ARCHITECTURE, LANDSCAPING
AND VISUAL IDENTITY DESIGN GUIDELINES
Case studies

1

2
Case studies
Case studies

Perfect balance between standardization and identity

Case study 1

Rail Baltica

Case study 2

Standardization

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 report: 12/2018
- First Interim report: 02/2019
- Stakeholder workshops: 04/2019
- Draft Final report: 05/2019
- Public road trips: 06/2019
- Final report: 06/2019

- Contract signing: 10/2018
- Second Interim report: 03/2019
Inception phase activities

- 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 ANALYSIS
Comparison of existing similar works

PRELIMINARY DESIGN
Design option proposals

BRANDING IMPLEMENTATION
ALG definition
Stakeholders phase approach

Stakeholder Interviews
Stakeholder Workshops
Stakeholder list agreed with RBR
Interviews Output
Project proposals
Workshop Output
Select one project proposal
RBR approval
RAL BALTICA GUIDELINES
Define KPI
Stakeholders mapping and 1st phase of involvement

Tallinn
Riga
Vilnius
1st phase of interviews
1st phase of interviews

Q 1: What is your role or involvement in the project?

Q 2: How is your level of interest for the project?

Q 3: In your opinion, which are the main challenges of the project?

Q 4: What rail Baltics should accomplish to define the project's success?

Q 5: Today, who are the customers and users of the existing rail system?

Q 6: In your opinion, how safe / safe / unsafe will change after the project completion?

Q 7: What do you expect the project in terms of social, identity, and environmental?

Q 8: Using four key words, how do you want people to see Rail Baltica?

Q 9: Define in three key words the identity of your country.

Q 10: What role do you envisage with the five other countries that will be connected through the Rail Baltica network?
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?
First Interim phase activities

- SoW extension definition
- Legislation screening
- Analysis of Benchmarking of conditions
- Preliminary design analysis and Design Guidelines analysis
- Benchmarking analysis – second and third phase
- ALG best practices
- 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?

- Architectural elements
- Landscaping elements
- Visual Identity elements
- Signage

- Infrastructural elements
- Structural calculations
- MEP calculations
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

- 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
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

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.
The outcomes of the workshop show 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.
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- Railway bridge design
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Regional Station

House of three nations concept
Regional Station - Option 1

Chimney
Regional Station - Option 2
Regional Station - Option 3
Regional Station - Option 3
Regional Station
House of the three countries

1. Chimney
2. Light box
3. Roof
Station Public Area - Option 1

local architecture

surrounding
Station Public Area - Option 1
Station Public Area - Option 2
Station Public Area - Option 2
What we have in common? The sea

Network connecting countries
Pedestrian Overpass
Accessibility

1. Ramp
2. 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

- 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

- Road Trip through Baltic countries
- Preparation of the ALG
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NETWORK

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