

Walk Raleigh: Guerrilla Wayfinding

Promoting a healthier and safer pedestrian environment in the city by the installation of simple signs showing travel time by foot



For Matt Tomasulo, the inclination to drive in downtown Raleigh, North Carolina, was a result more of perceived distance than actual necessity – a tendency endemic in many American cities. As an antidote to this misconception, he devised Walk Raleigh, an unsanctioned wayfinding system for pedestrians. Tomasulo hung 27 signs at three major Raleigh intersections, each with a directional arrow, a count of how many “minutes by foot” are necessary to reach a destination, and a QR code for more information. Though the signs were removed within days of being posted, overwhelming support from the local community led the Raleigh City Council to reinstate Walk Raleigh as an official pilot project, promoting a healthier and safer pedestrian environment in the city.

Project author or developer:
CityFabric

Where:
US / United States / Wake

Website:
www.spontaneousinterventions.org/project/walk-raleigh-guerrilla-wayfinding

