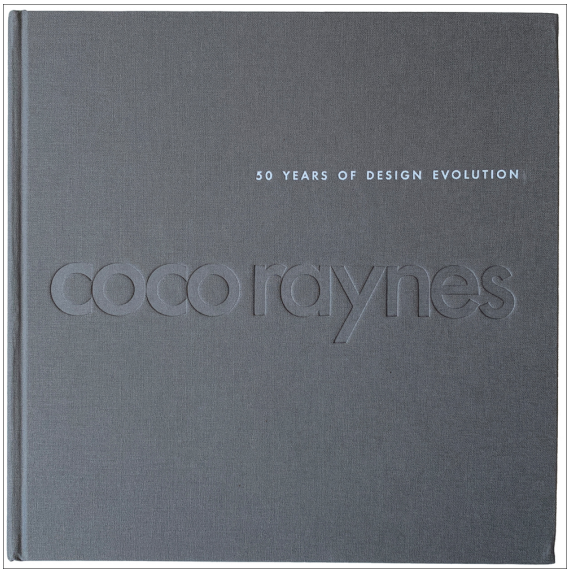
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Coco Raynes

50 Years of Design Evolution

Coco Raynes Associates, Inc.

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- This highly illustrated monograph covers the work of Coco Raynes, a Boston-based graphic design firm, focused on wayfinding/signage, universal design, exhibit/graphic design, visual identity/branding, donor recognition, and jewellery
- Includes more than 650 photographs, plans, and diagrams that showcase in detail more than five decades of work
- The presented designs describe the results of innovation, particularly in terms of problem solving: from facilitating general orientation through wayfinding/signage and accessibility for sight-impaired visitors/travellers in museums or general public spaces, to long-range maintenance
- Each project is presented with its requirements, difficulties, and constraints. The emerging solutions also address the manufacturing techniques

Multi-award-winning designer Coco Raynes's work showcases a sophisticated graphic vocabulary and design language – be it logos, interiors, architecture, signage. Her problem-solving designs are industry game-changers: accessibility for blind travellers; solutions through manufacturing innovation, including long-term maintenance. Five decades on, her inspiring work continues to articulate a purity of invention and vision.

Coco Raynes Associates, Inc. is a multidisciplinary design firm with a broad background in environmental graphics, industrial design, universal or inclusive design, wayfinding, placemaking, branding, visual identity and exhibit design. Our services range from master planning, programming, and conceptual design to detailed design, as well as supervision of manufacturing and installation.

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