
NUS Education Resource Centre



University Town (UTown) is a vibrant enclave of living, working and learning spaces within the National University of Singapore (NUS) campus. And at its heart is the Educational Resource Centre (ERC), a 24-hour hub for self study and group discussions.

discover

The issue – The ERC is a facilities-rich complex with quiet study clusters, seminar rooms, multimedia facilities. We were commissioned by W Architects to create a signage and graphics systems that would flow within a community designed to encourage an open exchange of ideas, where creativity, innovation and enterprise would flourish.

develop

Our solution – Back to school. Chalk on slate has wonderful tactile and visual characteristics. We built on the idea of the ‘chalkboard’ as a metaphor for learning, creative and analytical exploration. We combined the texture of chalk with the fine lines of modern fonts and smart fabrications and created a destination branding programme of external and internal identification, information and wayfinding systems throughout ERC.

deliver

Sustainable impact – Leading the charge toward environmental sustainability, the state-of-the-art ERC was awarded the Building and Construction Authority of Singapore’s Green Mark Platinum.

