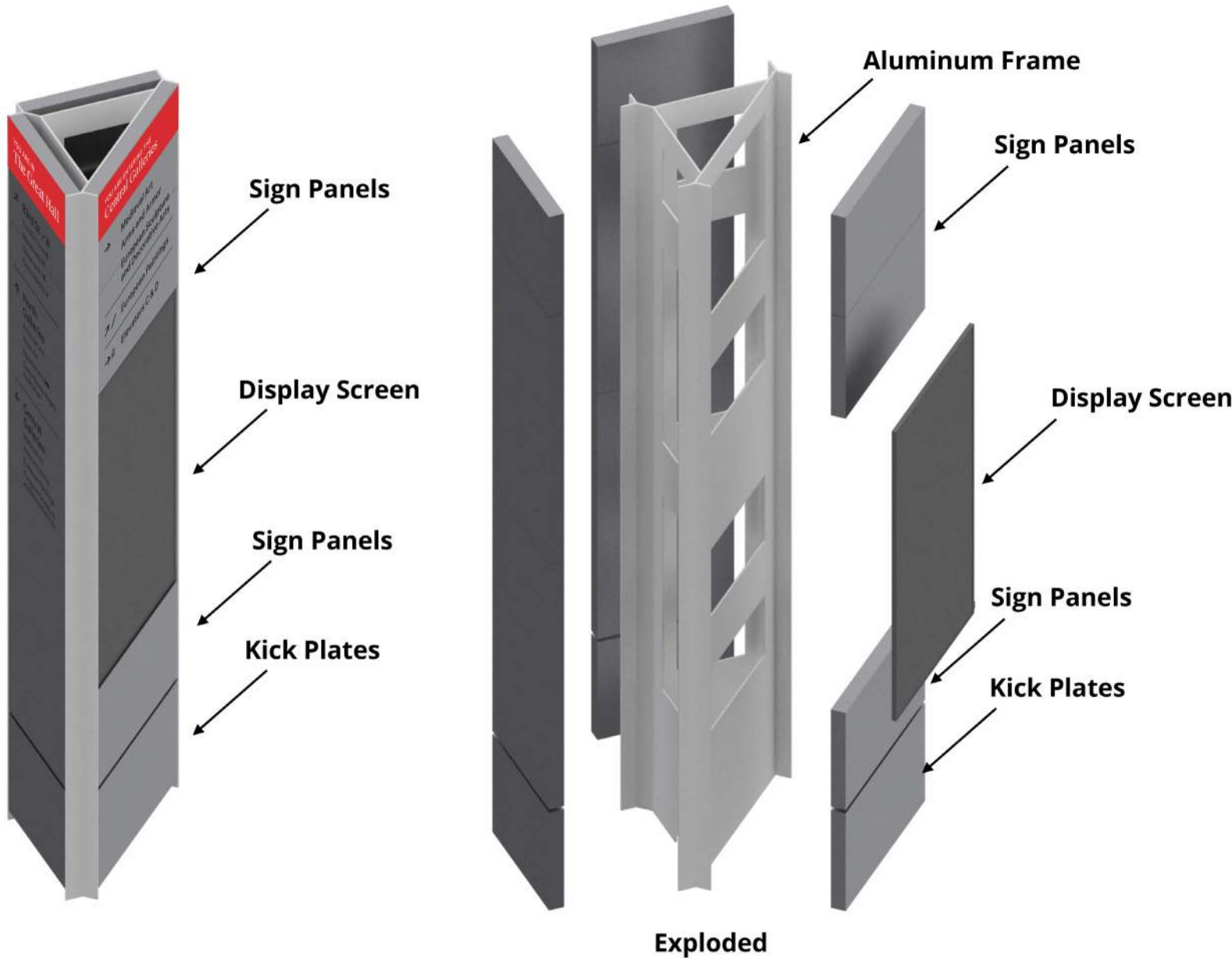


Plan View
Scale: 3/4" = 1'-0"



THE GREAT HALL

Pylon Detail

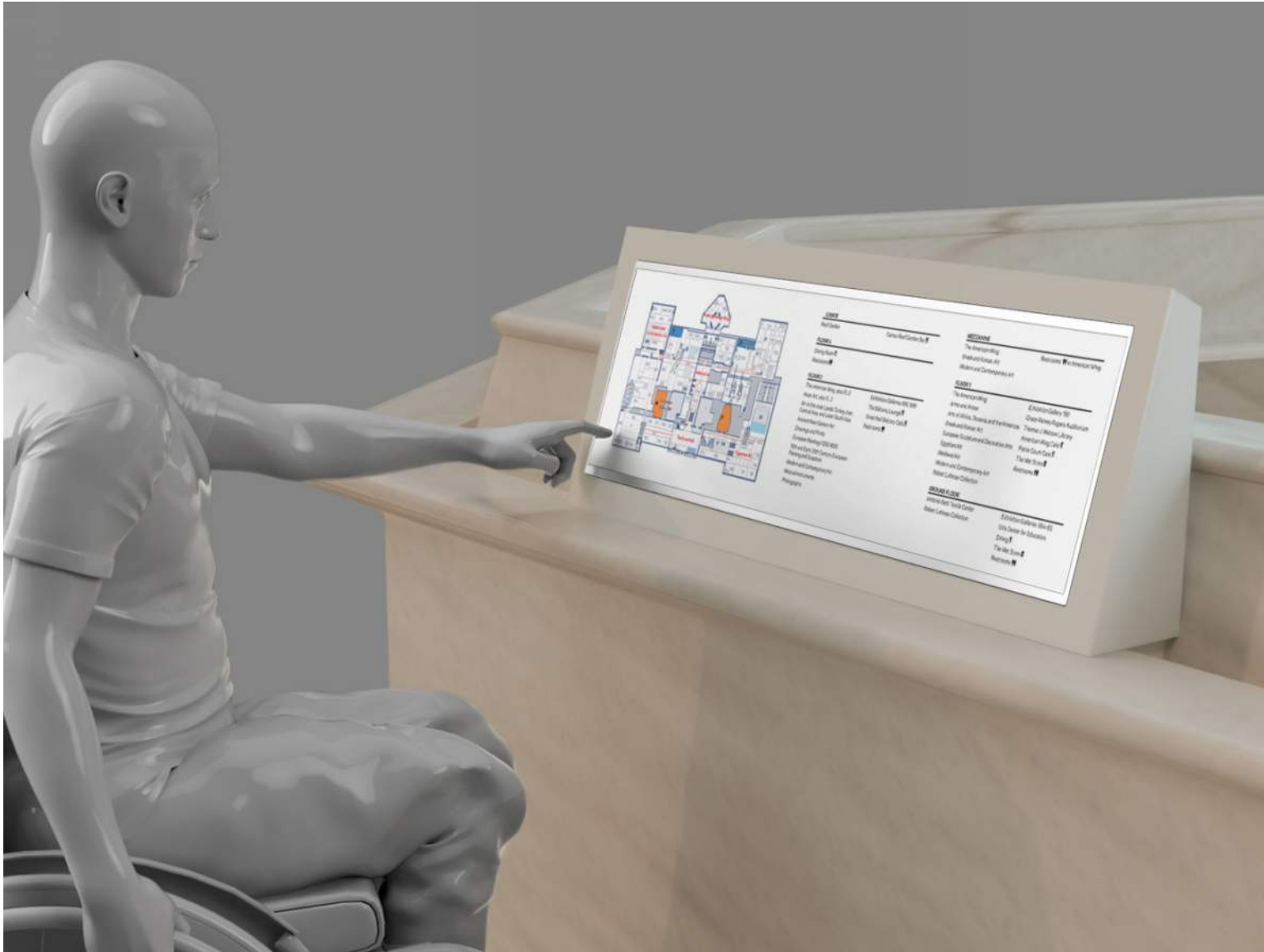


Front Elevation



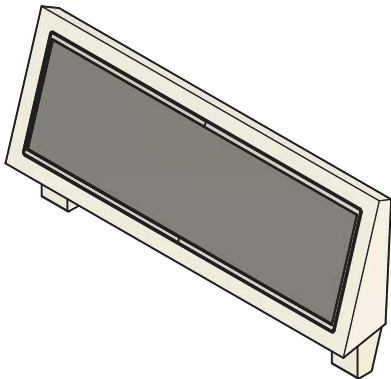
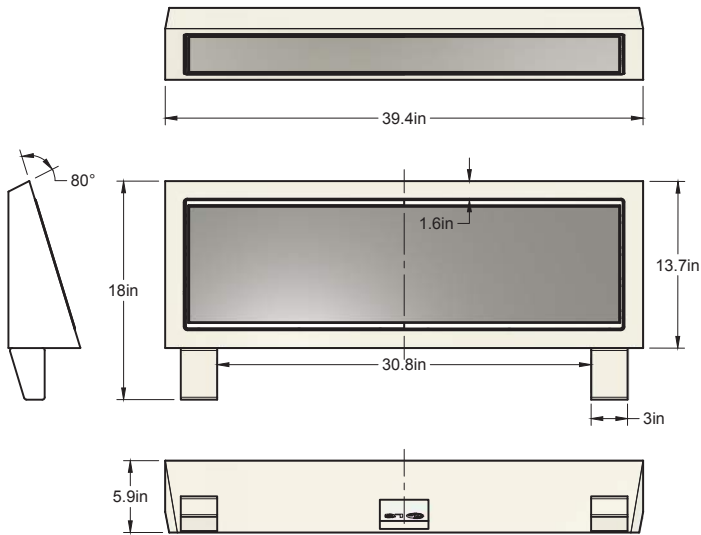
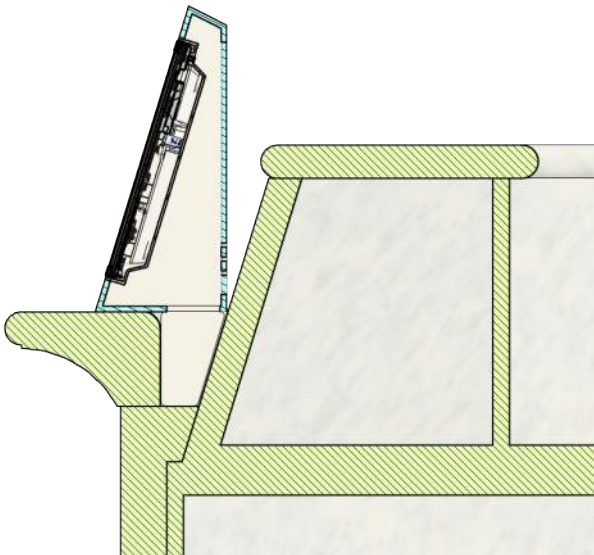
THE GREAT HALL

Information Desk Kiosk Detail



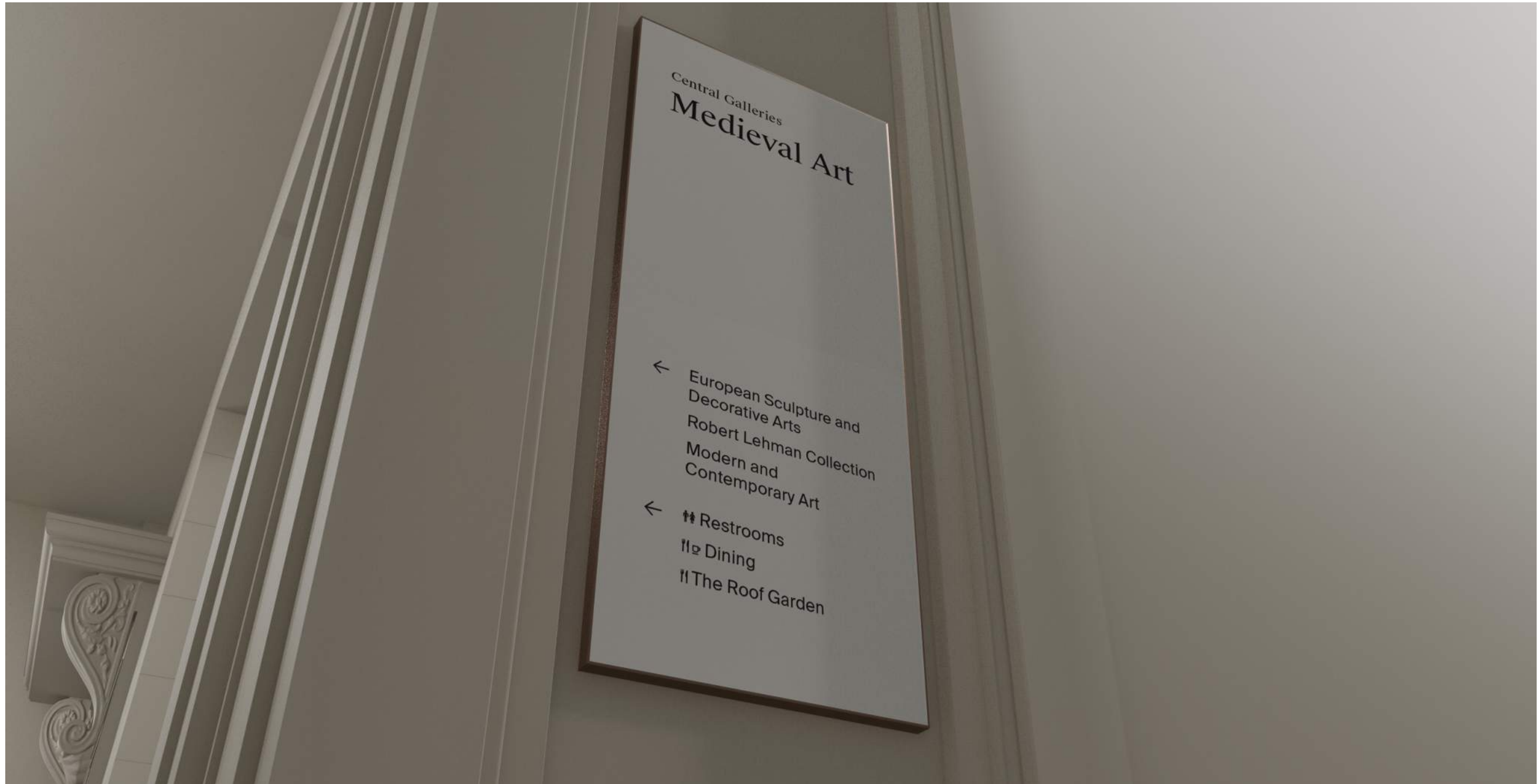
Display screen encasement to be fabricated from lightweight material such as Corian, with color to match stone with off-white hue.

Must meet weight limit of 50 lbs maximum carry per OSHA regulations for staff safety.



THE GREAT HALL

Wall-mounted Directional, Medieval Return



THE GREAT HALL

Wall-mounted Directional, European Paintings Return



THE GREAT HALL

Wall-mounted Directional, Greek and Roman & Egyptian Wrap



THE GREAT HALL

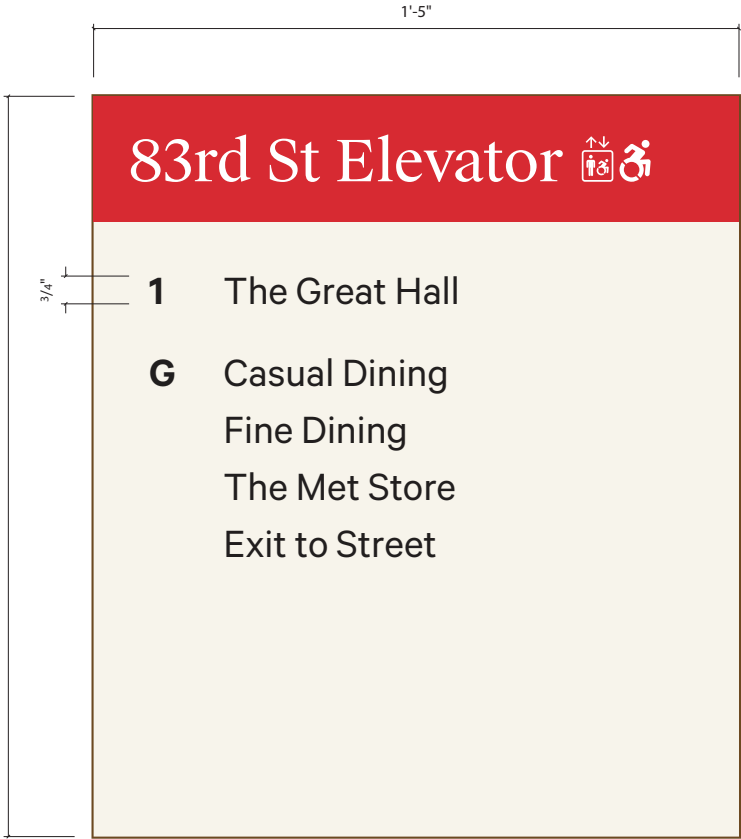
Elevator Directory



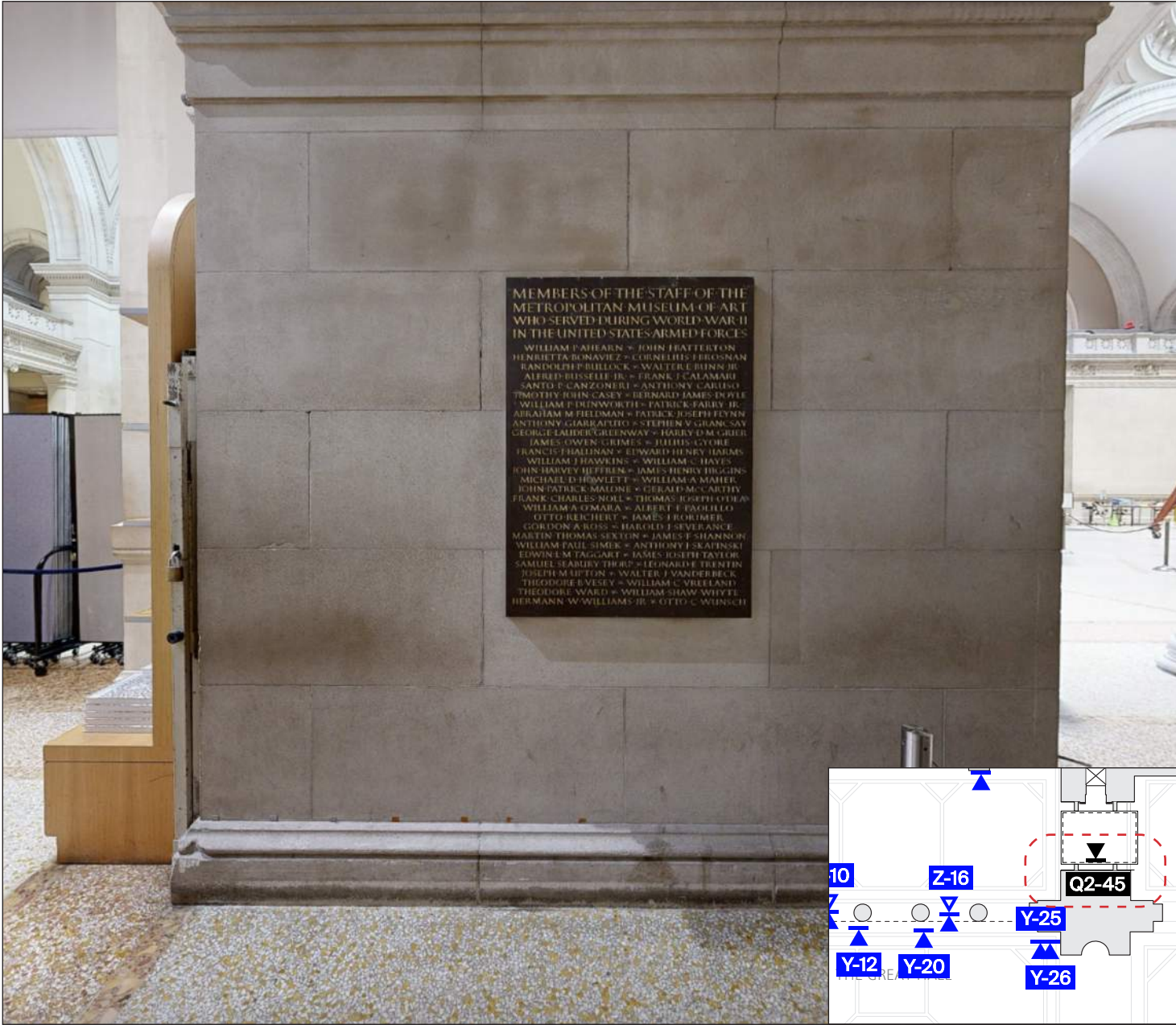
GREAT HALL, FIRST FLOOR FREIGHT ELEVATOR



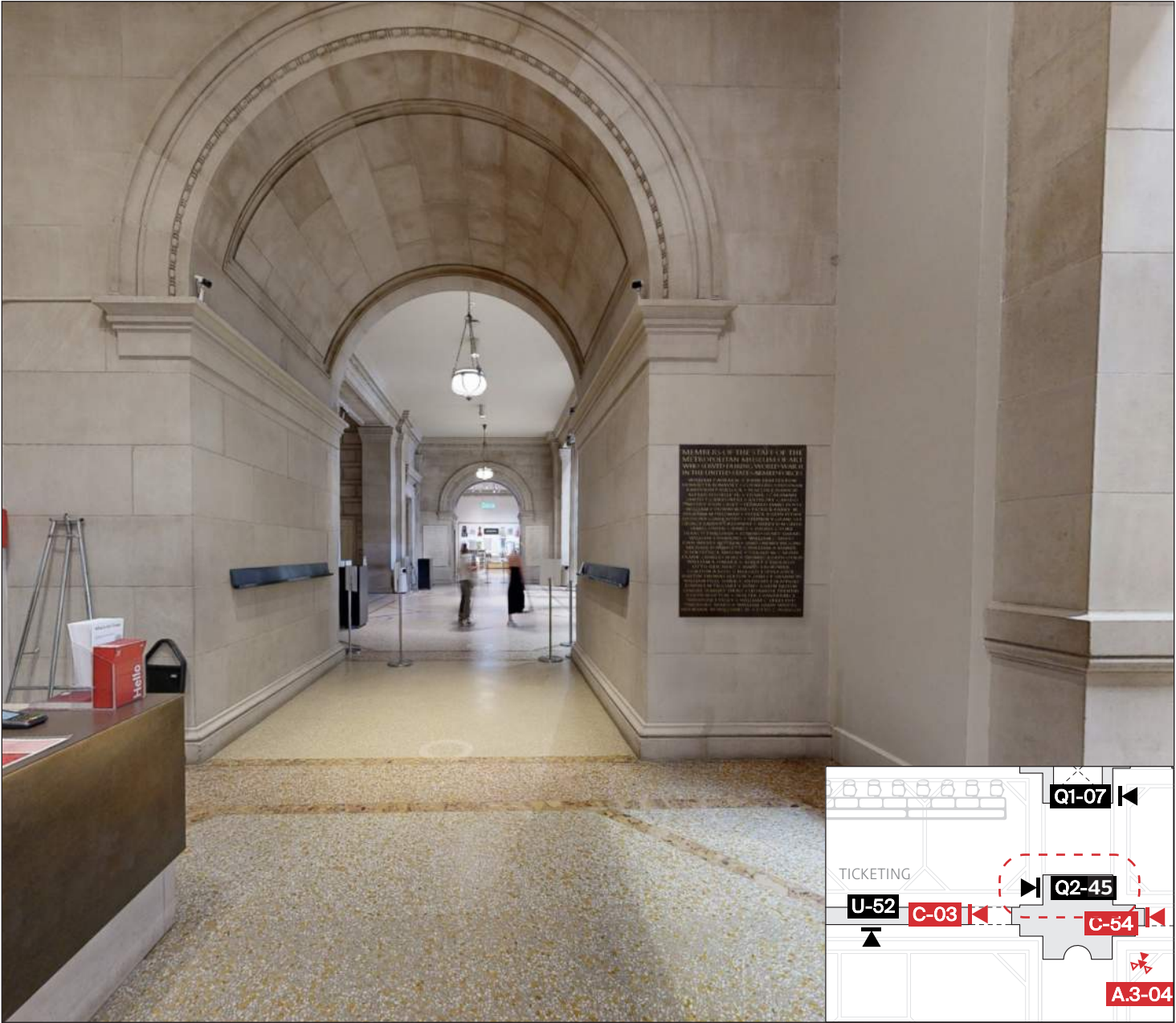
83RD ST, FIRST FLOOR ELEVATOR



WWII PLAQUE RELOCATION



WWII PLAQUE

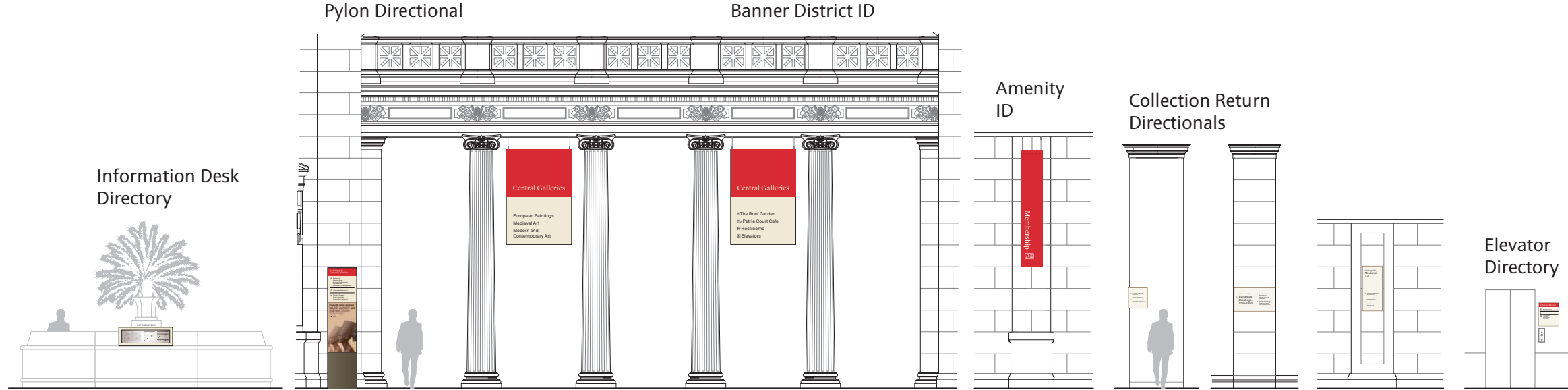


PROPOSED RELOCATION

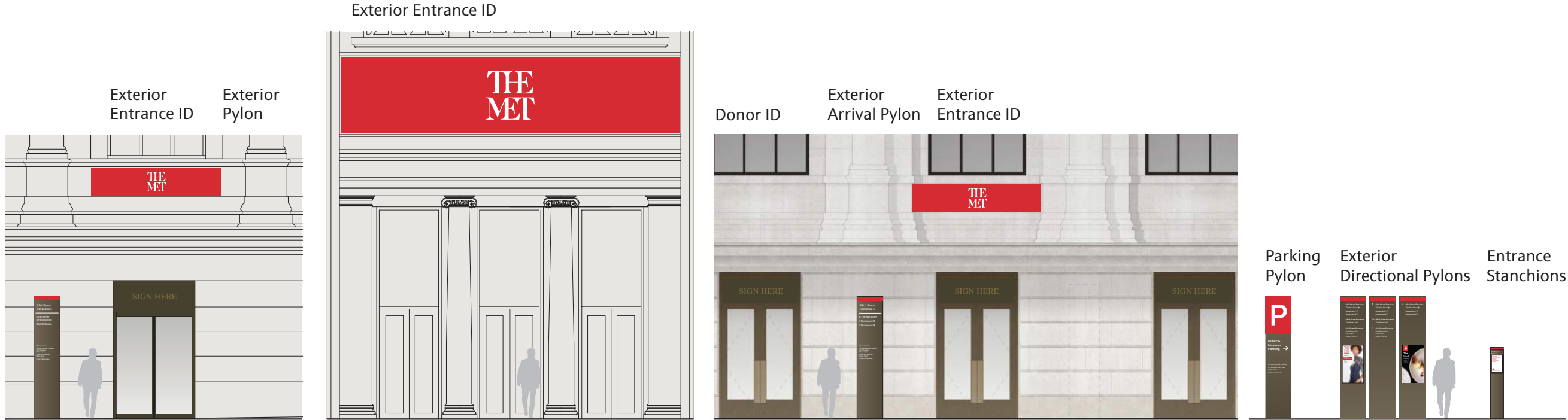


EXTERIOR WAYFINDING PROGRAM

A Unified System



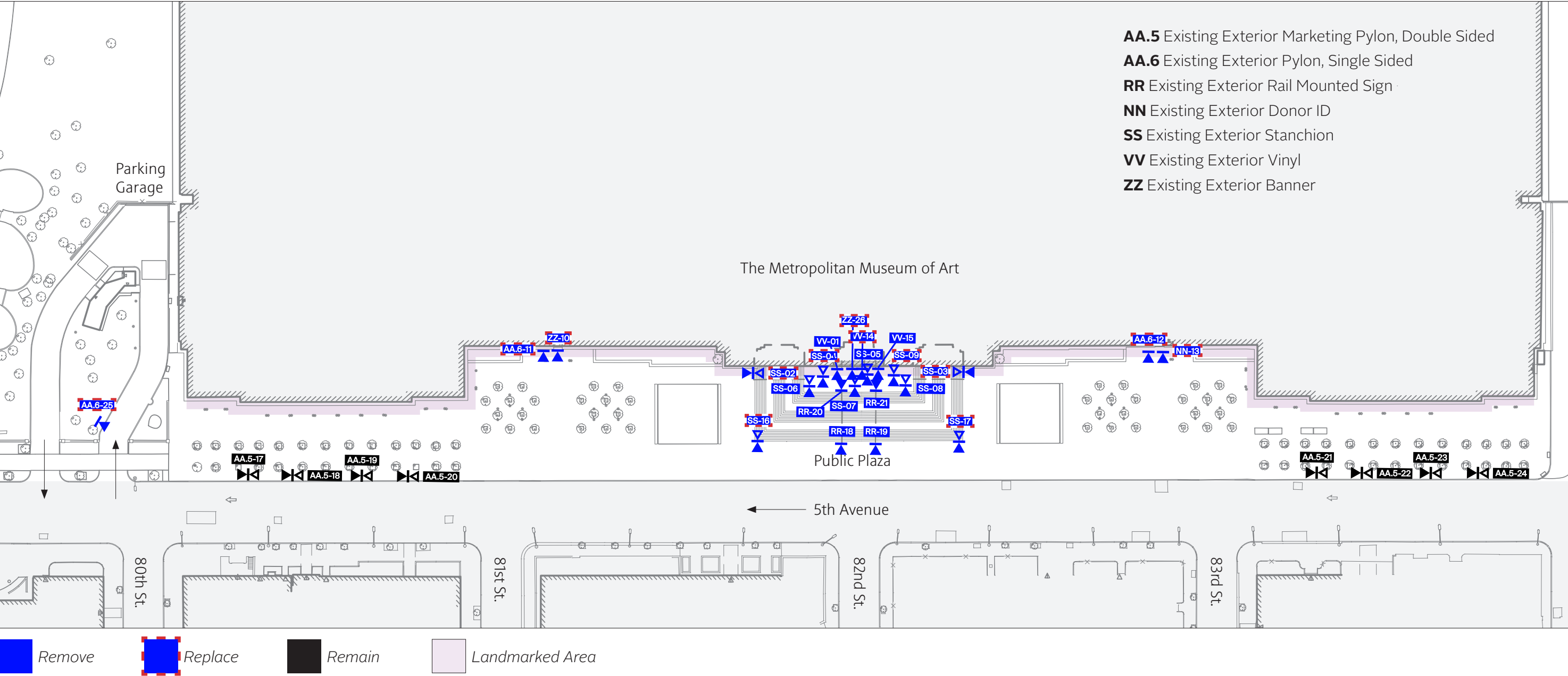
GREAT HALL



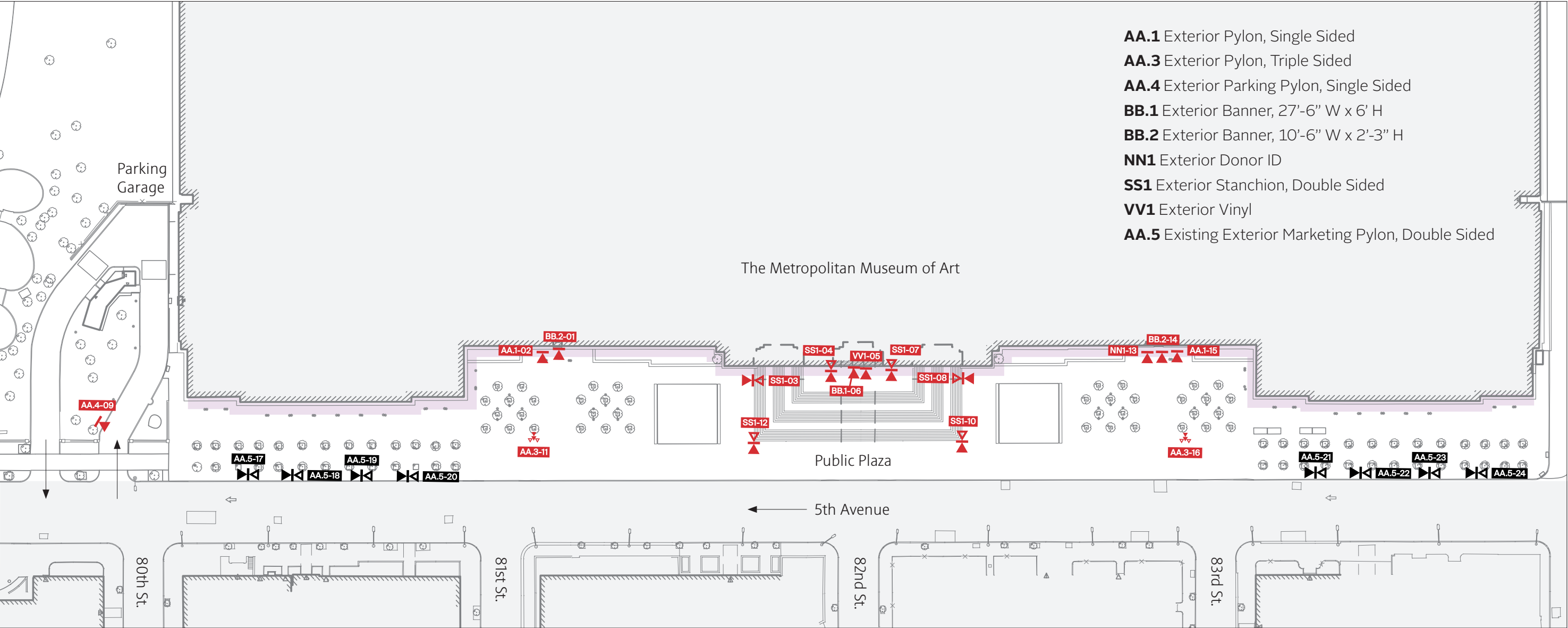
EXTERIOR



EXISTING SIGNAGE - EXTERIOR



PROPOSED SIGNAGE - EXTERIOR



FACADE & PLAZA

Current Exterior Sign Types



BANNERS



ENTRANCE IDENTIFICATION



FREESTANDING STANCHIONS



BRONZE DIRECTIONAL

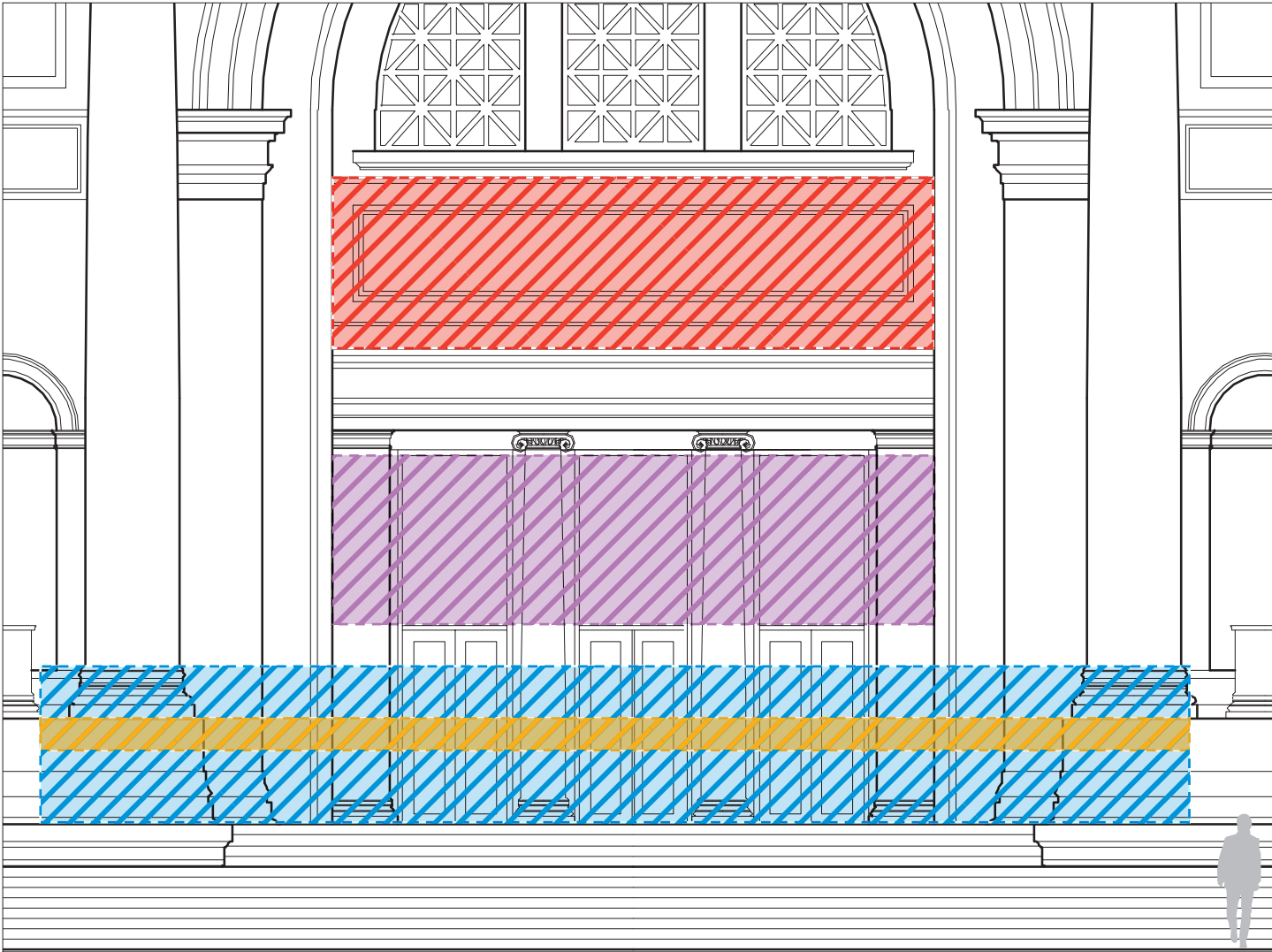


GLASS-INSTALLED VINYL

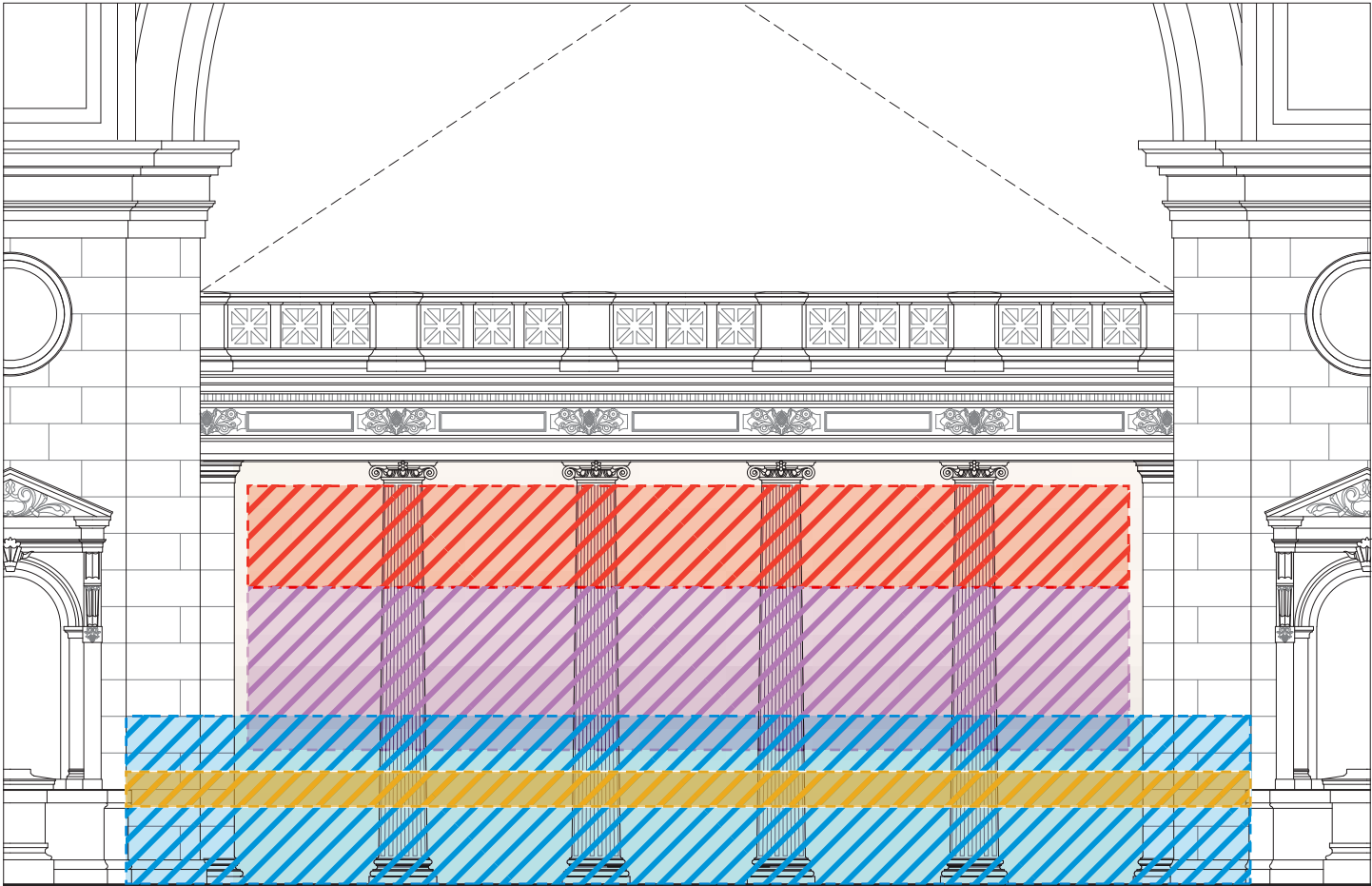


BASIS OF DESIGN

Sight Line Zones



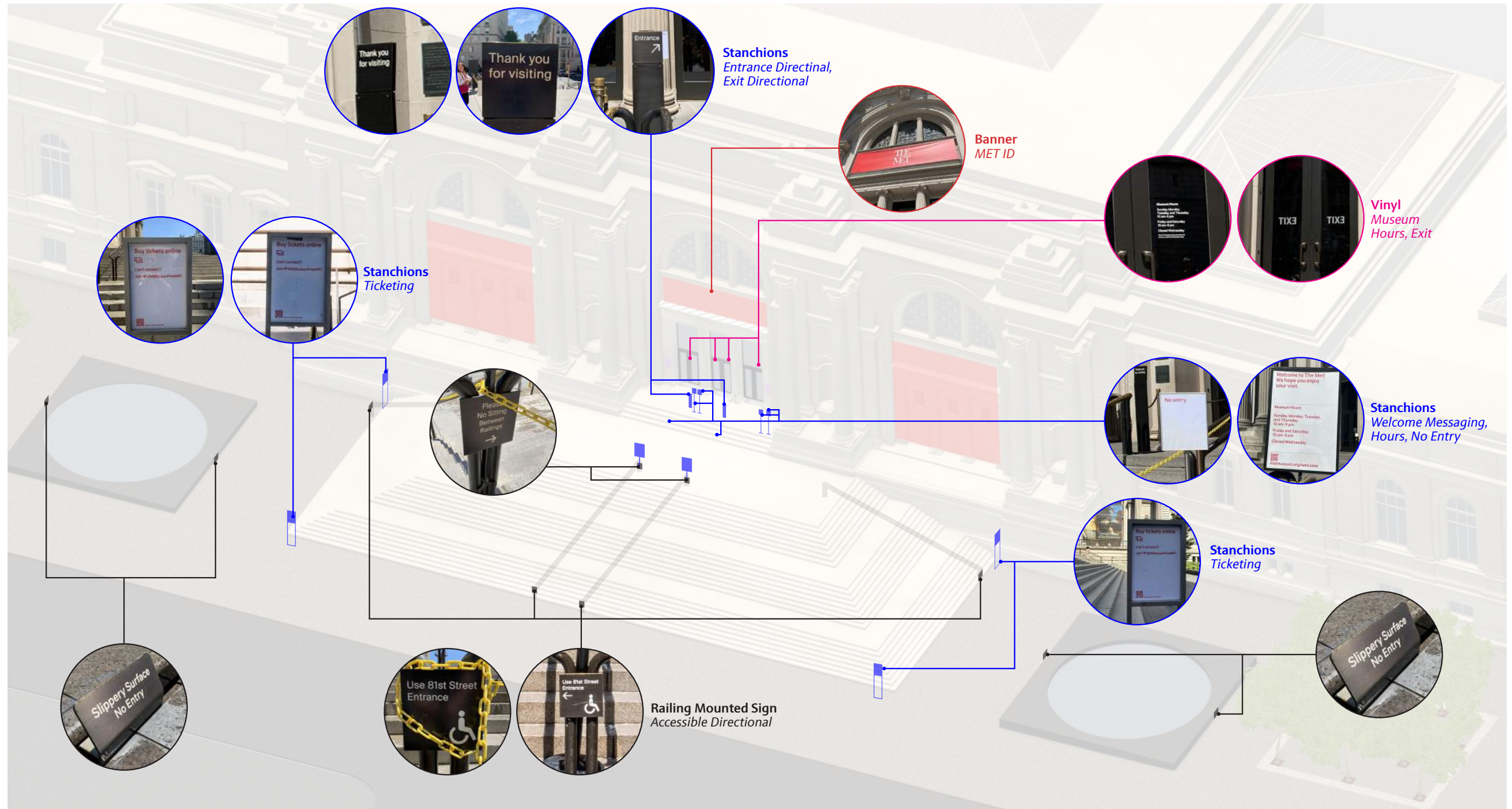
EXTERIOR



INTERIOR

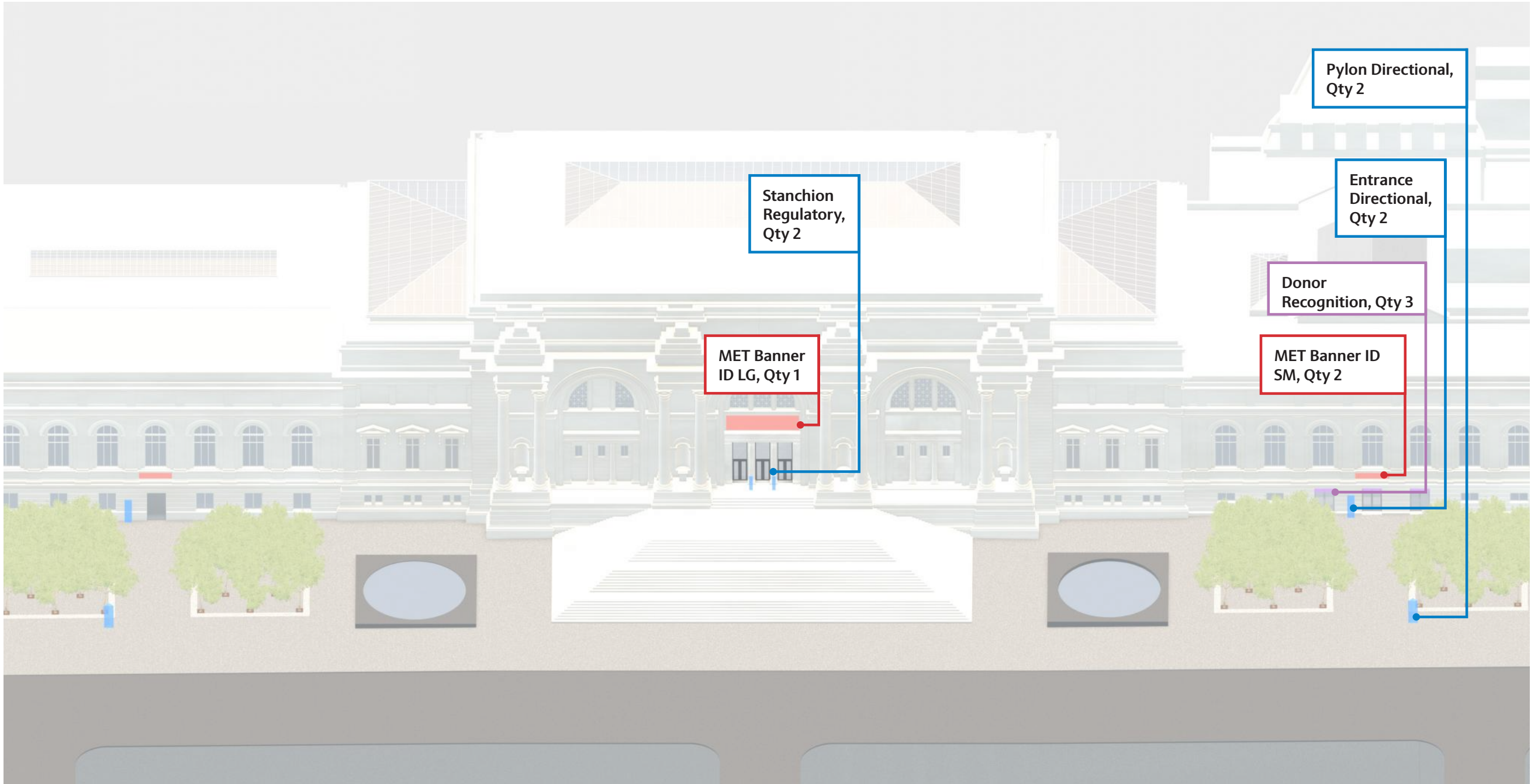
- Zone 1: hung
- Zone 2: wall
- Zone 3: wall or freestanding
- Zone 4: freestanding

Exterior Plaza



WAYFINDING PROGRAM

Sign Locations–Exterior



FACADE & PLAZA

Existing Entrance Conditions



FACADE & PLAZA

Limited Sidewalk Visibility–81st & 83rd Entrances



81ST STREET ENTRANCE



83RD STREET ENTRANCE

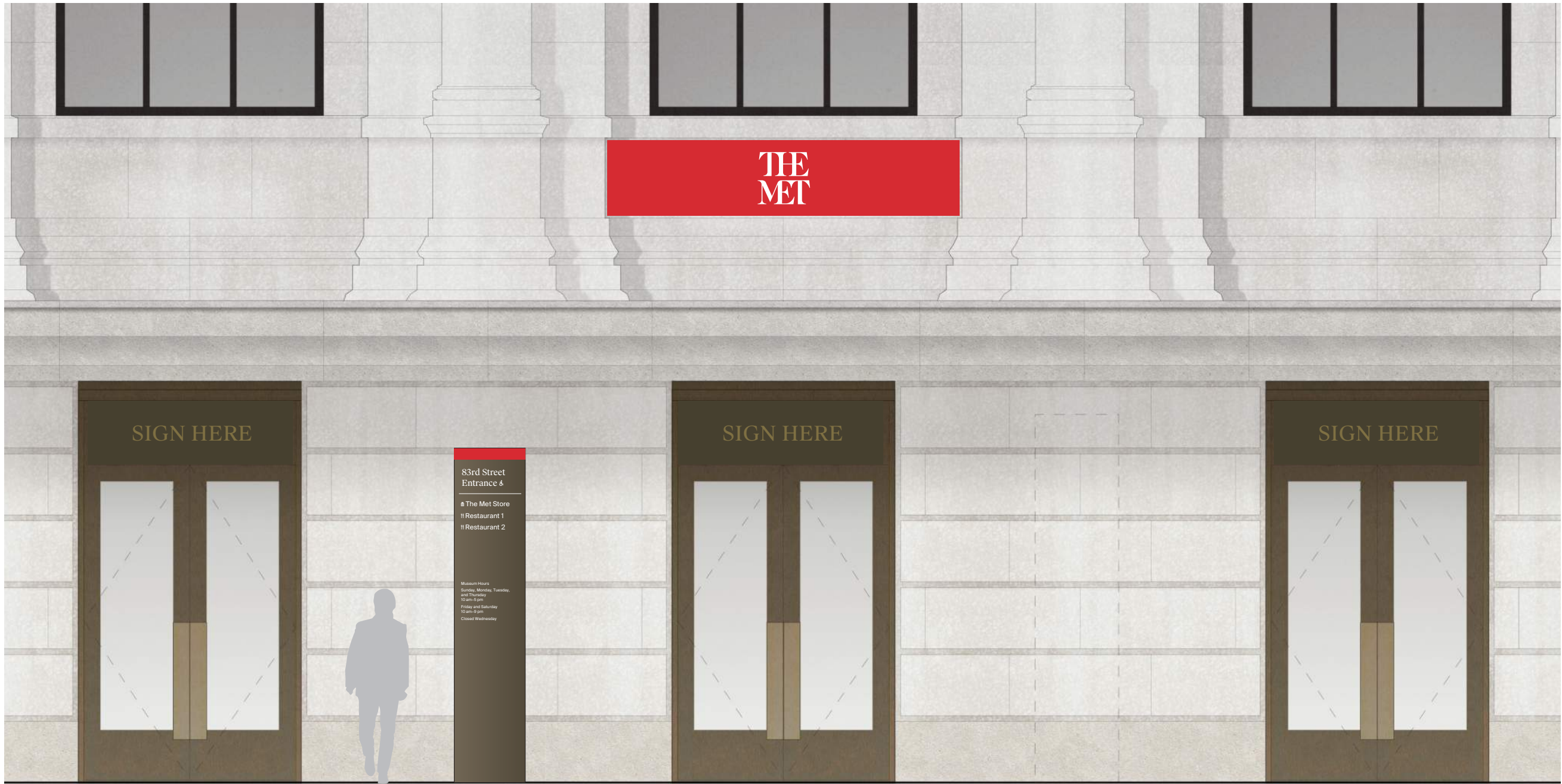
83RD STREET – APPROVED

Previously Presented 83rd St Entrance



83RD ST – UPDATED

Banner ID, Pylon



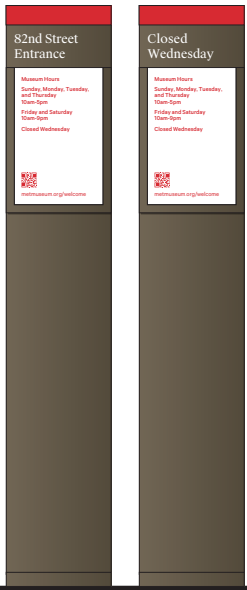
81ST ST ENTRANCE

Banner ID, Pylon



82ND STREET ENTRANCE

Banner ID, Entrance Stanchions



FACADE

Existing 82nd St Entrance Banner



EXTERIOR PLAZA

83rd St Entrance – Banner ID Attachment Detail



EXTERIOR PLAZA

83rd St Entrance – Banner ID Frame Detail



EXTERIOR PLAZA

83rd St Entrance – Banner ID Frame Detail



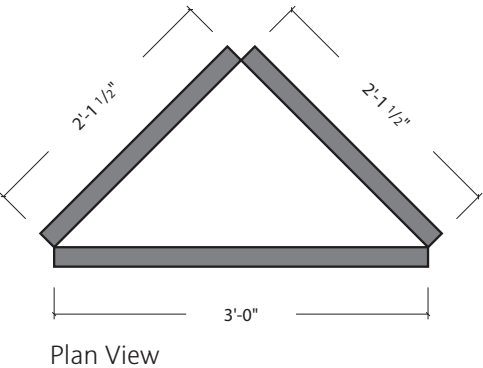
EXTERIOR PLAZA

Existing Pylons and Entrances



EXTERIOR PLAZA

Pylon Details



EXTERIOR PLAZA

Directional Pylon, North Approach



EXTERIOR PLAZA

81st St Directional Pylon Location

↑ 81st Street Entrance

Uris Center for Education

81st St Studio

→ 82nd Street Entrance

The Great Hall

→ 83rd Street Entrance

The Met Store

Restaurant 1

Restaurant 2

LAYOUT



RENDERING



EXTERIOR PLAZA

83rd St Directional Pylon Location



LAYOUT

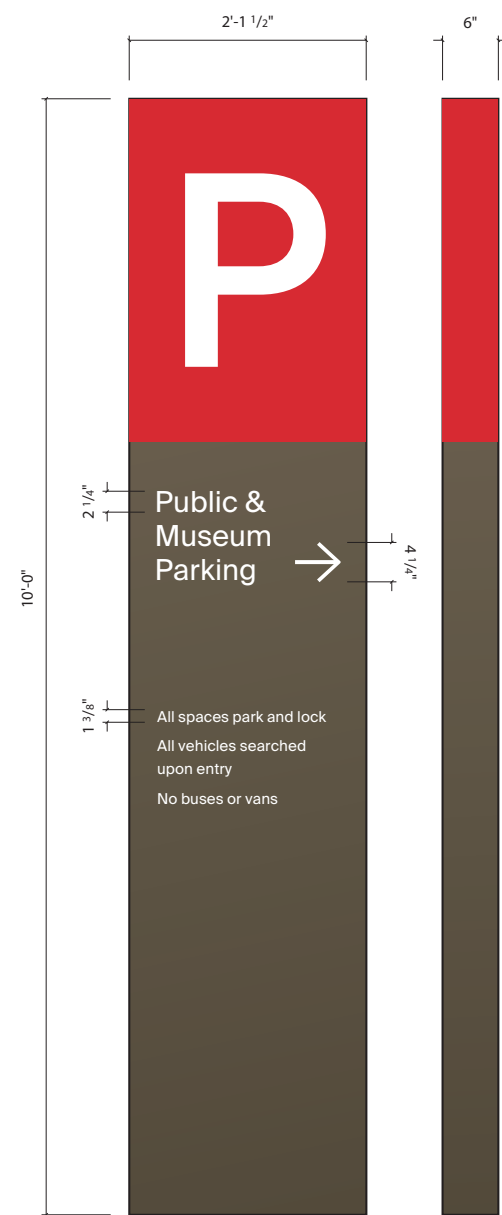


RENDERING



VEHICULAR SIGNAGE

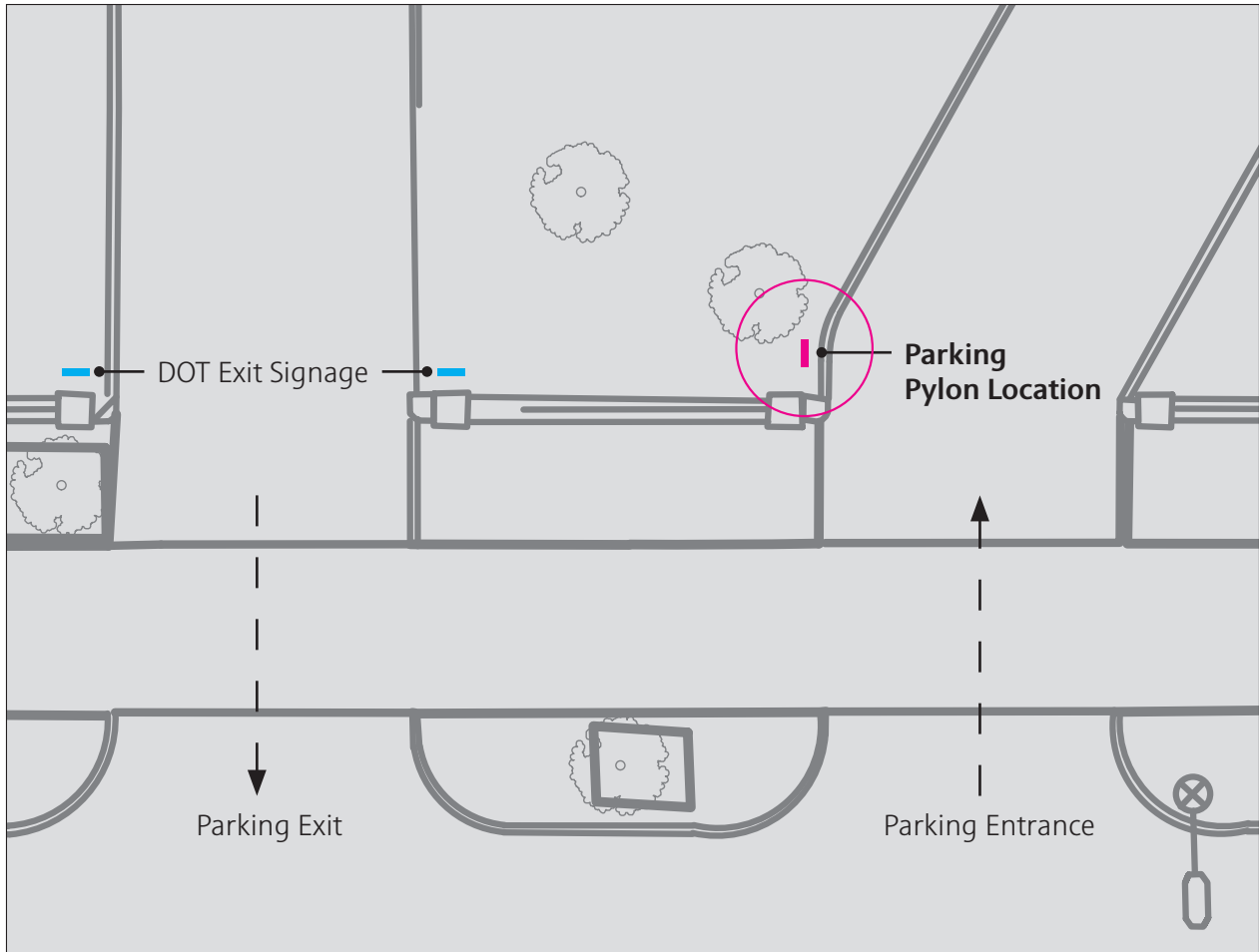
Parking Pylon Directional



PARKING PYLON RECLAD PROPOSED LAYOUT



EXISTING PARKING PYLON DIRECTIONAL



PARKING RECLAD LOCATION



APPENDIX

THE GREAT HALL

Banner Mock-up



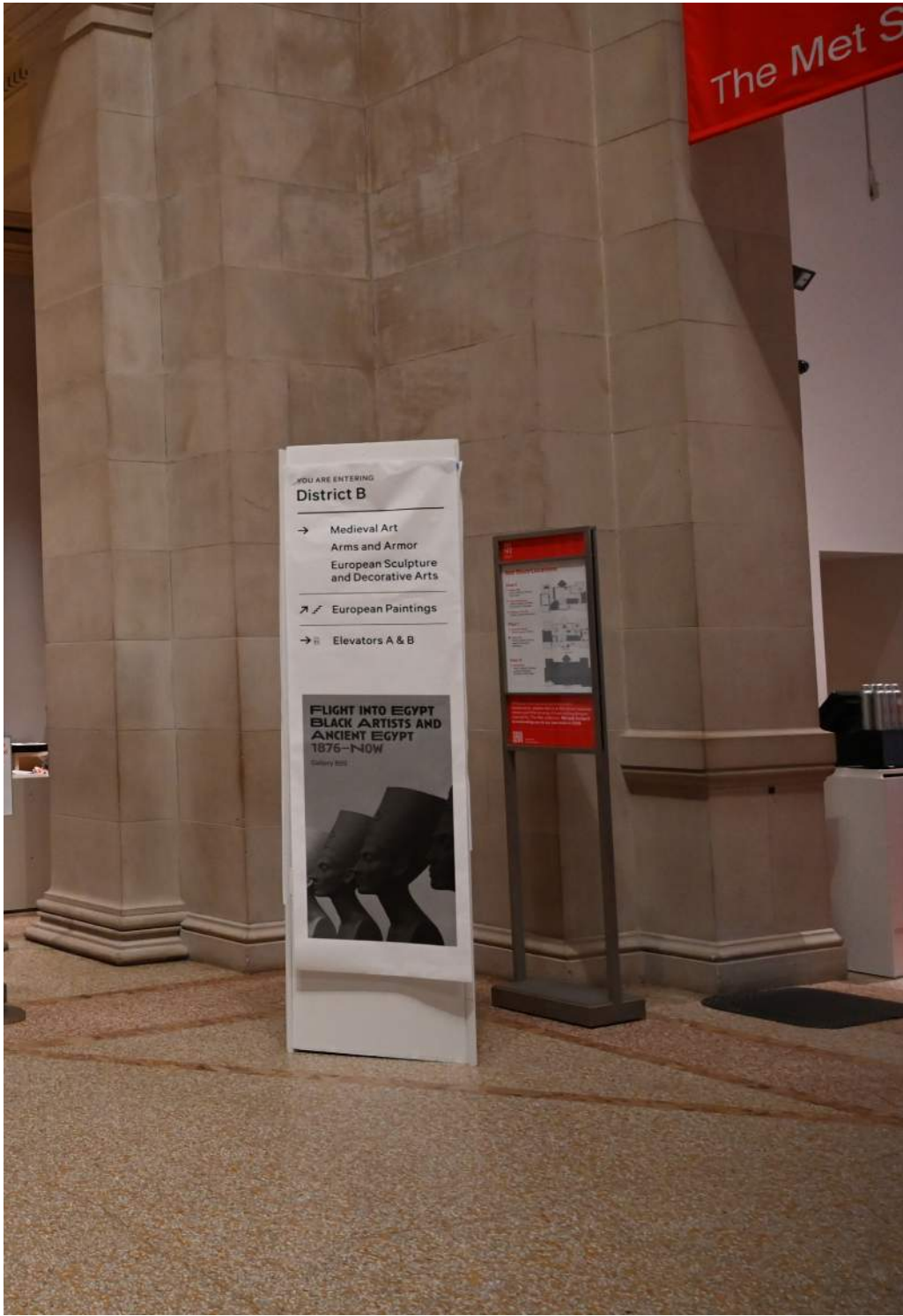
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Banner Mock-up



THE GREAT HALL

Pylon Mock-up



THE GREAT HALL

Pylon Mock-up

