

## **Julia Lila**

**Helsinki City Transport HKL, Helsinki, Finland**



### **Speaker Qualifications**

Julia Lila trained as a graphic artist in Palm Beach, USA and now works as a graphic designer in Helsinki for Helsinki City Transport. (As an example of her design work Julia was responsible for the design of the map for the projected Helsinki metro network. The premise for the work was visual presentation of the proposed extensions as a complete metro network would help people to realise its potential. By making spoken and written plans more 'real', graphic design and typography could play a crucial role in urbanisation, and in the

shaping of cities. Other examples: design and layouts for magazines, brochures, posters, signs & signage and other information design materials etc.)

## **Guidelines and examples of practical information design for the Greater Helsinki Area metro network**

### **Abstract**

A speaker's presentation showing actual examples of guidelines for signage and information design as well as choices for such materials for the Greater Helsinki Area metro network, a metro network that will be built in the very near future. Currently the metro is running only within the boundaries of Helsinki. This presentation will show how information design for the future can be based on practises as well as design standards currently in use in the existing Helsinki metro