



MORAG MYERSCOUGH



Morag Myerscough started Studio Myerscough in London in 1993. Her work in the integration of graphics within architectural settings is her strongest claim to recognition. Myerscough believes that wayfinding is not purely about a series of signs but as much about bringing out the narrative in the built environment and enhancing the physical experience. "It is very important how people feel when they move through a space, if they can move easily, almost unconsciously, and if you can make them smile and feel happy, which is one of the best outcomes" says Myerscough.

**“SPACES TO PLACES” / ÖPPEN FÖRELÄSNING / OPEN LECTURE
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