

# 9 THINGS TO KNOW ABOUT... **Aesthetics Principles**



Aesthetics play an important role in how the Gordie Howe International Bridge will look. Over time a well-designed public facility with good aesthetics develops a special “sense of place” that people look forward to coming back to, boosts civic pride and has strong potential to become an admired landmark within the wider urban context.

## 1 APPROACH

WDBA set specific project goals to be achieved through aesthetics - an **impressive** and **inspiring** new gateway symbol with a **distinctive design** that showcases **functionality, design excellence, sustainability** and **barrier-free** accessibility.

## 2 DESIGN

The design provides a primary aesthetic framework of “contemporary minimalism” reflected through simplicity, clean lines, good proportions, openness, transparency, and lightness.

The bridge towers consist of two legs which will rise from the ground and extend upwards, inclining towards each other, until they meet far above the bridge deck. This simple and elegant form will not be compromised by any cross ties resulting in a striking visual appearance.

## 3 INVITING

Good aesthetics and good functionality will be combined to create spaces that are comfortable, intuitive to use and pleasing to the eye.

## 4 INSPIRATION

Inspiration for the design was found in the waters of the Detroit River with the rolling waves conveying the senses of passage and gateway.

## 5 QUALITY

Given that the project is being designed with a 125-year lifespan, it is important that all components have a high standard of visual and material quality that will stand the test of time both functionally and aesthetically.

## 6 SHAPE

The cable-stayed bridge design is a modern and elegant form with a tower shape inspired by the curvature of a hockey stick in a slap shot – a nod to Gordie Howe.

## 7 WAYFINDING

The design will include visually intuitive wayfinding, understanding that visitors to Ports of Entry may be overwhelmed and looking for simple cues as to where to proceed.

## 8 INSPECTION

Both POEs share certain key design elements such as Primary Inspection canopies that include a gently undulating, rising and falling line, taking their inspiration from the gentle rise and fall of the iconic bridge design.

## 9 LANDSCAPE

Landscaping has been designed to reflect both the slower and faster speeds travellers will experience when driving through the project components and focuses on a Carolinian landscape with native species.

