



Fairleigh Dickinson University: Campus Wayfinding

Fairleigh Dickinson University approached Viridian to develop a design language and landscape interventions to link and improve the campus presence, aesthetics and circulation between the Teaneck and Hackensack sides of campus.

The campus' original mid-century modern architecture was lost among a competing mélange of landscape materials and car-centric circulation. The design team decided to begin by peeling back the layers causing confusion to reveal the true essence of the campus while improving landscape function through green infrastructure, use of complimentary materials, wayfinding, and simplification of circulation - all designed to enhance and encourage the pedestrian experience.

Strategies include landmark entrances with campus signs to engage the public and a plant palette that

weaves the campus into a beautiful, unforgettable, ecological whole. Carefully selected seating, paving, lighting, vegetation and iconic signs tie the campus together and bring a sense of harmony and home to the campus community.

A clear landmark, the campus now engages and inspires current and prospective students, alumni, fans, faculty and administrators while also welcoming neighbors and other visitors.

Location: Teaneck / Hackensack, NJ
Client: Fairleigh Dickinson University
Size: 12 acres
Cost: \$14 million
Status: Completed