

## Navigating the new normal

Good Measures creates playful vinyl signage system for creatively coping with Covid

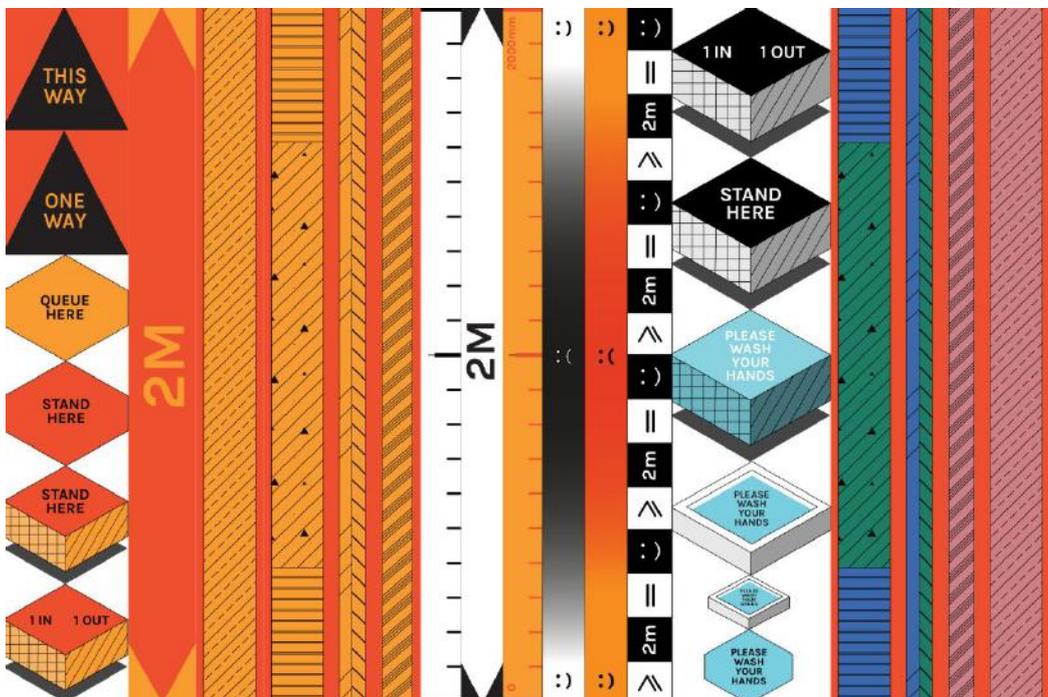


Good Measures offer a playful and positive alternative to keep Covid safe.

'Stand here.' 'Keep 2m apart.' 'Wear a mask.' 'Wash your hands.' In a world of pandemic, our public spaces are now full of messages telling us what to do. Most of us understand the need for it, but often, this barrage of cautionary signage can be cold, institutional and unwelcoming. As is often the case, it's not what you say, but how you say it that matters.

Now, there is an alternative. Formed from the serendipitous union of two creative businesses – vinyl print house Puck Studio and interior design firm InterestingProjects – comes Good Measures, designer and maker of signage vinyls for our new post-pandemic landscape. Created to bring colour, personality and impact to the socially distanced workplace, Good Measures' modular collection of stickers offers a complete suite of vinyl wayfinding tools and safety messaging. The range includes hand-washing reminders, queue markers, navigational arrows and everything else a business might need to operate a physical space in the post-Covid world.

## Born in lockdown



Customisable text and graphics mean they're a perfect fit for any space and business brand.

The idea for Good Measures came two months into lockdown, when Hackney's InterestingProjects founders Joana Filipe and James Mason were considering the future of their company – then in coronavirus-induced limbo – and speculating about how the world of interior and exhibition design might be affected by this new reality. While they were exploring how workspaces might change in layout, they created squares and lines on the floor to illustrate the relative positions of different people. Joana and James wondered whether something similar might be a viable alternative to the gaffer tape and shoddy signage that was then corralling queues outside shops and supermarkets.

# ZETTELER

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Not far away in Dalston, Dave Gibbons, director of Puck Studio and a long-standing collaborator of InterestingProjects, was thinking along similar lines.

*“We realised pretty quickly that people would need social-distancing signs and we started to see the usual hazard-style health-and-safety versions cropping up in various places. The problem is that not only does this tend to be a bit depressing, but there is so much of this sort of signage around that it becomes white noise, and loses its impact as a result. We wanted to try something a bit different and were just starting to experiment with some ideas when InterestingProjects called...”*

– Dave Gibbons, director, Puck Studio

With their vision uncannily aligned from the outset, the two businesses pooled their talents and resorts and began developing the Good Measures system, aiming to provide clear, informative and functional signage that would help people understand how to behave in the work environment without frightening or hectoring at them – and which could reflect the personality of the brand or business itself.





Good Measures is a collaborative project by InterestingProjects and Puck Studio.

## **Playful, with purpose**

As experts in design and interior spaces, David, Joana and James all understood the power that our surroundings have on us, how visuals can influence our mood and behaviour, and were determined to create a system that would communicate distancing messaging effectively, while also contributing to an atmosphere of playfulness and positivity in which people could feel safe.

Drawing on a design language that will be familiar to those who follow what InterestingProjects does, the Good Measures modular system is designed for use in a variety of settings, including offices, schools, museums, galleries, pubs, restaurants and retailers, and can easily be adapted to suit the needs – and character – of the space. The two-metre ruler vinyls, for example, can easily be trimmed down as distancing guidelines change or ease.

Clients can choose from an extensive portfolio of navigational and instructional signage characterised by eye-catching patterns, striking 3D effects and bold colours, or customise their own, adjusting colours and text to suit their own brand identity.

## Next steps in the new world



From DePop to a pub near you and even Zetteler's own office, it's already a success.

So far, Good Measures vinyls have been adopted by an array of different businesses, and can be found in premises for brands such as Depop, Eve Sleep, Hershesons and Yard Sale Pizza, as well as businesses including The Communications Store and (ahem) Zetteler. Pubs have found Good Measures invaluable for marking out takeaway queues; cafés have used it to direct the flow of customers, and shops have adopted it to ensure customers are masked up and sanitising appropriately. In preparation for its reopening, NOW Gallery on Greenwich Peninsula, commissioned Good Measures to create a one-way system around its exhibitions, adapted into monochrome in order to remain distinct from the artworks on show. And not all customers have purchased for social-distancing purposes – some parents have even bought the 2m-ruler vinyl for their kids' bedrooms.

Now, having built a successful enterprise in conditions that could well have killed both their existing businesses, Joana, James and David are ready to take Good Measures portfolio worldwide. For now, they are concentrating on helping business navigate the constraints of coronavirus, but all three see a future for their idea beyond Covid-19...

*“We never thought we would be going into business together, but it really made sense and kept us both afloat in these strange times. Now, we’re thinking of what happens after. There is a lot of signage out there we want to challenge or re-think. That might well be the next step. Better signage for better spaces?”*

– Joana Filipe, InterestingProjects

*“Regardless of where our office has been, we’ve always wanted to keep it as an upbeat and positive place. These graphics enable us to stay safe but stay true to how we want our space to be for ourselves and our community. Everybody spends a sizable portion of their life at various work environments so it’s important to enjoy it! Good Measures is a great example of design that keeps people at the heart of the solution.”*

– Sabine Zetteler, Zetteler

Good Measures vinyls are available to order at [goodmeasures.uk](https://goodmeasures.uk).



Good Measures in action at Zetteler HQ.

## Notes to editors

For more information and interviews, or images of Good Measures-enhanced workspaces such as Zetteler’s, please contact Sabine Zetteler at [sabine@zetteler.co.uk](mailto:sabine@zetteler.co.uk) or the Good Measures team at [somegoodmeasures@gmail.com](mailto:somegoodmeasures@gmail.com).

## InterestingProjects

InterestingProjects is an interior design practice founded by James Mason and Joana Filipe. With backgrounds in interior design and sculpture, they work collaboratively to create beautiful exhibition, retail and commercial spaces. Their clients include London College of Fashion, Greenpeace, Thames Hudson, Tate Liverpool and the British Council.

[interestingprojects.co.uk](http://interestingprojects.co.uk)

## Puck Studio

Based in Dalston, Puck Studio is a creative vinyl graphics print and production house focusing in wide-format printing and CAD-cut vinyl graphics. The studio started out as an illustration collective, but soon evolved to meet the need for a company that could cost-effectively produce large-scale graphic displays, and demonstrate the sensitivity to design that the creative industry requires.

[puckstudio.co.uk](http://puckstudio.co.uk)

