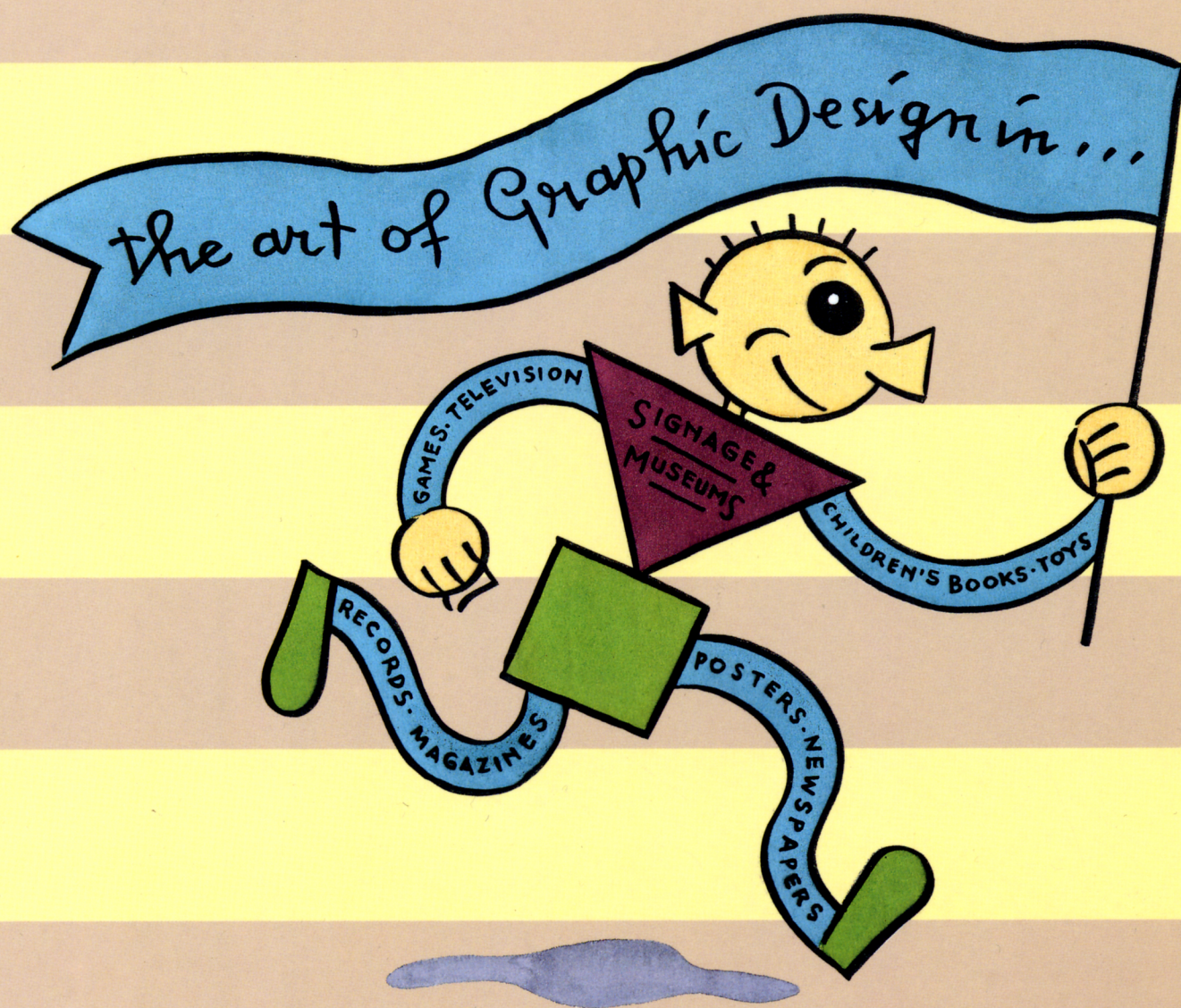


Designing for children



Steven Heller & Steven Guarnaccia

Meet the Keeper

CLIENT: Philadelphia Zoo,
Philadelphia, Pennsylvania

DESIGN FIRM: Cloud and
Gehshan Associates, Inc.

PROJECT PRINCIPAL:

Virginia Gehshan

DESIGNER: Jerome Cloud

ILLUSTRATORS: Jerome
Cloud, Annette Vander

PHOTOGRAPHER:

Tom Crane

DETAILING: Gary Lowe



animal acts **Meet the Keeper**

Every zoo has a way-finding system, but how many are as engaging as the attractions? Cloud and Gehshan's system for the Philadelphia Zoo was designed to support a unique feature called "Meet the Keeper," tours by the experts in different areas and attractions held at various times during the week. The signposts situated throughout the zoo have color-coded guide panels on one side of the pole and silhouettes of the animals on the other, and inform visitors of the various meeting places and tour times. The information panels are handsome and functional, while the silhouettes, including a lion's head, eagle's wing, elephant's trunk, and gorilla's arm, are unmistakable eye-catchers that add humor to the overall environment.

