

## Giuseppe Attoma Pepe

**ATTOMA DESIGN, Paris, F**  
**Founder and Principal; IIID Board Member**



Born in 1957 in Italy, Giuseppe Attoma studied communications science and architecture, and has been working in the design field for more than 20 years.

He created Attoma in Paris in 1997 and is passionate about the value of design for institutions, particularly the importance of preserving information quality in highly constrained situations.

Giuseppe previously spoke at IIID in 1997, 2002, and 2005. He regularly presents in a variety of contexts to discuss information design and mobility.

### On-board dynamic information systems for public transport

#### Abstract

The proposed speech focuses on the emergence of a new generation of passenger information systems, which feature flat LCD displays and operate on board public transit vehicles (Bus, Subway, Express Regional Trains).

We shall critically examine real-world applications through a number of case studies: projects executed by Attoma Design for transportation operators such as the RATP in Paris, STIB in Brussels, TICE in Evry (France), and DIVIA in Dijon (France).

Current technology makes it possible to pinpoint the location of a moving vehicle and to link a moving vehicle to a remote server. In addition, we have seen vast improvements in the quality of screen displays. Such innovations permit a radical departure from traditional scrolling LED systems.

These new opportunities introduce fresh challenges that relate to the concept of customer service as well as to the disciplines of information design and graphic design.

Attoma is a studio that specializes in information design. Throughout each project, our expertise operates at several different levels:

- an exploration of the user's experience during travel, with an aim towards establishing a clear identity and hierarchy of expected information as well as the information that is perceived as being most pertinent in transit;
- information architecture and narrative structure;
- graphic design and animation / motion design;
- production of guideline books for systems development.

Upon completion of Attoma's projects, we gather experience-based feedback that allows us to identify a certain number of salient points. Results of customer satisfaction studies will be provided for some of the projects referred to in the presentation.