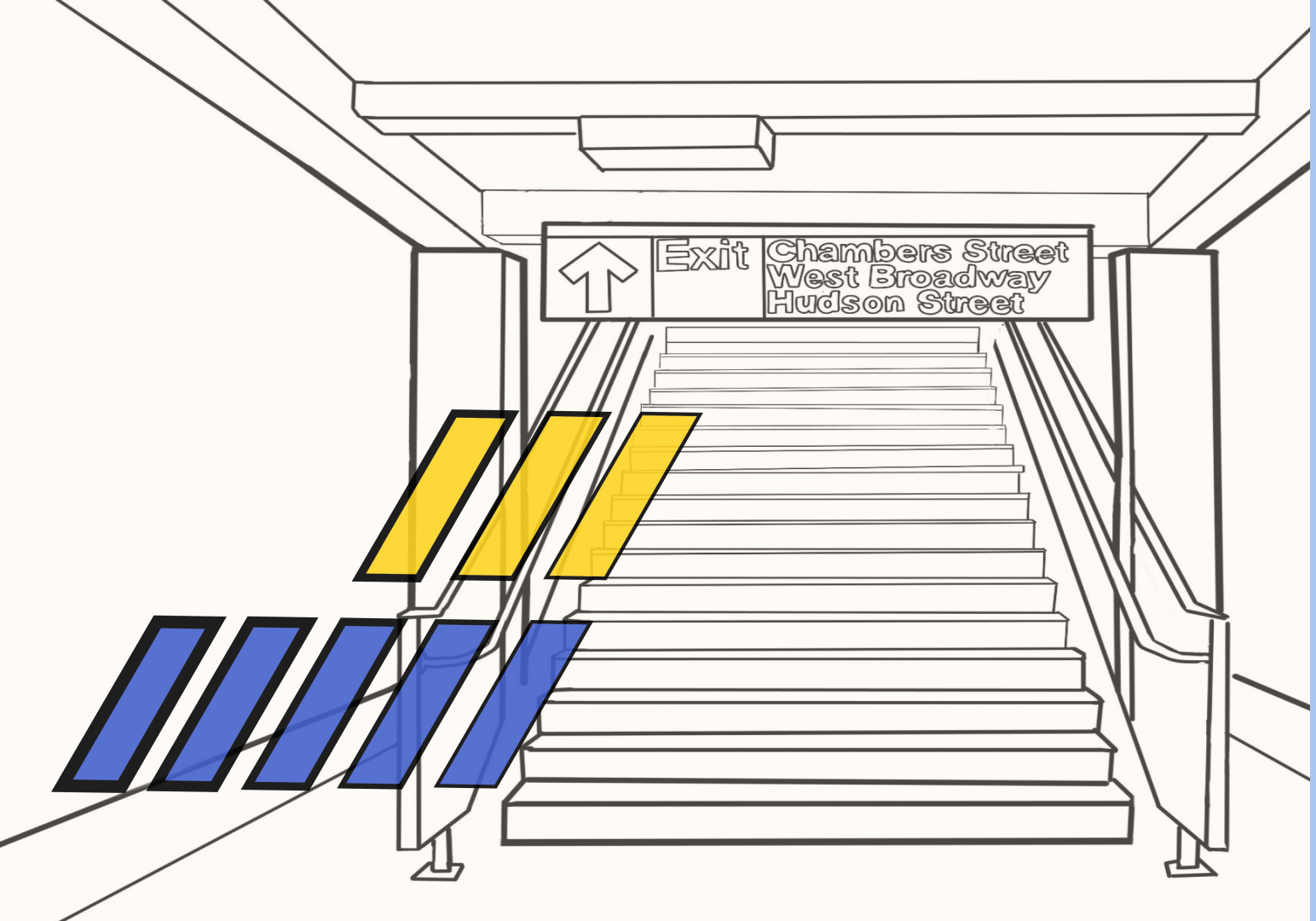


FLOW NYC

New York City MTA

What about the retired, disabled, or elderly population that don’t move through the city in a rush or live a busy lifestyle?

How do people of varying paces coexist in a public space without friction?

User Group

Older people within the MTA

- 65+ years of age
- physiological challenges
- slower pace

Effects of Aging

- reduced flexibility and strength
- visual and hearing impairment
- vulnerability to bone fracture
- diminished motor, sensory, cognitive abilities
- injuries more risky / require longer recovery
- slower walking

A Washington, D.C. street as part of a behavioral science experiment

MTA Subway

~5.5 million riders each weekday

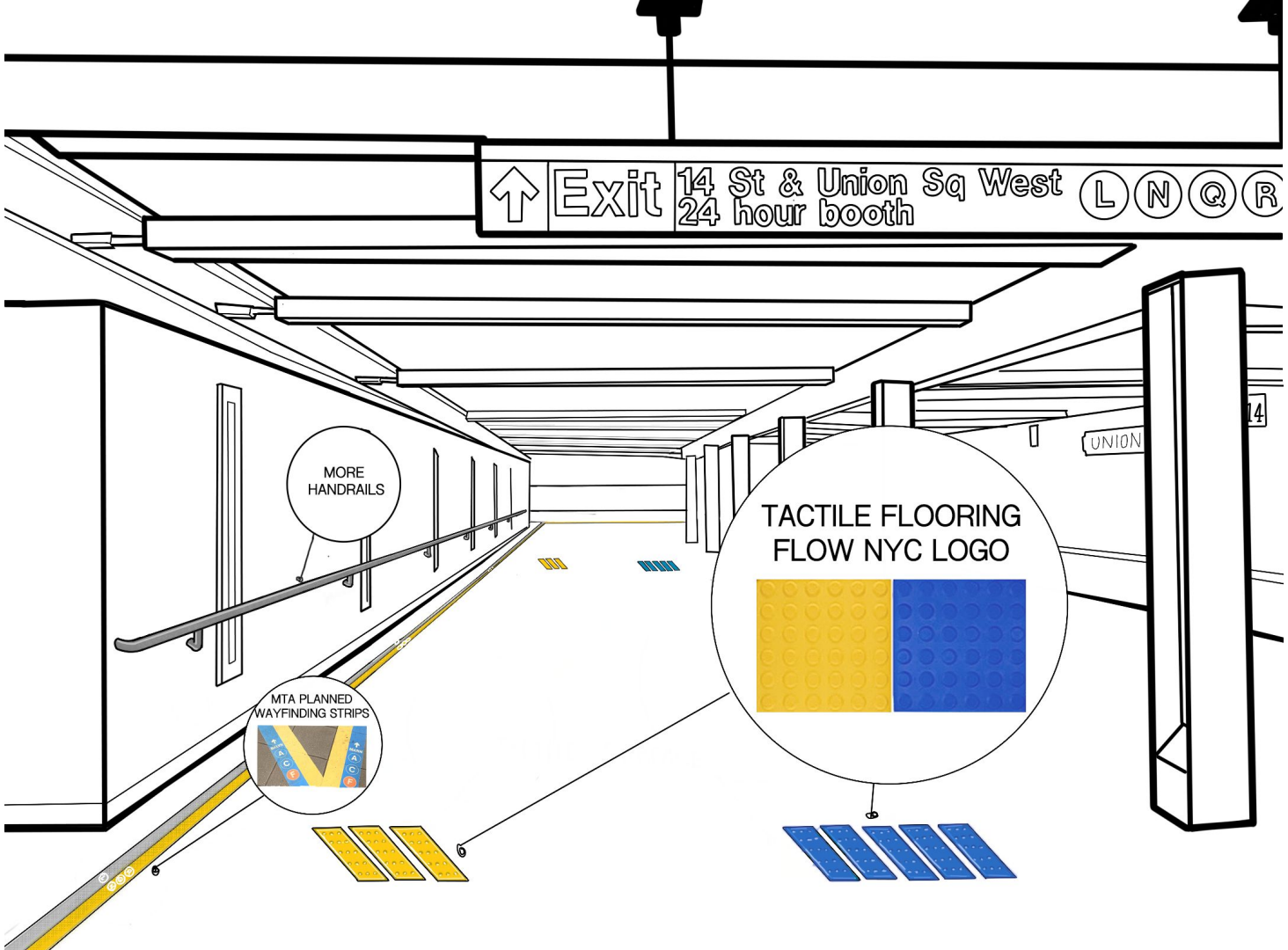
Happiness

Mobility and Transit essential to elderly quality of life

Percentage of NYC population that is above 65

16%

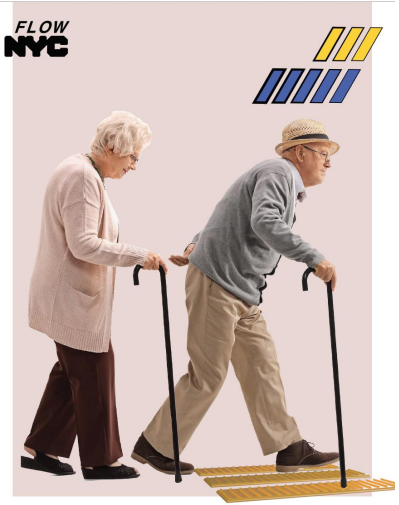
Our proposed solution is to launch a campaign initiative for a new system of signage titled **“Flow NYC”** that uses specific logos and semantics to inform users to be conscious of fellow trainriders that walk at differing speeds.


Exit
14 St & Union Sq West
24 hour booth
L N Q R
UNION
14
MORE HANDRAILS
TACTILE FLOORING
FLOW NYC LOGO
MTA PLANNED WAYFINDING STRIPS

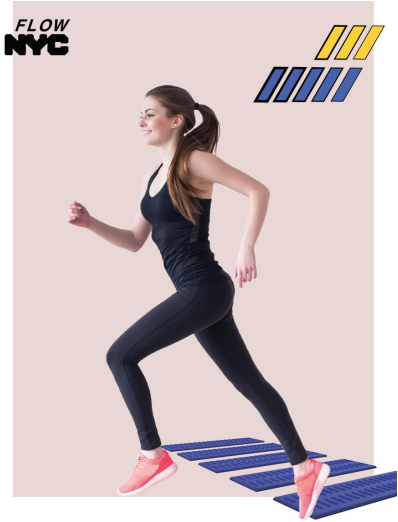
Coexist Harmoniously

Make it on Time

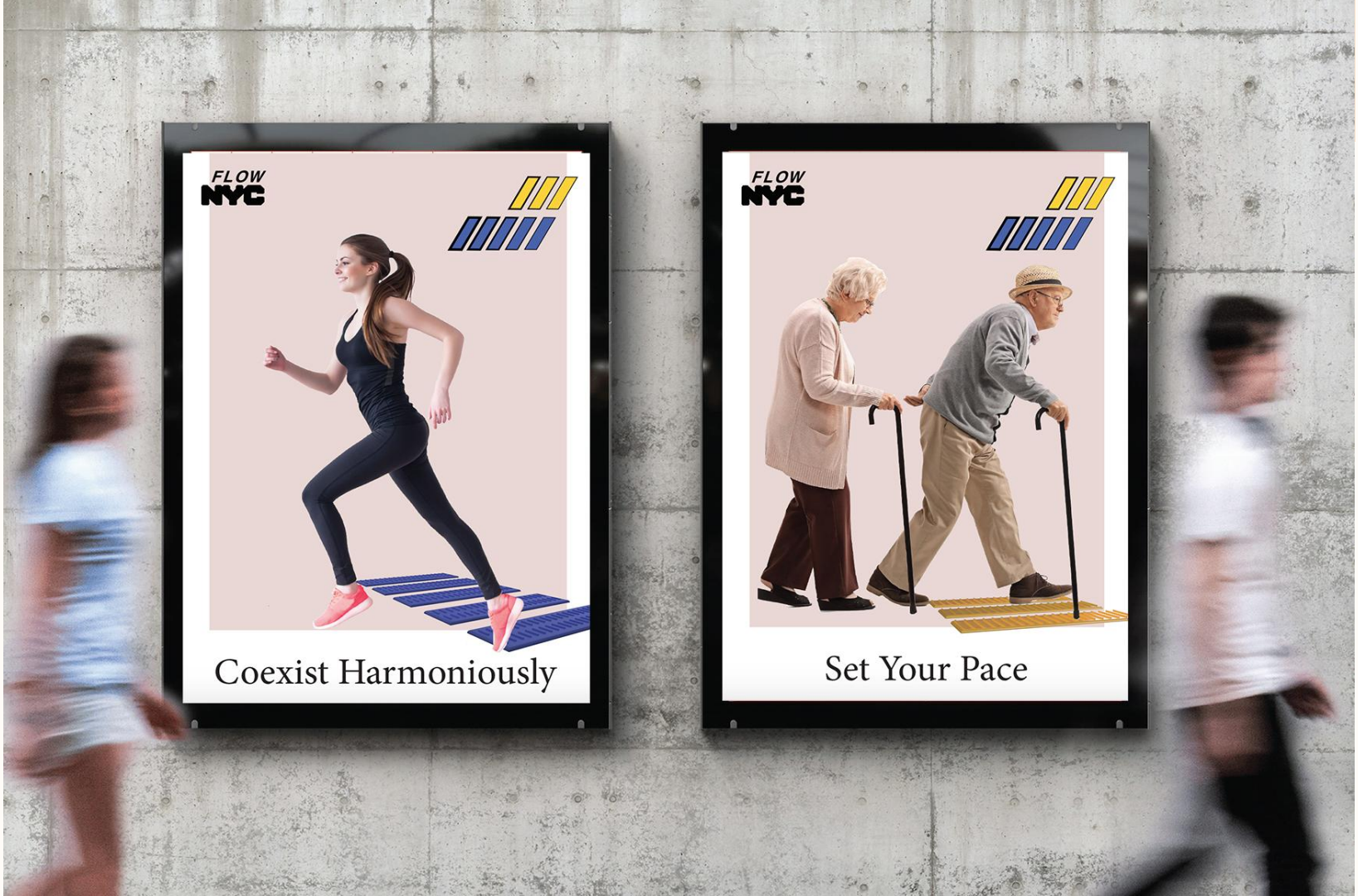
Move at Your Pace

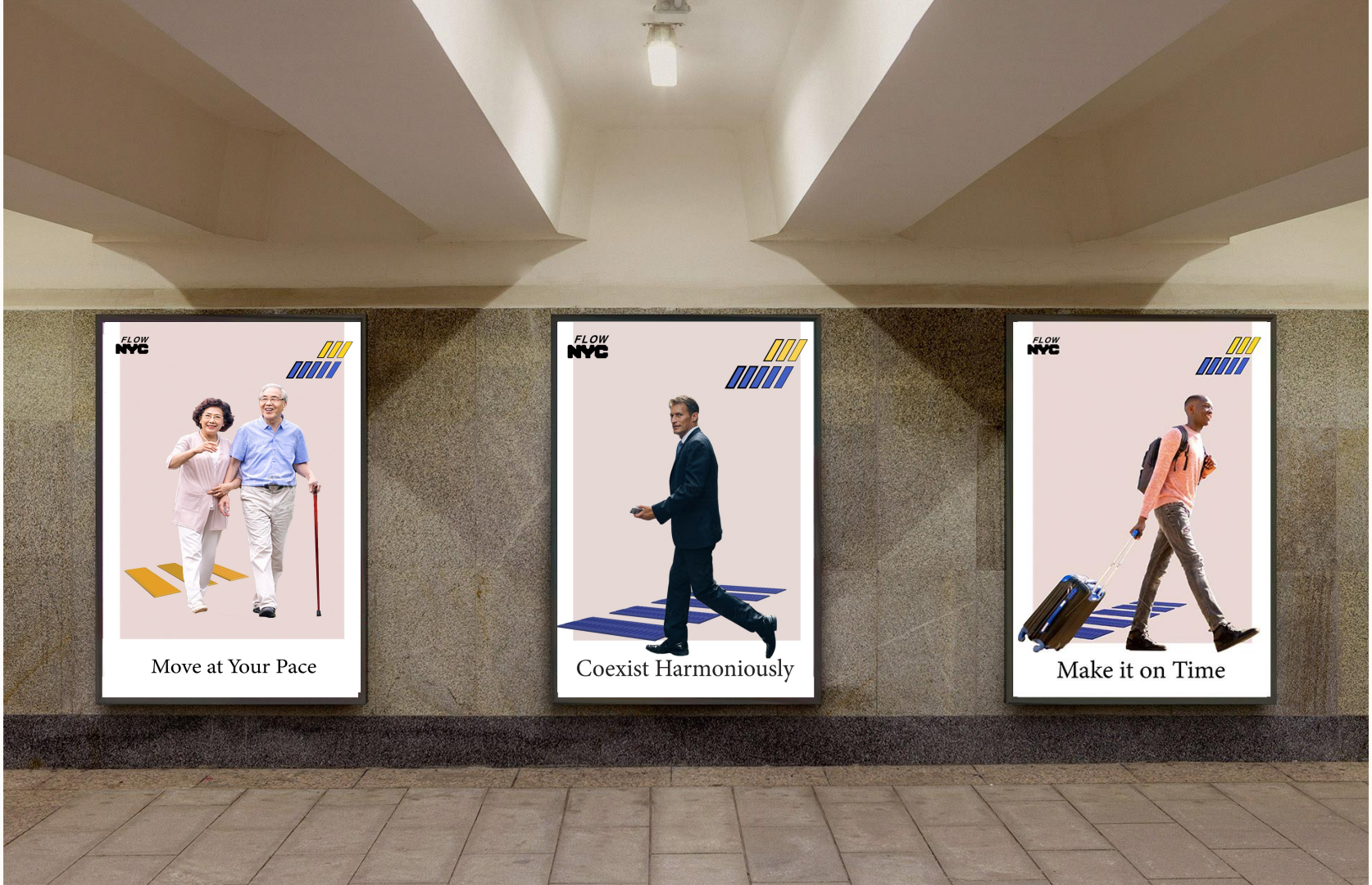


Set Your Pace

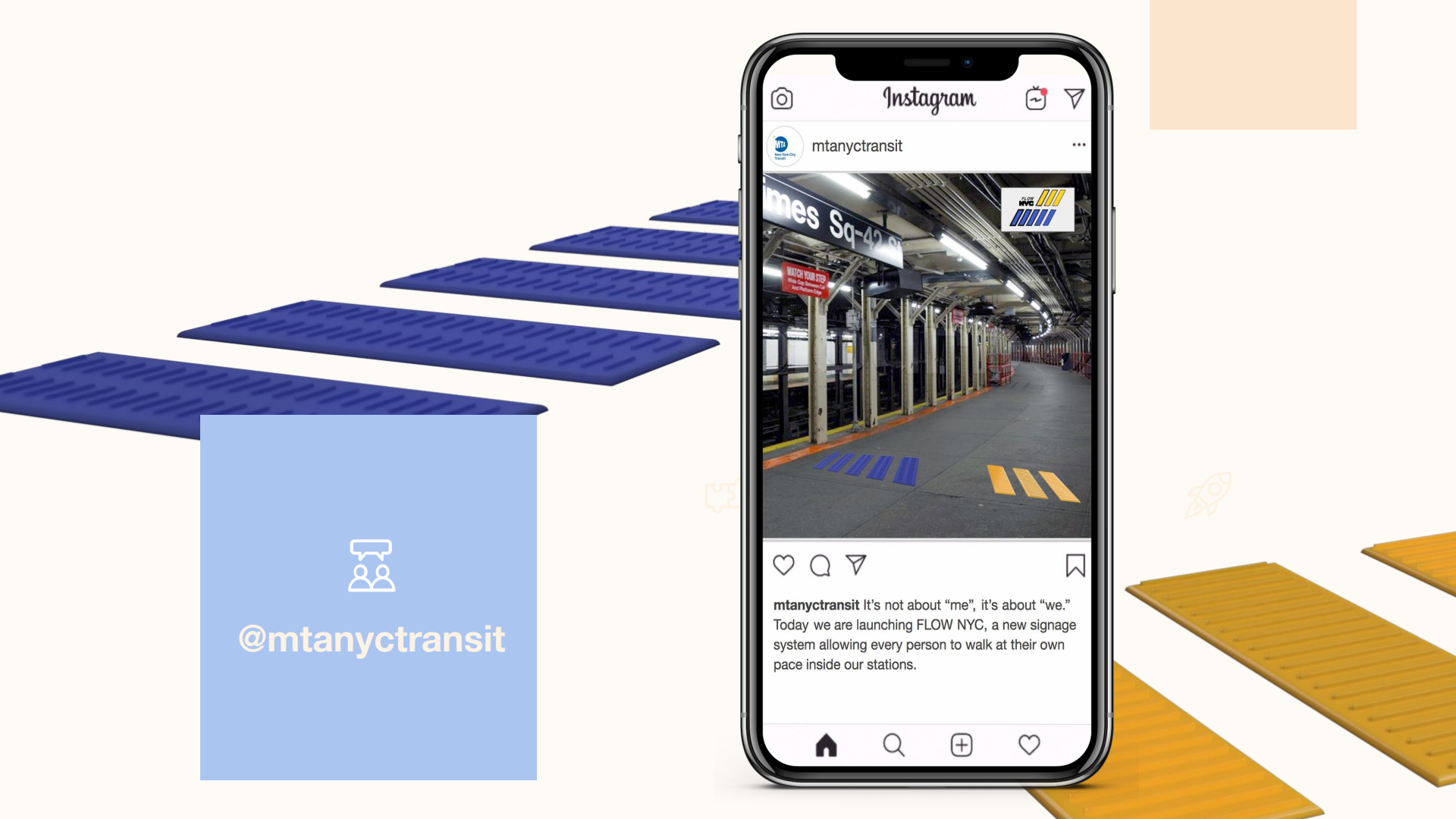


Coexist Harmoniously


FLOW
NYC
Coexist Harmoniously
FLOW
NYC
Set Your Pace


FLOW NYC
Move at Your Pace
FLOW NYC
Coexist Harmoniously
FLOW NYC
Make it on Time

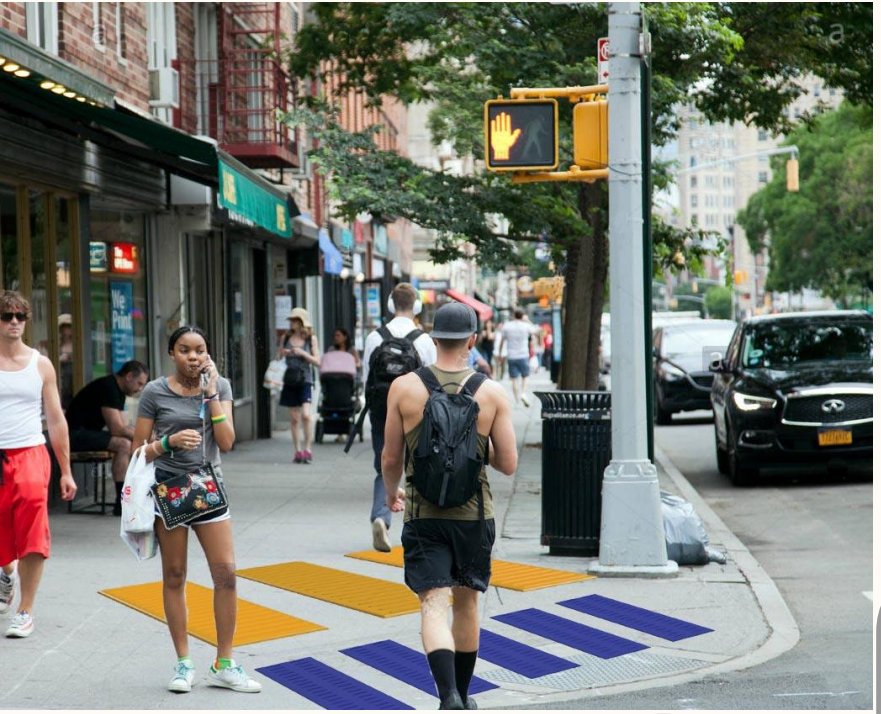
FLOW NYC
Move at Your Pace
FLOW NYC
Make it on Time
FLOW NYC
Wall Street Station
Uptown & The Bronx
4
5
Underpass to Downtown & Brooklyn


@mtanyctransit
Instagram
mtanyctransit
mes Sq-42
WATCH YOUR STEP
mtanyctransit It's not about "me", it's about "we." Today we are launching FLOW NYC, a new signage system allowing every person to walk at their own pace inside our stations.

Running Late

Leisure

Tourists



Future Applications