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Barbican seeks wayfinding designer for its ambitious Renewal Programme

The Barbican Centre has launched a unique opportunity for a wayfinding designer to reimagine navigation across its iconic and famously complex site as part of the Barbican Renewal programme.

This ambitious project aims to deliver a comprehensive, accessible, and intuitive wayfinding strategy that will transform how millions of visitors experience the Grade II-listed cultural landmark.

Over the next five years, phase one of the Barbican Renewal programme will deliver significant improvements across the Barbican Centre, in particular in the free public spaces of the lakeside, foyers and conservatory. The wayfinding project will play a major role in enhancing the Centre's functionality and reinforcing its identity as a global hub for the arts.

Since opening in 1982, the Barbican's multi-layered design has presented ongoing challenges for wayfinding and navigation. Despite multiple interventions over the decades that made very real improvements, visitors still frequently highlight wayfinding as a source of confusion, and it was the most prominent issue raised in an early public consultation for the Renewal programme.

This project aims to solve these challenges holistically, tackling the internal and external navigation of the Centre, while also connecting with other planned wayfinding and public realm projects to improve the visibility and accessibility of routes to the Barbican from surrounding streets and transport hubs.

The selected designer will be tasked with creating a wayfinding system that supports the Barbican's goals of being more connected, and of making the site more accessible and inclusive.

Philippa Simpson, Director of Buildings and Renewal, says; "The Barbican is a world-renowned multi-arts centre, an icon of Brutalist architecture but it's equally famous for being difficult to navigate, particularly for new visitors. This is a unique opportunity to tackle one of London's trickiest design challenges and bring clarity to this cultural landmark. The Renewal programme will not only address functionality of the Barbican's buildings but will clarify and celebrate the Barbican's identity and purpose through exceptional design."

Last week, the City of London Corporation, the Barbican's founder and principal funder, approved £191 million towards the Renewal Programme, which represents around 80% of what's needed for the full five-year phase*.

The Barbican Centre is inviting submissions from wayfinding designers to undertake this prestigious five-year contract. Full details are available on the City of London's [procurement portal](#).

ENDS

Notes to Editors;

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**A major fundraising campaign will be launched by the Barbican in 2025 to enable the complete restoration and refurbishment of key public spaces such as the Conservatory, Foyers and Lakeside Terrace. Funding raised will open up these spaces up to all, deliver major new creative community and learning activities, and make major sustainability improvements to ensure net-zero commitments are met.*

Barbican press room

All Barbican Centre press releases, news announcements and the Communications team's contact details are listed on our website at www.barbican.org.uk/our-story/press-room

About the Barbican

The Barbican is a catalyst for creativity, sparking possibilities for artists, audiences, and communities. We showcase the most exciting art from around the world, pushing traditional artistic boundaries to entertain and inspire millions of people, create connections, provoke debate, and reflect the world we live in.

We are an international arts and events centre rooted firmly in our own neighbourhood, collaborating with local communities and putting the City of London on the map as a destination for everybody. Central to our purpose is supporting emerging talent and shaping opportunities that will accelerate the next generation of creatives.

As a not-for-profit, we rely on the generosity of individuals and organisations, including our principal funder the City of London Corporation. Every ticket purchased, donation made, and pound earned supports our arts and learning programme and enables the widest possible range of people to experience the joy of the arts.

Opened in 1982, the Barbican is a unique and audacious building, recognised globally as an architectural icon. As well as our theatres, galleries, concert halls and cinemas, we have a large conservatory with over 1,500 species of plants and trees, a library, conference facilities, public and community spaces, restaurants, bars, and a picturesque lakeside oasis. We're proud to be the home of the [London Symphony Orchestra](#), and a London base of the [Royal Shakespeare Company](#). We regularly co-commission, produce and showcase the work of our other associates and partners including the [Academy of Ancient Music](#), [BBC Symphony Orchestra](#), [Boy Blue](#), [Cheek by Jowl](#), [Darbar Festival](#), [Doc'n Roll Film Festival](#), [Drum Works](#), [EFG London Jazz Festival](#), [London Palestine Film Festival](#), [Serious](#), and [Trafalgar Theatre Productions](#).

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