

# Steve MacSorley

Graphic Design  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/smac2012>

## Professional Experience and Curriculum Vitae

Designer and project manager with twenty plus years industry experience. Started back in the day when drawing boards had their own tilt and rulers. Now using a tablet to mark up site surveys on the hoof!

## Previous Clientele

London 2012 Summer Games Olympic Organising Committee (LOGOC).

Vancouver 2010 Winter Games Olympic Organising Committee (VANOC).

Doha Asian Games Organising Committee (DACOG)

Act Reprographics Cardiff.

Capital Radio.

Morgan Signs Cardiff.

## Awards and Accolades

Steven James MacSorley  
20 Pentwyn Terrace,  
Marshfield  
Near Cardiff  
CF3 2TW

Home Tel: 01633 681634

Mobile: 07972 023592

[sjmacsorley@btinternet.com](mailto:sjmacsorley@btinternet.com)

## Profile:

An experienced and enthusiastic professional designer with over 20 year's industry experience in the Signage, Design and Sports Industries.

## Major Achievements:

Manager Venue Wayfinding London 2012 Summer Olympics. Team member with the Look and Way-finding department. Responsible for the scoping of way-finding and functional signs to Olympic standard competition venues and non competition venues.

Manager Venue Way-finding Vancouver 2010 Winter Olympics. Team member with the Look and Way-finding department responsible for the scoping of way-finding and functional signs to Olympic standard competition venues and non competition venues.

Regional Co-ordinator for the Doha Asian Games. As part of a team of nine co-ordinators responsible for over thirty sports venues. Responsible for the development then implementation of functional and way finding systems across all venues.

## Employment History:

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

March 14th 2011 to September 15th 2012. helpdesk 656.227.2902, fax 656.227.0213

Wayfinding and Signage Project Manager, London 2012 Olympic and Paralympic Games

Responsible for the creation of bespoke Wayfinding and Signage packages across 6

# Steve MacSorley

Graphic Design  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/smac2012>



## Wayfinding

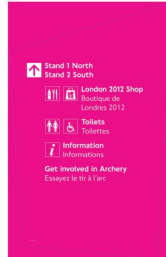
**Location ID** 0001  
**Qty** 1  
**Floor** 00  
**Product** Shard  
**Fixing** Freestanding Outdoor  
**Size** Medium  
**Transition** Olympic  
**Sport** Archery  
**Template**  
**FA Check**  
**Venue Check**  
**Design Face 1 NW North West**  
↑ Stand 1 North and Stand 2 South (+F)  
↑ <Food & Drink> London 2012 Shop<+F>  
↑ <male female accessible> Toilets (+F)  
↑ <info> Information (+F)  
↑ <Get Involved in Archery> (+F)

**Design Face 2 SE South East**  
↑ Exit (+F)  
↑ <Food and Drink> Food and drink (+F)  
↑ <male female accessible> Toilets (+F)

Notes

## Lord's Cricket Ground

**Sign Reference**  
LCG-SHD-ME-Q-AR-00-0001



Version 2 19.6.12

Page 1 of 60

# Steve MacSorley

Graphic Design  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/smac2012>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Steve MacSorley

Graphic Design  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/smac2012>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Steve MacSorley

Graphic Design  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/smac2012>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Steve MacSorley


Graphic Design  
United Kingdom

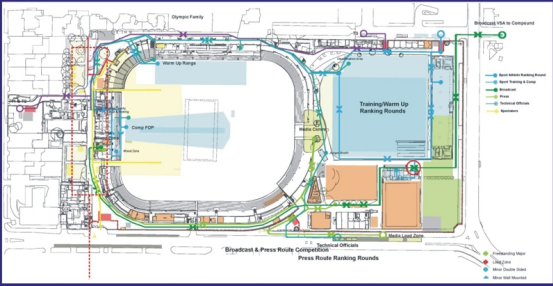
View the full portfolio at <http://www.thecreativefinder.com/smac2012>

Process Example: Lords Cricket Ground London 2012 Olympic Archery Venue.

First draft of clear routes marked from the 2012 Olympic Operational Planning documents highlighting any potential conflicts or overlaps in the venue, such as Access/Check and Access Front of House/Back of House.

How many other wayfinding signs could be installed at each venue site and possible positions for wayfinding elements and their content.


**First draft.** 




Clear routes are highlighted from the Front of House (FOH) of House (H) with a mix of Sport, Media, Spectators and Olympic Family pathways.

Resolution was with way-finding system designed at each site to fit at specific points in the venue, such as the 2012 Media and Olympic Family Access. Olympic Spectators and Sports located in a similar way. Olympic Family were designed to be more visible to the main lounge and access to the signage to be used in the future. This was a critical outcome from the Venue Operation Planning sessions at the beginning of the way-finding process.


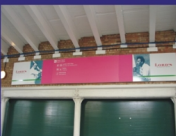
Lords Cricket Ground Olympic Archery Venue.





Final wayfinding products showing both kit of parts and the use of bespoke signs utilising existing structures on the venue. Signs were designed to fit into the London 2012 look but be a contrast to the look colour palette.

At Lord's Cricket Ground a total of 77 wayfinding signs both freestanding and wall mounted plus 20000 fa signs, doors, stickers, warning signs were delivered and installed in a 3 day installation period.



# Steve MacSorley


Graphic Design  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/smac2012>


Eton Dorney London 2012 Olympic Rowing and Canoe Venue.  
Box Hill Olympic Road Cycling time trail.



Eton Dorney's 2.5 kilometre length made the use of large freestanding products essential. These were placed at key wayfinding points and within line of sight of the next freestanding sign.



Box Hill's landscape of hills and woodland provided a unique challenge at the London 2012 Olympics. The answer was a map based wayfinding solution that layed into the spectator guide issued with each ticket.



Freestanding monoliths how at spectator ingress gateway and in contact with spectator stands.

Above, Wayfinding integration with Look dressing of spectator vomitories.

Map element used on both standard freestanding product and bespoke hybrid freestanding product developed as a result of Box Hill's environment.