

University of British Columbia Transportation Testbed

Vancouver, BC



An Experiment in Clean Transportation

Located across a single city block at the University of British Columbia's Vancouver campus, a new Transportation Testbed is uncovering critical connections between sustainable energy, transportation and urban design. At the Testbed, researchers collect data as passenger vehicles fill up with clean fuels produced on site with renewable energy.

APA was hired to develop outdoor exhibits to make this research accessible to a wide range of visitors, from passersby to industry partners. Graphic elements use playful colors, bold icons and simple diagrams to identify the Testbed technologies located across the site and link them together as parts of a single system. Panels interpret the real-world impacts the Testbed is having on campus, in Vancouver and around the globe.



ALDRICHPEARS ASSOCIATES