



ARCHITECTURE, LANDSCAPING AND VISUAL IDENTITY DESIGN GUIDELINES



Case studies

1



2



Case studies

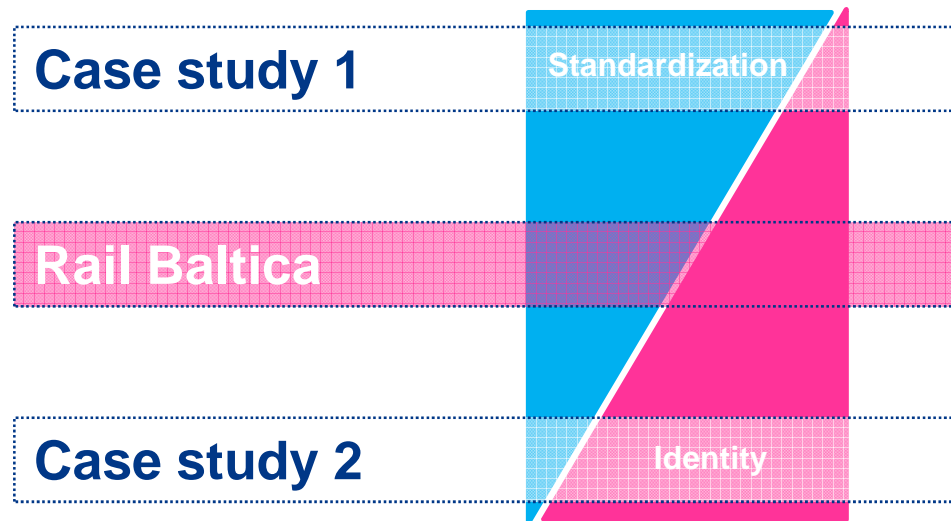
1



2



Case studies



**Perfect balance
between
standardization
and identity**

Which is the aim of the ALG?

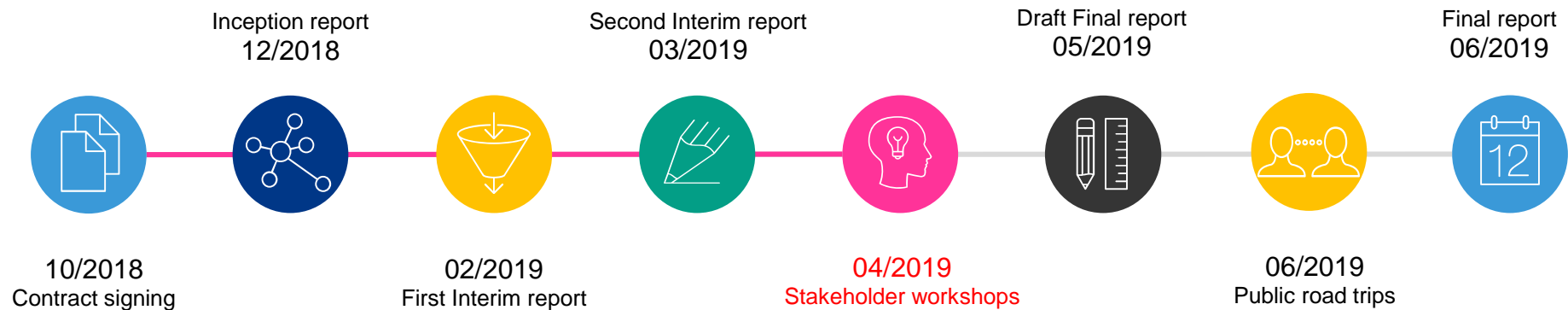
To ensure common architectural identity of the entire Rail Baltica railway line defining the “Rail Baltica Identity” of each element

Contents of the ALG

ALG elements

- Railway bridge design
- Embankment, cut design
- Noise barrier design
- Animal passage design
- International passenger station requirements and visual identity
- Regional passenger station
- Signage
- Implementation of Rail Baltica branding

ALG study timeline





Inception phase activities

IR

- Defining of study methodology
- Stakeholders mapping and first phase of involvement
- Benchmarking studies



Defining of study methodology



STAKEHOLDERS ENGAGEMENT

Involvement of all stakeholders playing a role in Rail Baltica



BENCHMARKINGS ANALISYS

Comparison of existing similar works



PRELIMINARY DESIGN

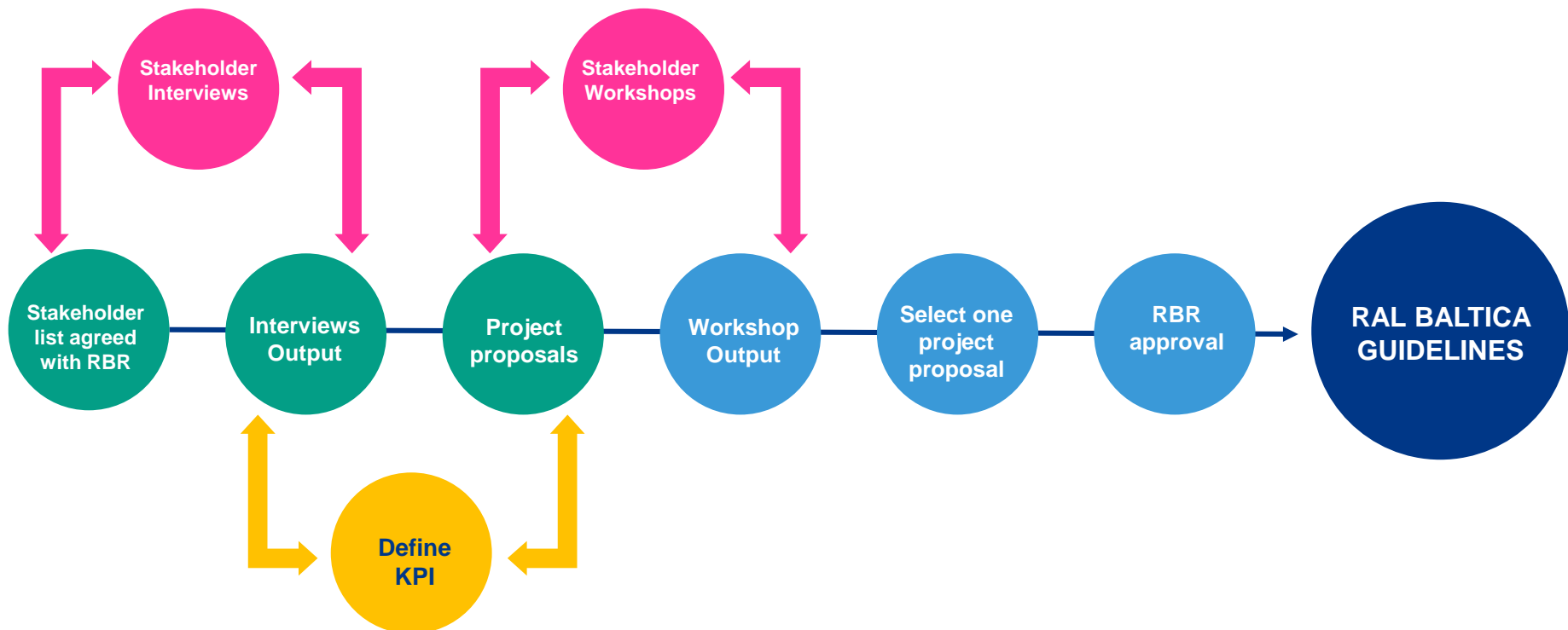
Design option proposals



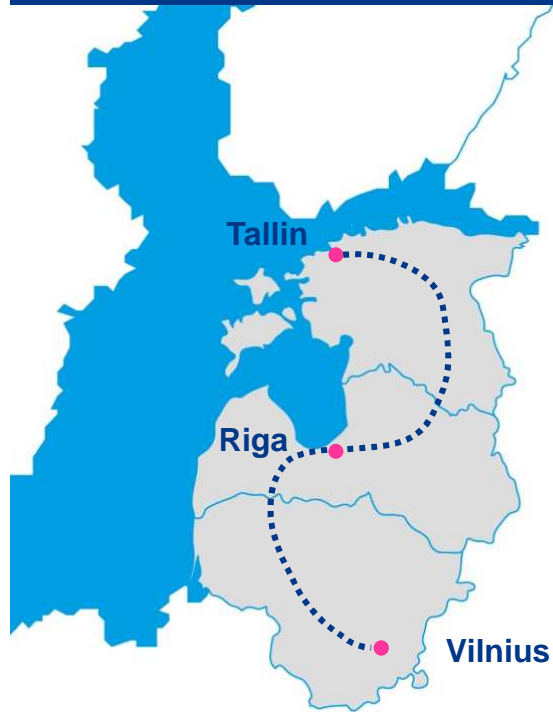
BRANDING IMPLEMENTATION

ALG definition

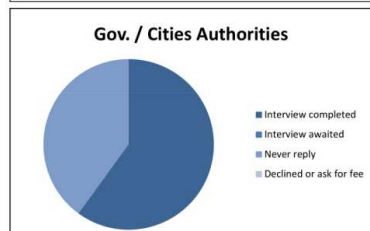
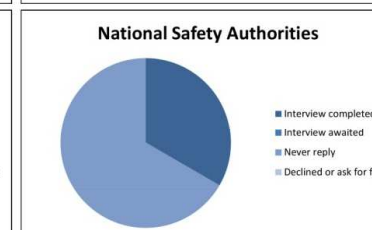
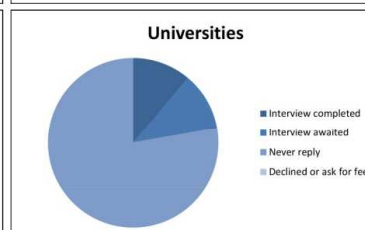
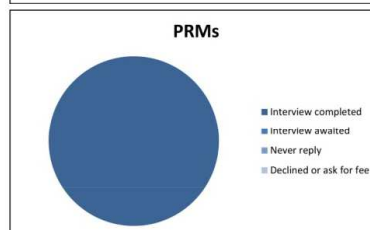
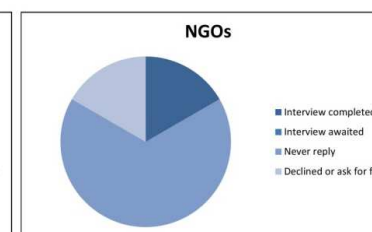
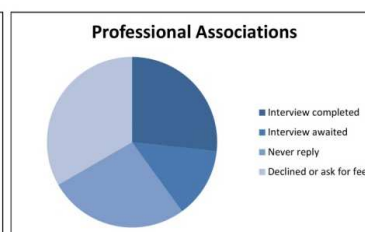
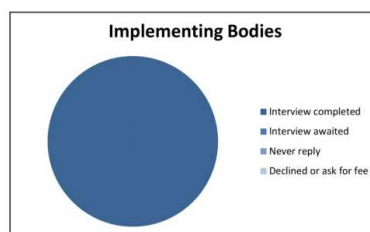
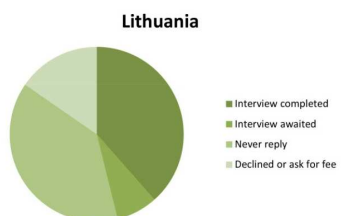
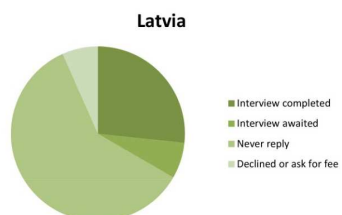
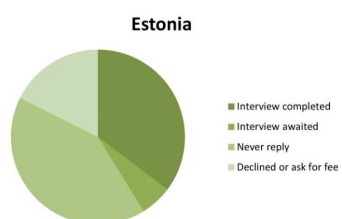
Stakeholders phase approach



Stakeholders mapping and 1st phase of involvement



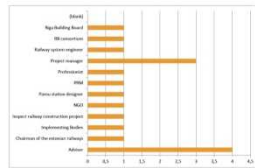
1st phase of interviews



1st phase of interviews

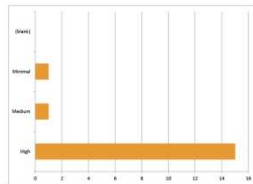
Q 1

What is your role or involvement in this project?



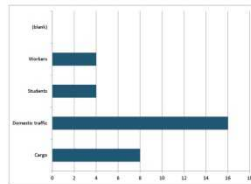
Q 2

How is your level of interest for the project?



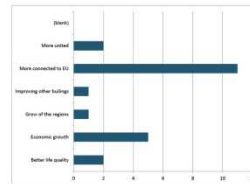
Q 5

Today, who are the customers and users of the existing rail system?



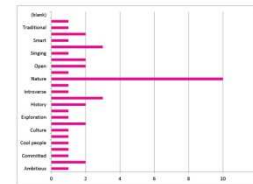
Q 6

In your opinion, how Estonia / Latvia / Lithuania will change after the project completion?



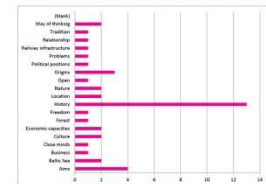
Q 9

Define in three key words the identity of your country:



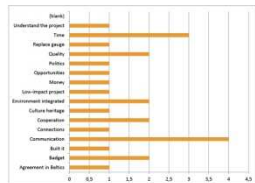
Q 10

What have you in common with the two others countries that will be connected through the Rail Baltica network?



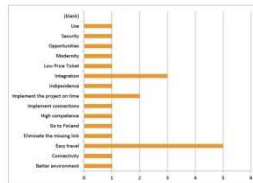
Q 3

In your opinion, which are the main challenges of this project?



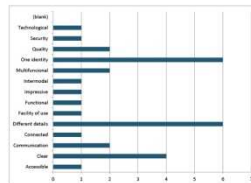
Q 4

What Rail Baltica should accomplish to define this project a success?



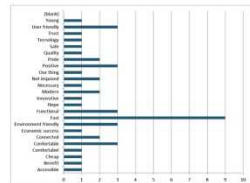
Q 7

What do you expect this project in terms of visual identity and functionality?



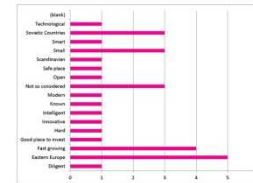
Q 8

Using three key words, how do you want people to see Rail Baltica?



Q 11

How, in your opinion, Baltic States are seen from the others countries?



KPI

KPI

Key Performance Indicator



Identity



Sustainability



Clarity



Security



Recognizability



People Oriented



Accessibility



Technology

Benchmarking studies

**Benchmarking is a process based on
the comparison of relevant existing project and
the identification of the main topics that characterize them**

Aim: improve project performance and achievement

How relevant project are chosen?

KPI

Key Performance Indicator

KPI also substantiated by the outcome of the Stakeholders interviews

How relevant project are chosen?

SUSTAINABILITY
People focused
CONSISTENCY
Clarity
ALG
security
Identity
Technology
Accessibility



First Interim phase activities

FIR

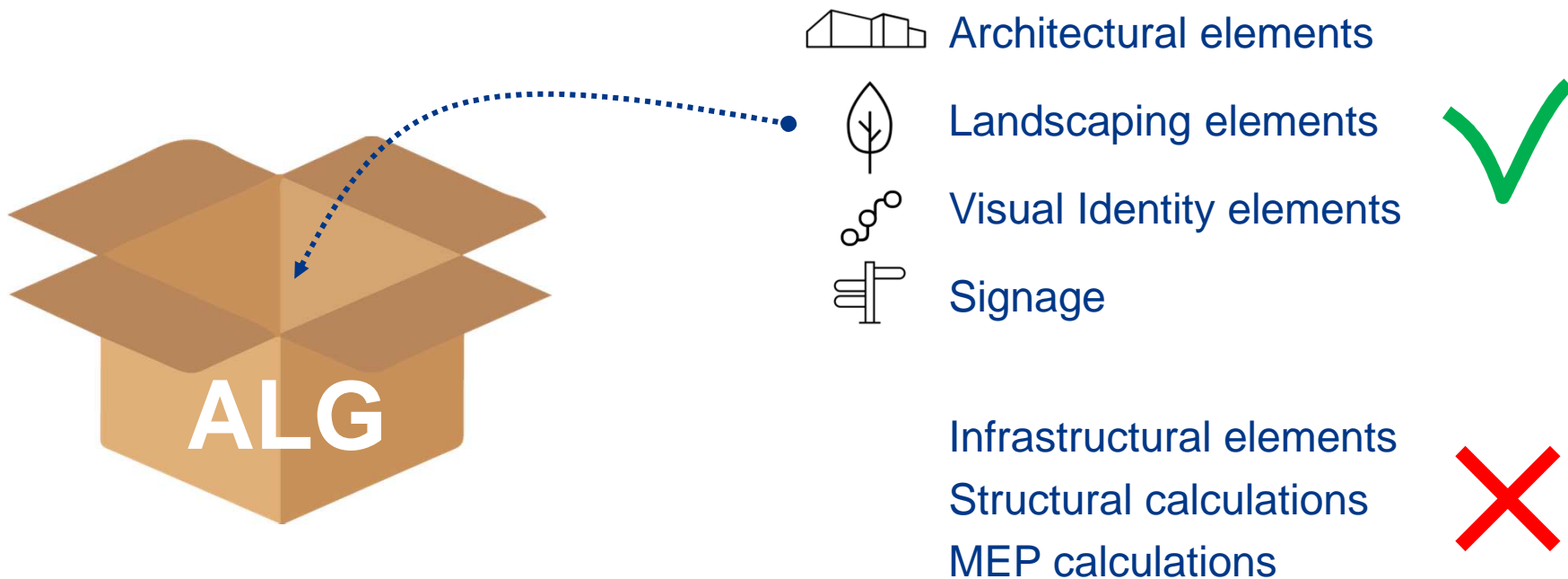
- SoW extension definition
- Legislation screening
- Analysis of Benchmarking of conditions
- Preliminary desing analysis and Design Guidelines analysis
- Benchmarking analysis – second and third phase
- ALG best practies
- Recommendations



What is the aim of the SoW definition?

The definition of the scope of work has the goal to identify all the areas and elements that will be ruled by the ALG

What are the elements ruled by ALG?



Each element must have the “Rail Baltica Touch”

Taking into consideration that the network connects
three different countries and several regions
each one with a proper identity

3 levels of Identity

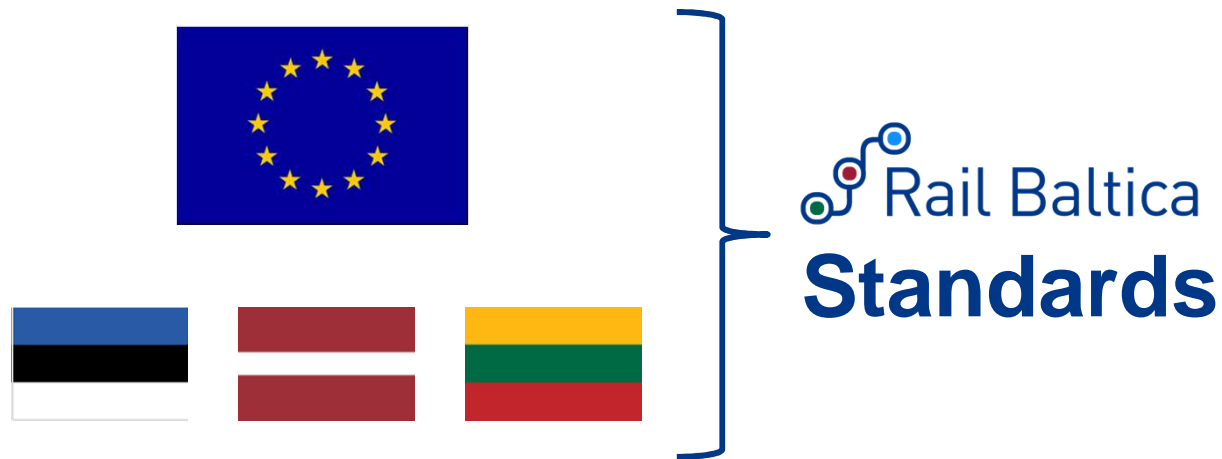
Network Identity

Country Identity

Regional Identity



Legislation screening



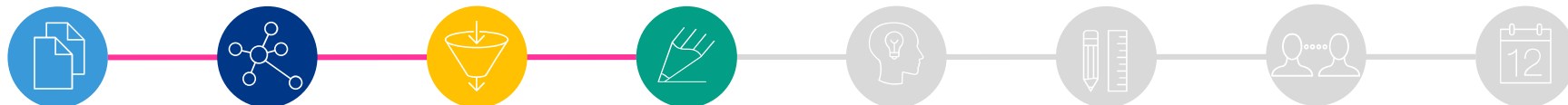
**All the elements must follow the latest European standards,
taking into consideration also the local legislations**

Second Interim phase activities

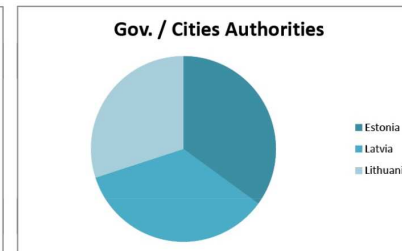
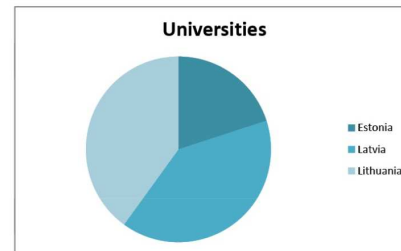
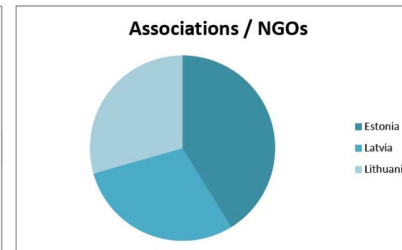
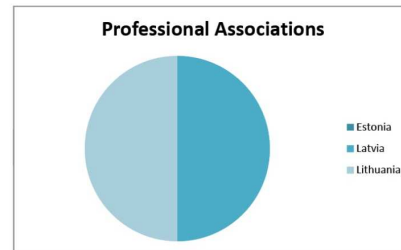
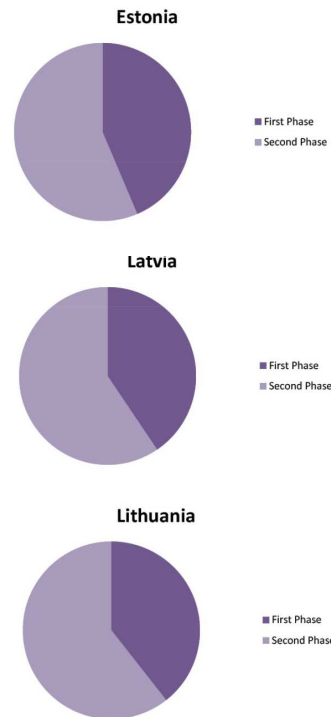


SIR

- Second phase of interviews
- Stakeholder Workshop for the IB and BEN
- Defining design proposals for each ALG element



2nd phase of interviews



Stakeholder Workshop purpose

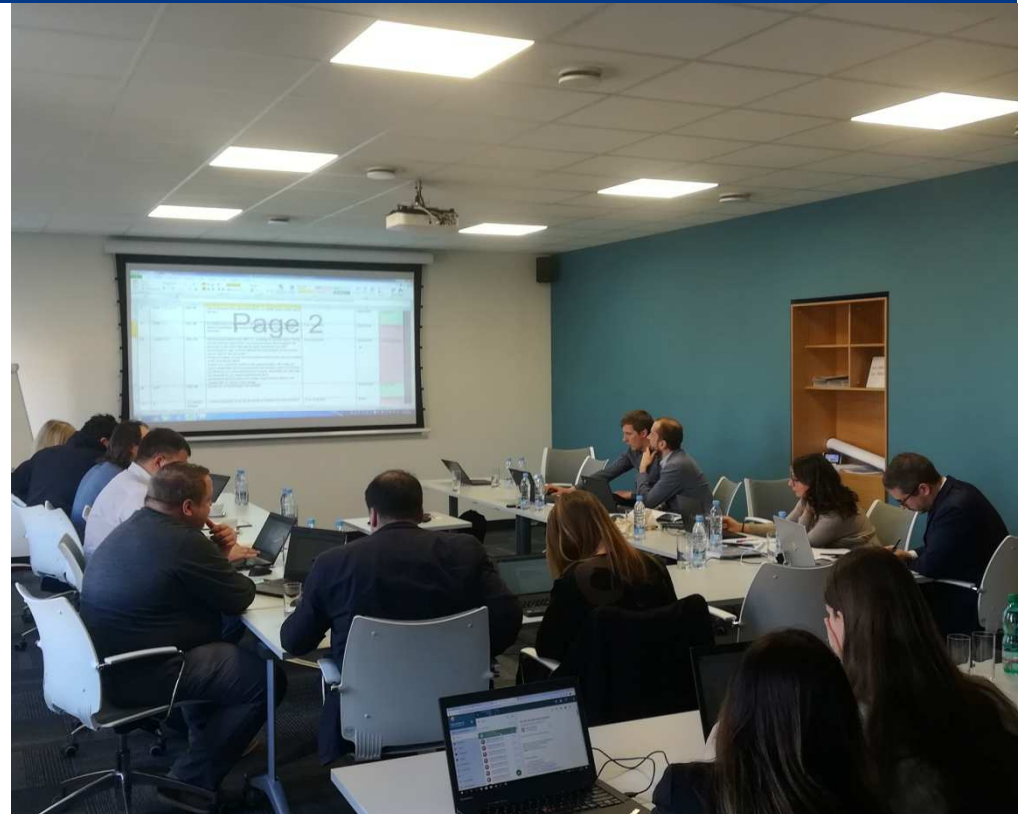
Keep the Stakeholders updated on the project progress and
involve the stakeholder during the design phase

Stakeholder Workshop activities

1

Switched Questionnaire

The aim of the activity is the identification of the main topics that will require a high level of coordination and cooperation among the Baltic countries



Stakeholder Workshop activities

2

Architectural Review

The aim of the activity is to reach a common approach/solution for the main topics of the ALG and establish a dialog among the stakeholders of different countries



Stakeholder Workshop activities

3

SWOT analysis

The aim of the activity is to visualize the stakeholders opinion of Rail Baltica project in terms of **Strengths, Weaknesses, Opportunities and Threats** and establish a dialog among the stakeholders of different countries



Stakeholder Workshop activities

1

Switched Questionnaire

2

Architectural Review

3

SWOT analysis



The aim of the activities was to establish a dialog among the Stakeholders of different countries, and collect their expectations and opinions on Rail Baltica project

Stakeholder Workshop outcome



The outcomes of the workshop shows a strong agreement among the Stakeholders. The results have been analyzed and summarized in order to become part of the design process.

ALG Proposals of Second Interim Phase

**Based on the activities carried out
a set of proposals for the elements to be
included in the ALG have been presented**

Contents of the ALG

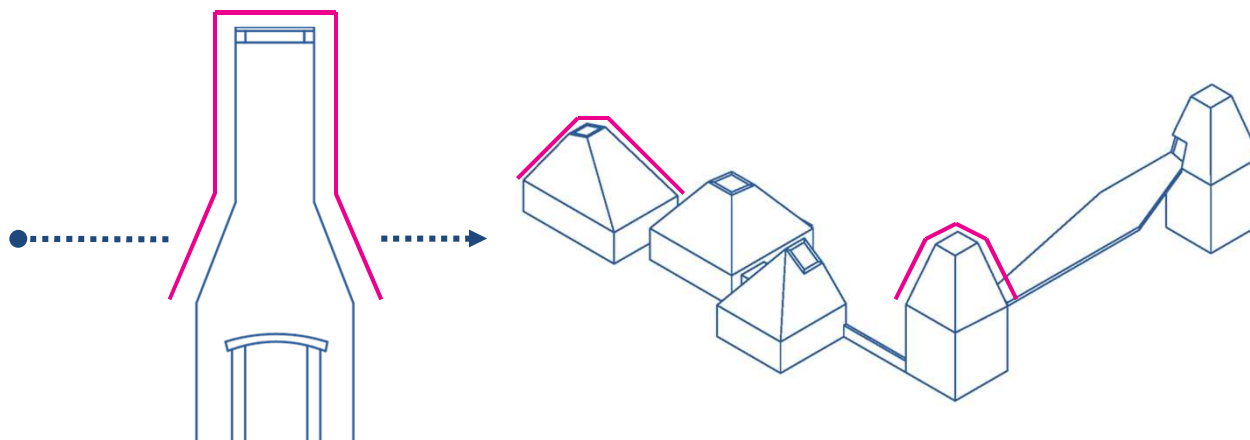
ALG elements proposals

- Railway bridge design
- Embankment, cut design
- Noise barrier design
- Animal passage design
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- Implementation of Rail Baltica branding

Regional Station

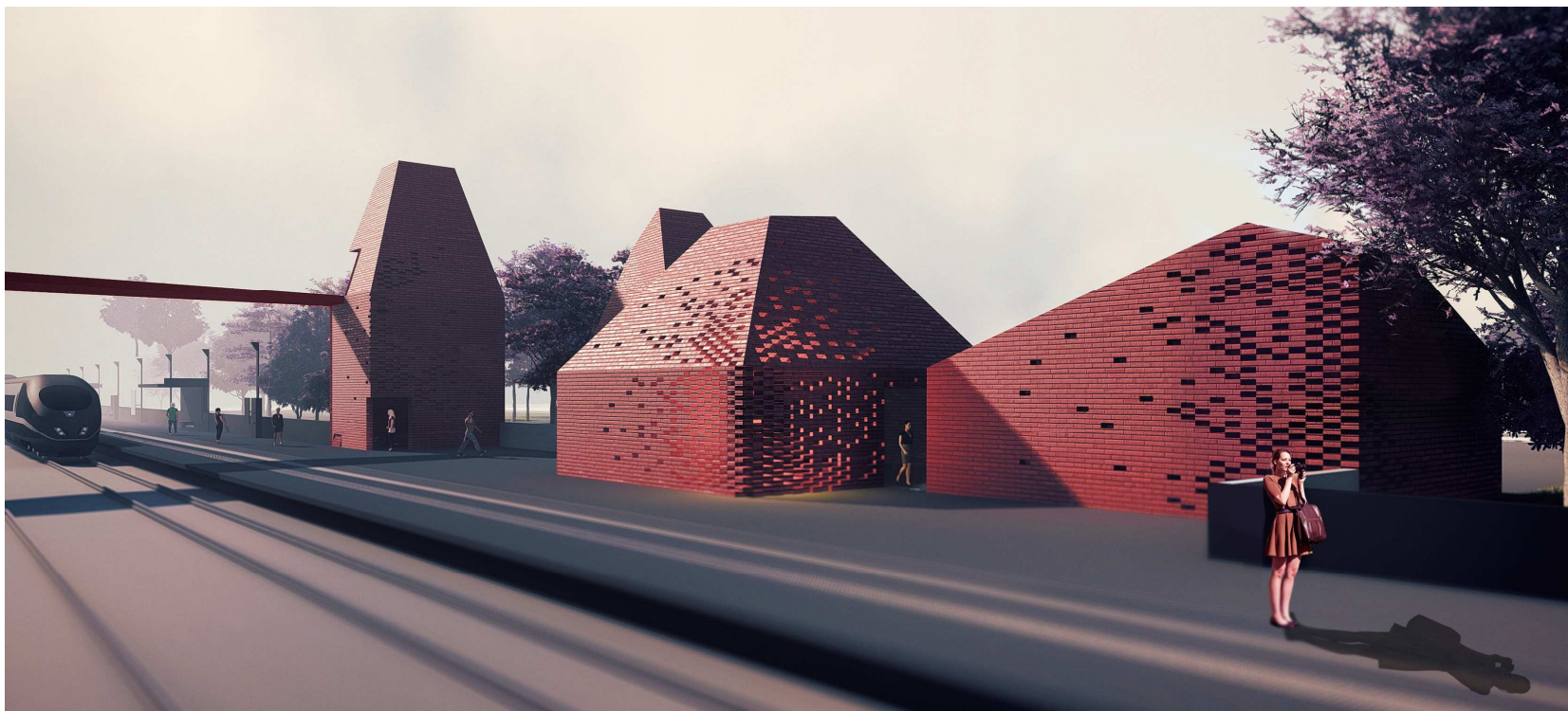
House of three nations concept

Regional Station - Option 1

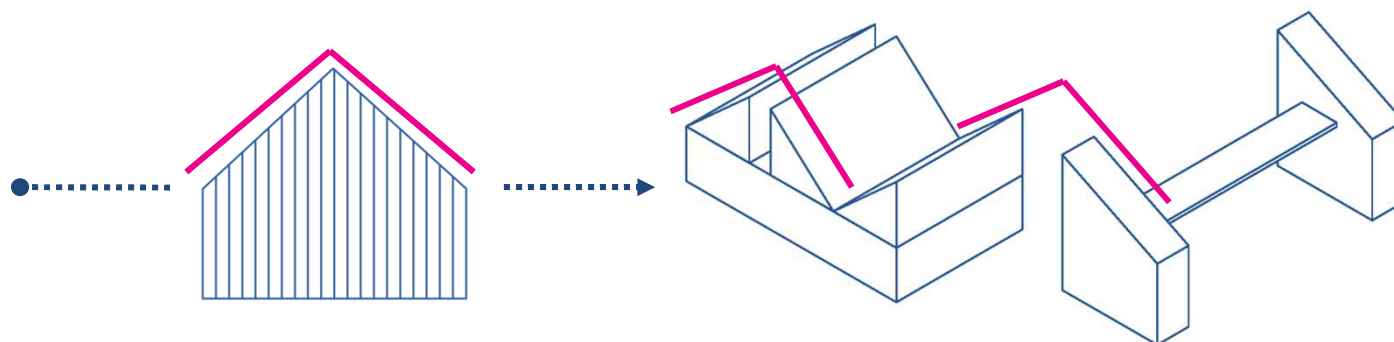


Chimney

Regional Station - Option 1

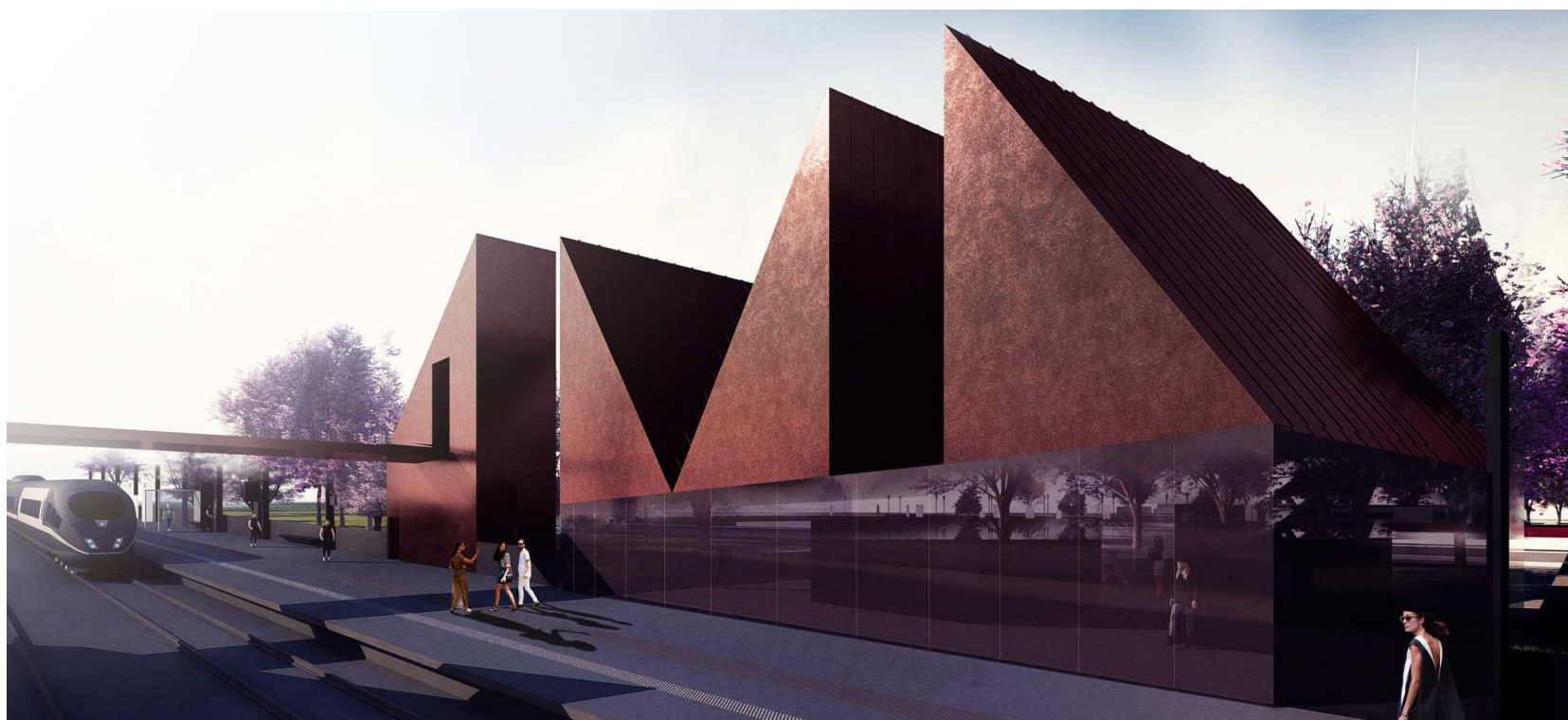


Regional Station - Option 2

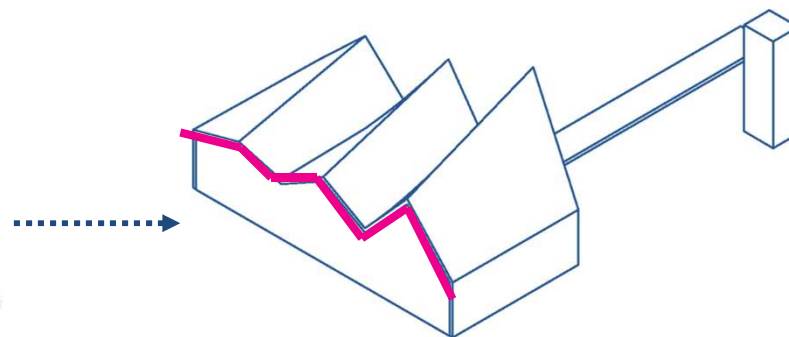
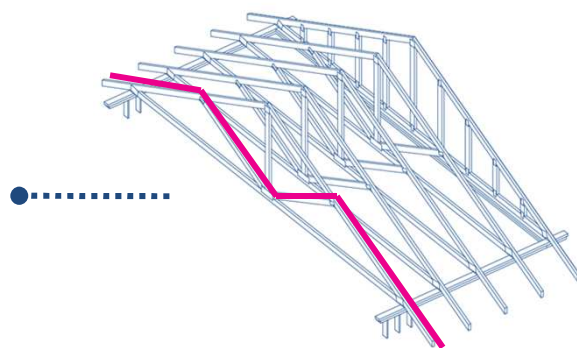


Light box

Regional Station - Option 2

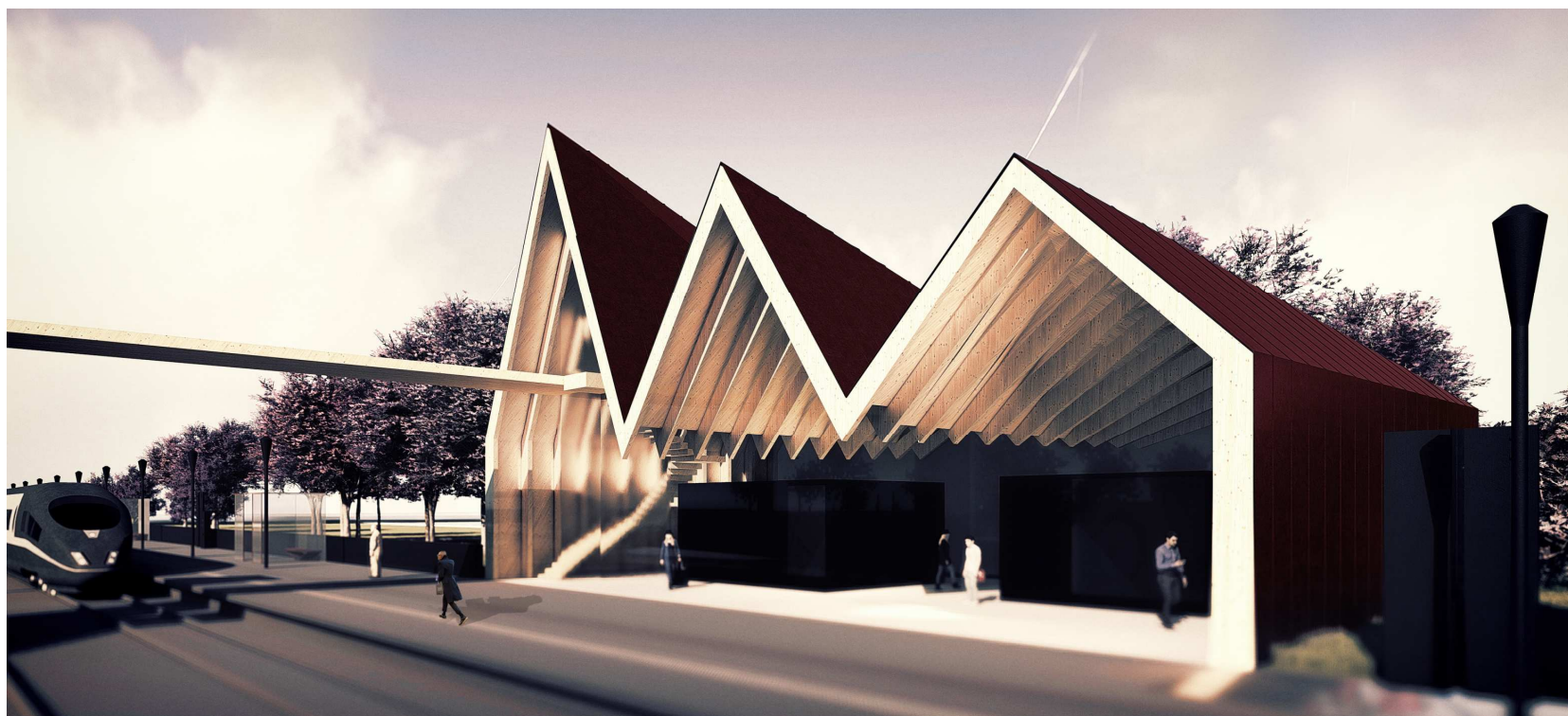


Regional Station - Option 3



Roof

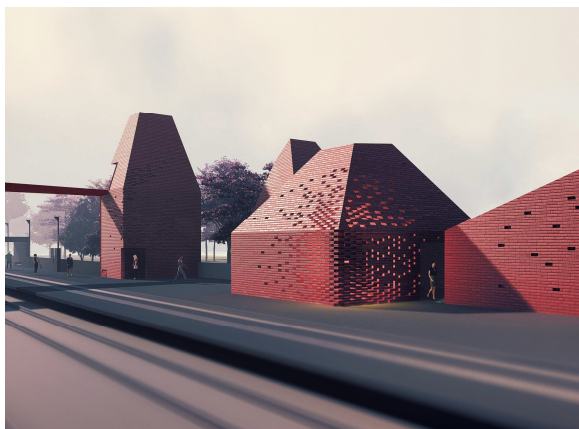
Regional Station - Option 3



Regional Station

House of the three countries

1



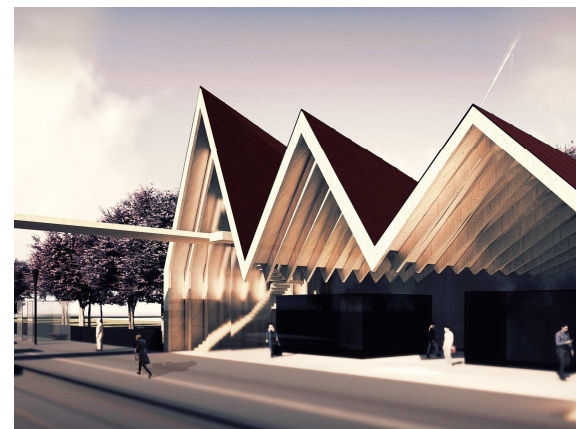
Chimney

2



Light box

3

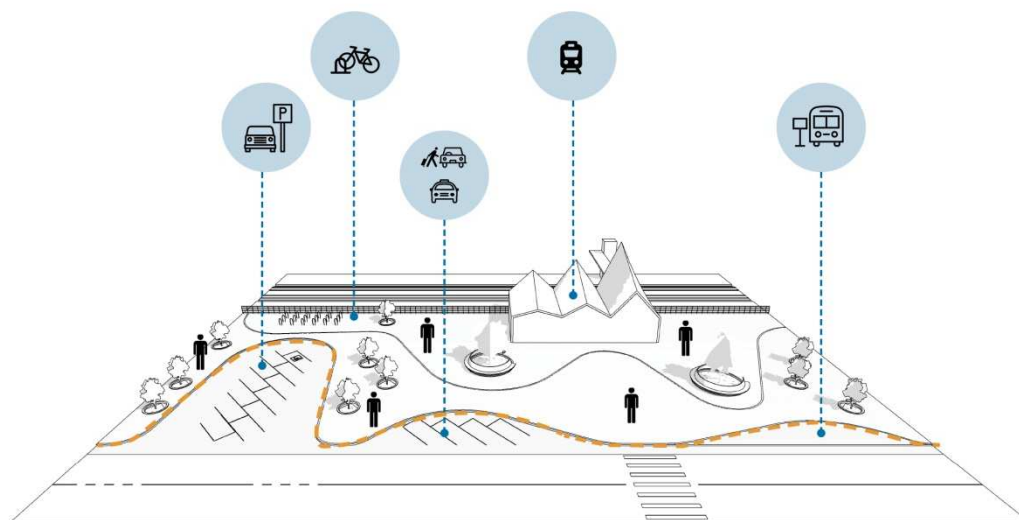


Roof

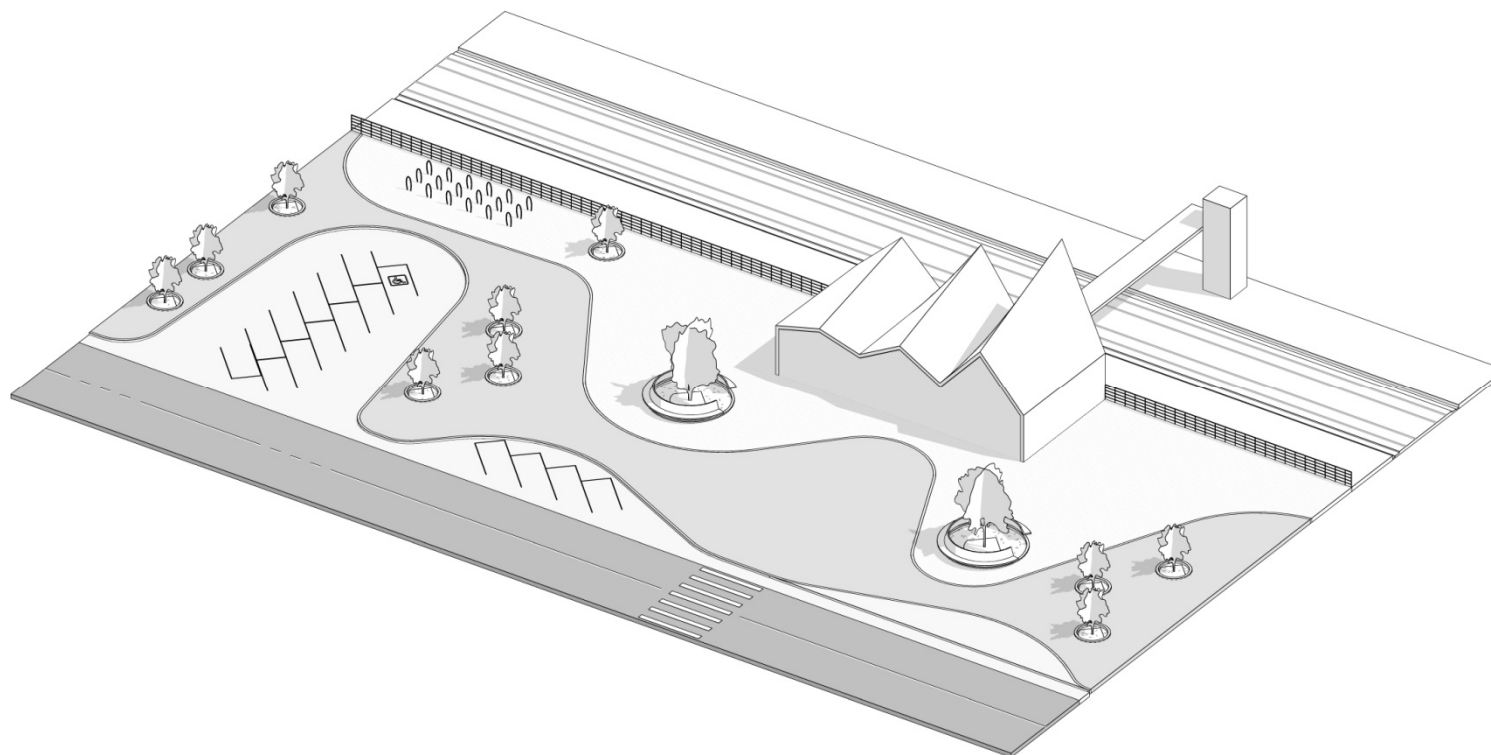
Station Public Area - Option 1



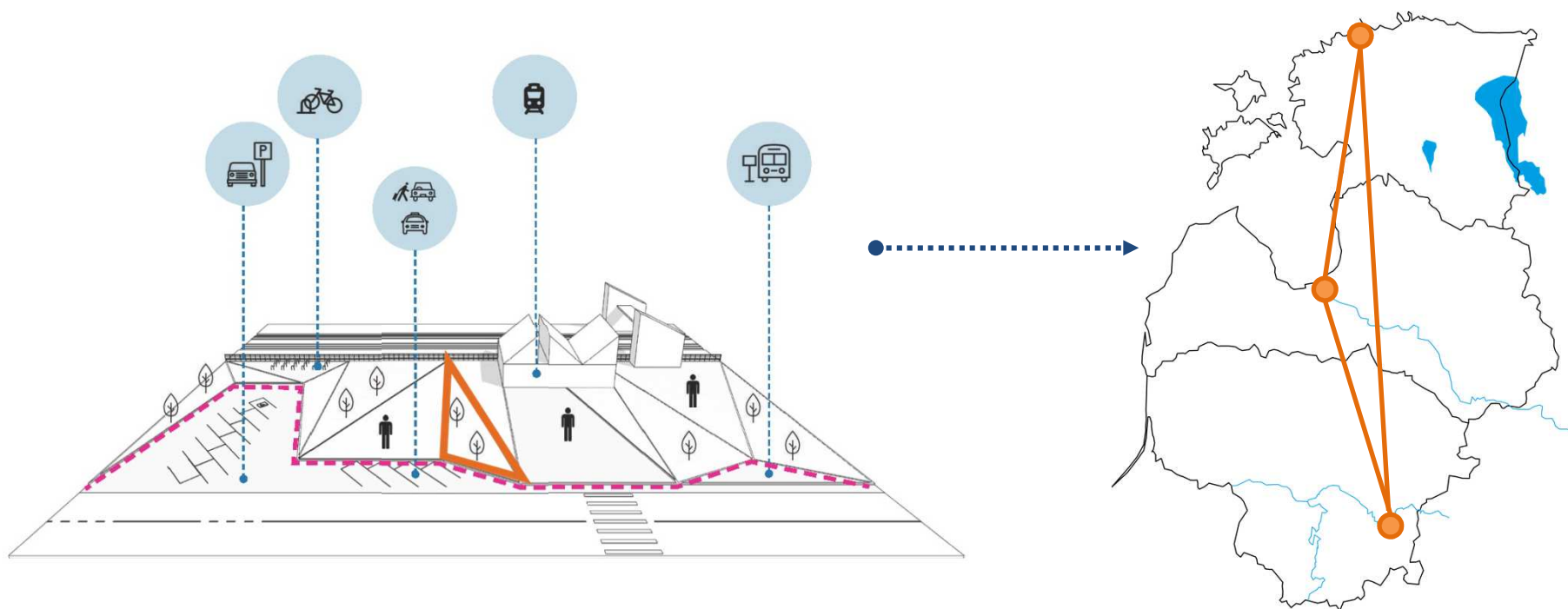
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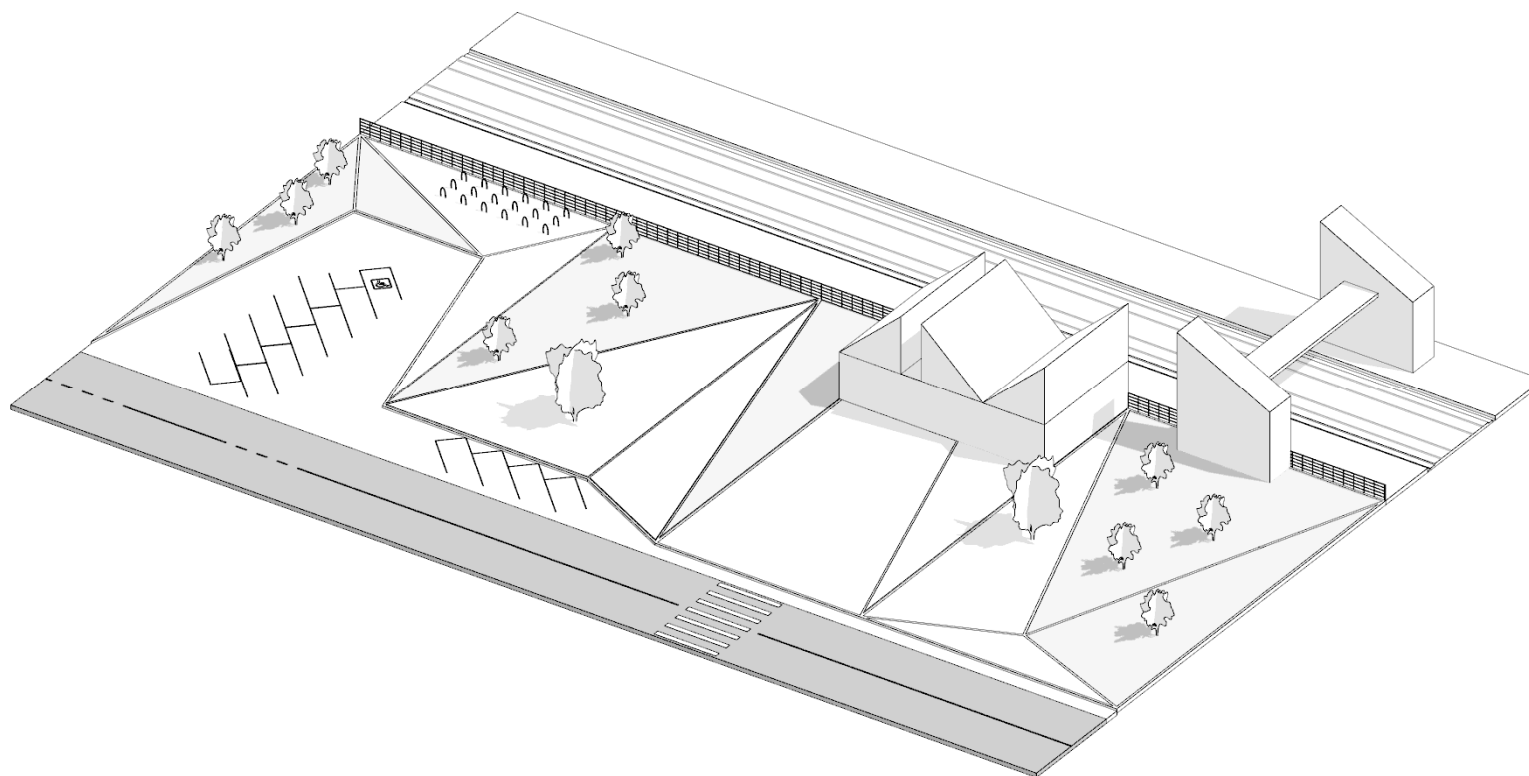
Station Public Area - Option 1



Station Public Area - Option 2

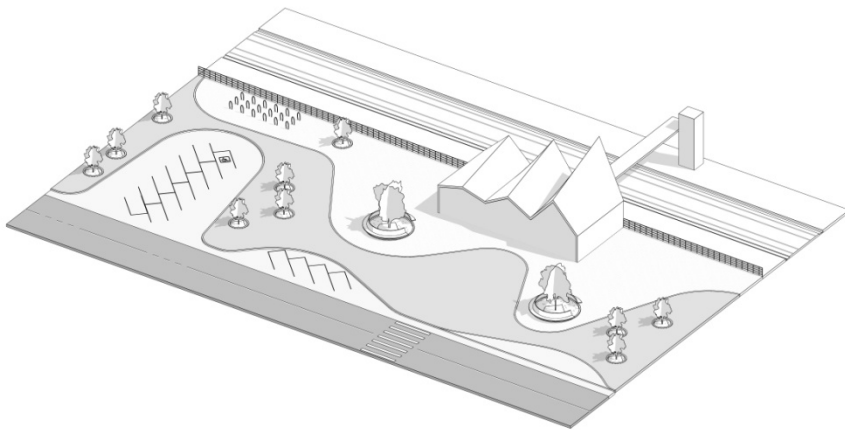


Station Public Area - Option 2



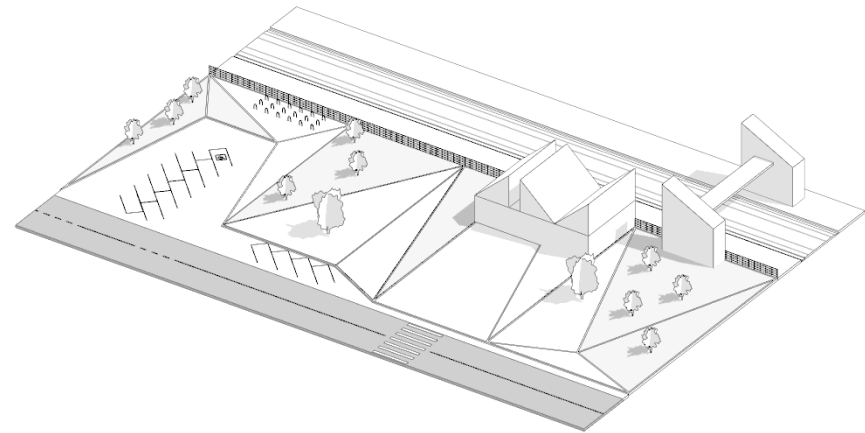
Station Public Area

1



What we have in common? The sea

2

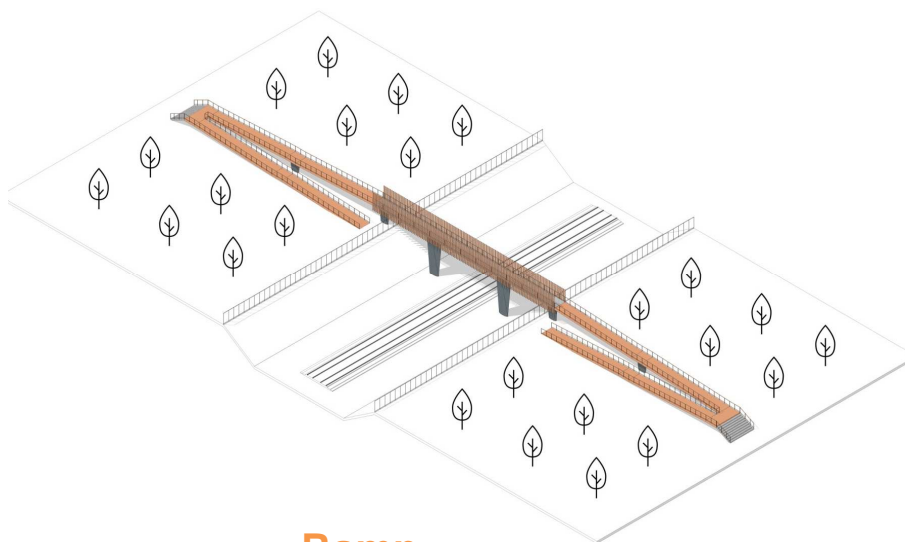


Network connecting countries

Pedestrian Overpass

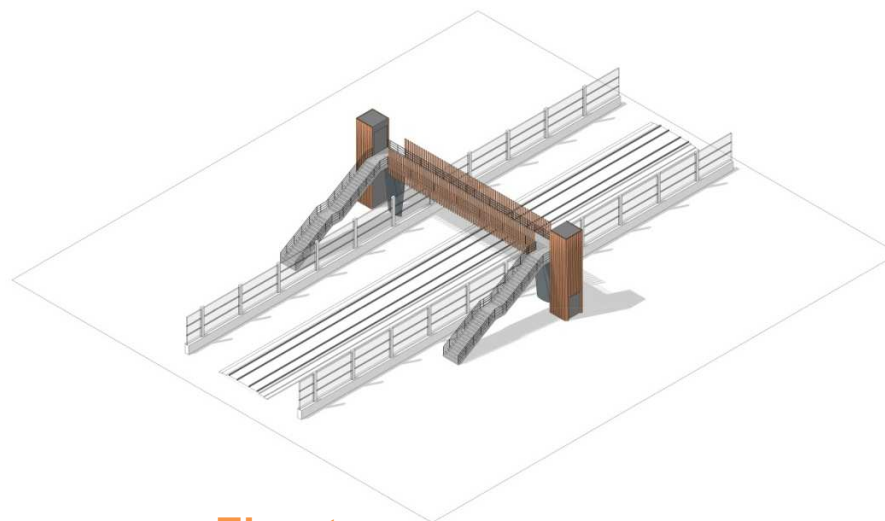
Accessibility

1



Ramp

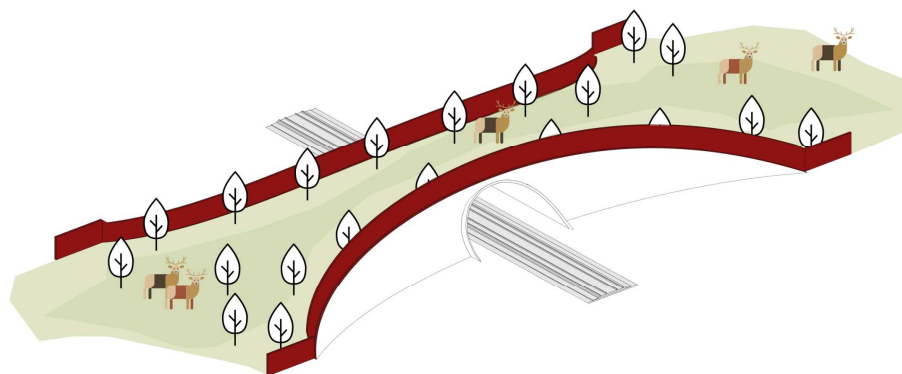
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Elevator

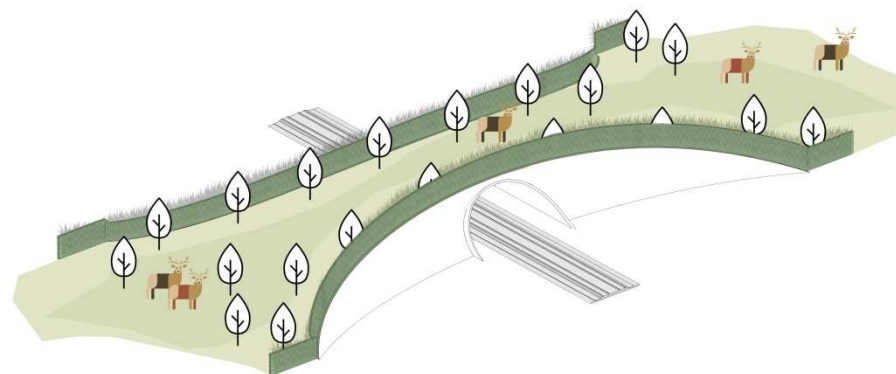
Animal Passage

1



Landmark

2

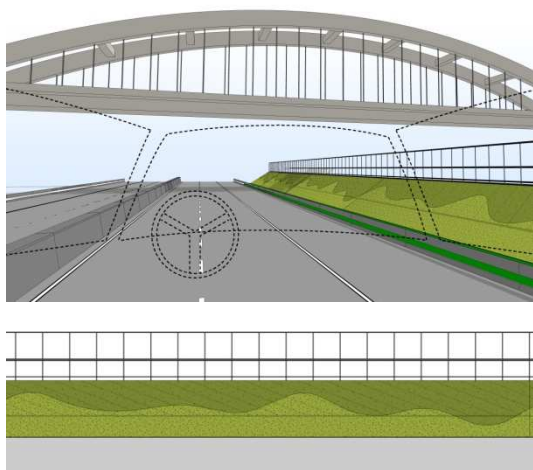


Environmental integrated

Embankment & Cut

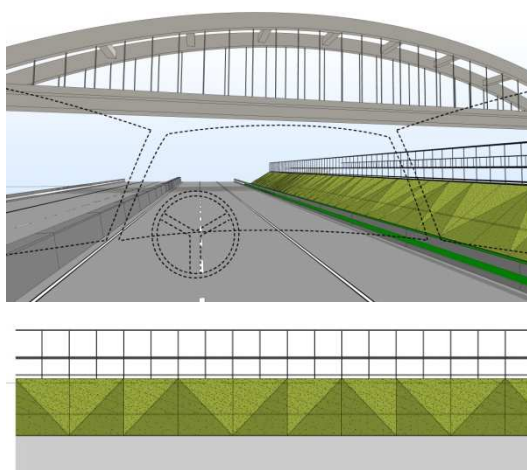
Recognizable by the users

1



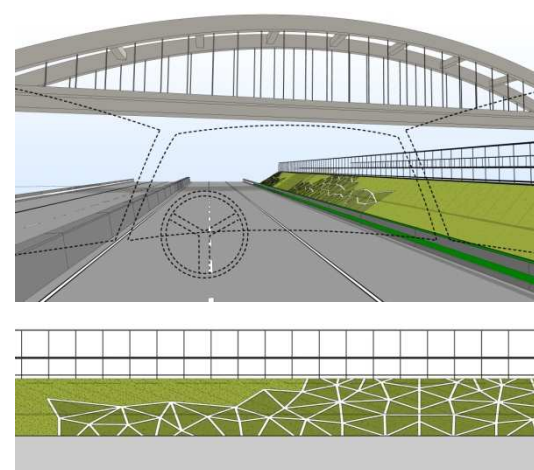
Wave

2



Network

3

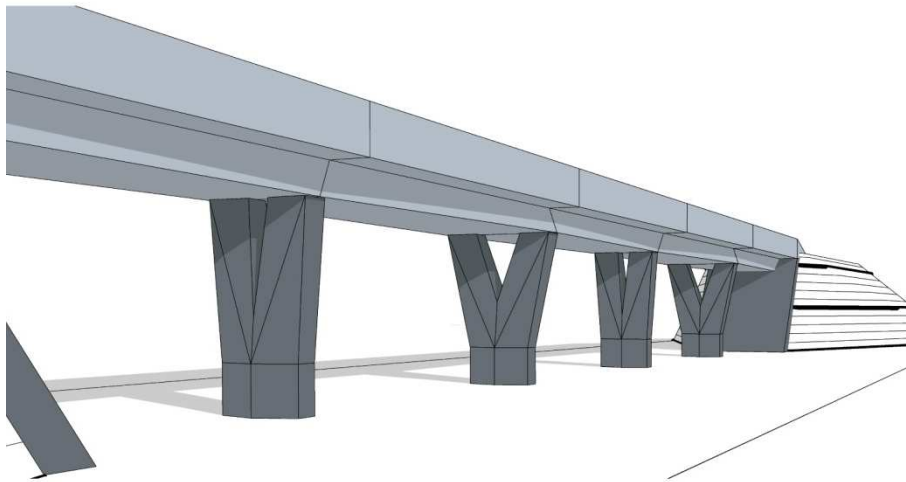


Pattern

Railway Bridge

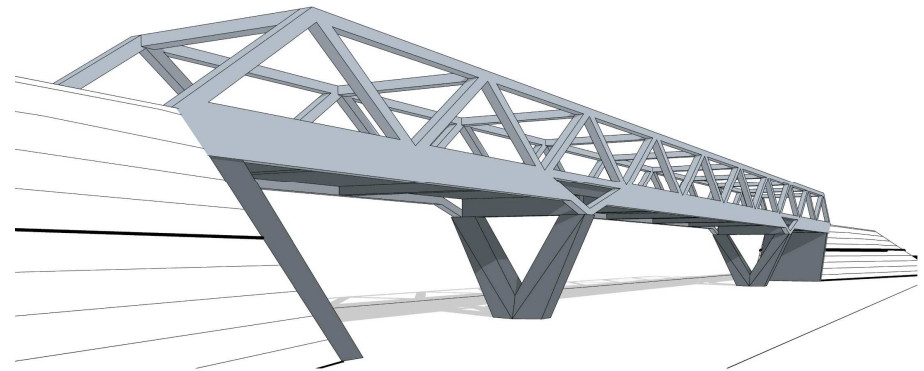
Level of identity applied through color

1



Standardized concrete structure

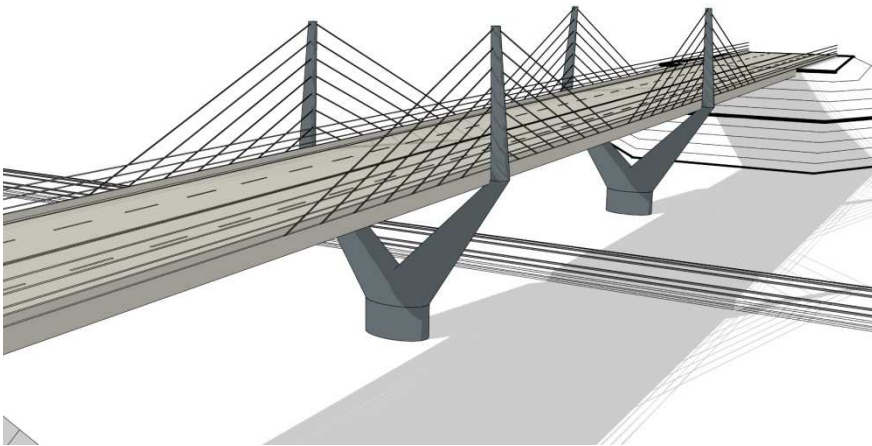
2



Mixed steel / concrete structure

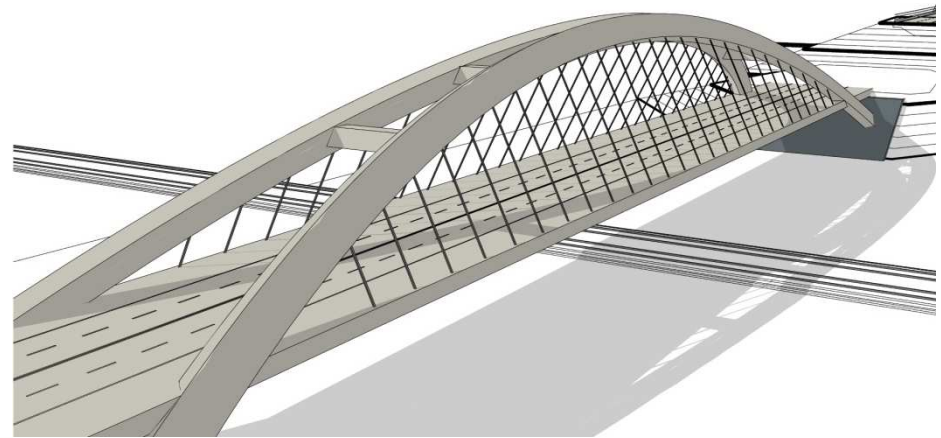
Road Overpass

1



Cable-stayed bridge

2

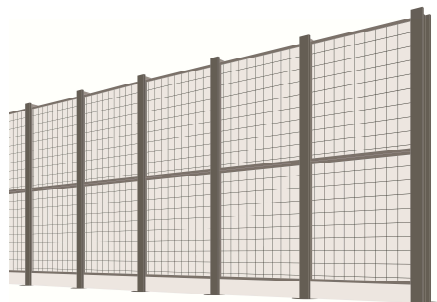


Arch Cable-stayed bridge

Noise Barrier

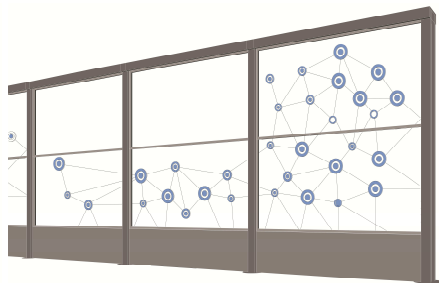
For each fitted location

1



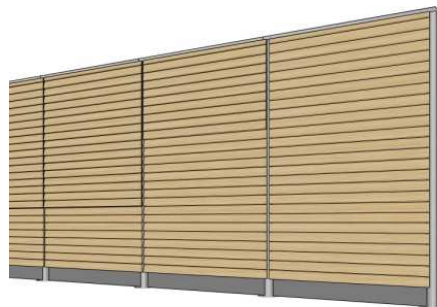
Metal

2



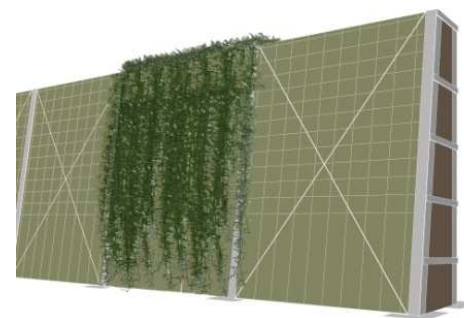
Transparent

3



Timber

4



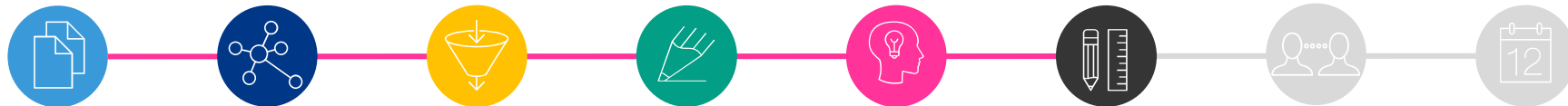
Green

Draft final Report phase activities



DFR

- Rail Baltica Global Forum
- Extended Stakeholder Workshop



Extended Stakeholder Workshops

1

Regional Identity

2

Design Review

3

Post-itmocracy



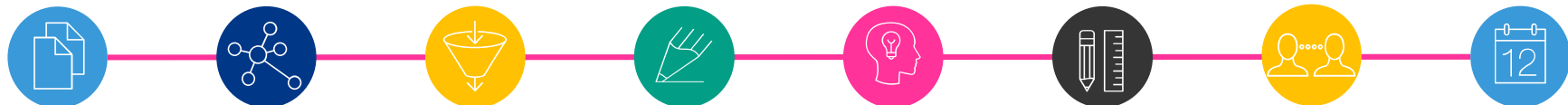
The aim of the activities is to establish a dialog among the Stakeholders of different countries, and collect their expectations and opinions on ALG design proposals



Final Report phase activities

FR

- Road Trip through Baltic countries
- Preparation of the ALG



ARCHITECTURE, LANDSCAPING AND VISUAL IDENTITY DESIGN GUIDELINES



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GRAZIE!
DANKE
MERCİ!
DZIĘKUJĘ!**



ARCHITECTURE, LANDSCAPING AND VISUAL IDENTITY DESIGN GUIDELINES

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NETWORK



STATION

