

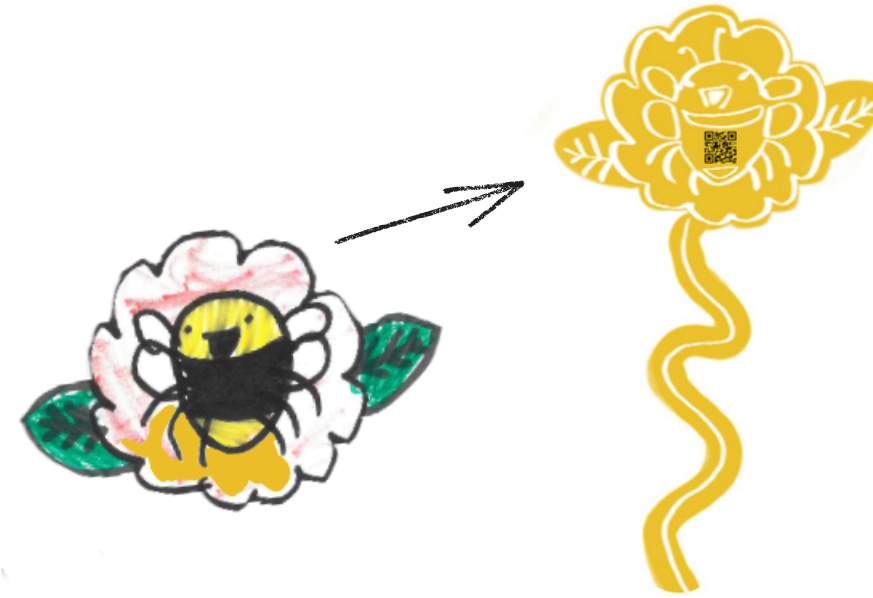


BEE TRAIL

First design draft for seven trail stops with laser-cut signs inspired by pupils' artwork.

Valentine Gigandet – March 2025

SIGNAGE DESIGN & INSTALLATION



The selected artwork for each stop can be adapted into a file for **laser cutting in metal**.

The metal signs could be sprayed a **bold yellow** (aligned with PharmaBee's color) if approved by the council.



Depending on council approval, the signs could be installed in soil or fixed onto concrete.

The laser-cut metal would also **cast** intricate **shadows**. We could also add some text along the stand.



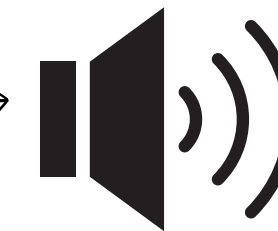
INTERACTIVE FEATURES



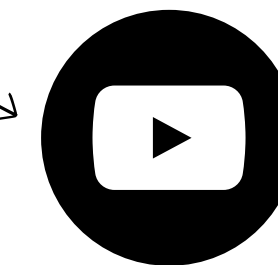
Each sign would include a **QR code** that allows the public to access:

Facts

Bee-related facts



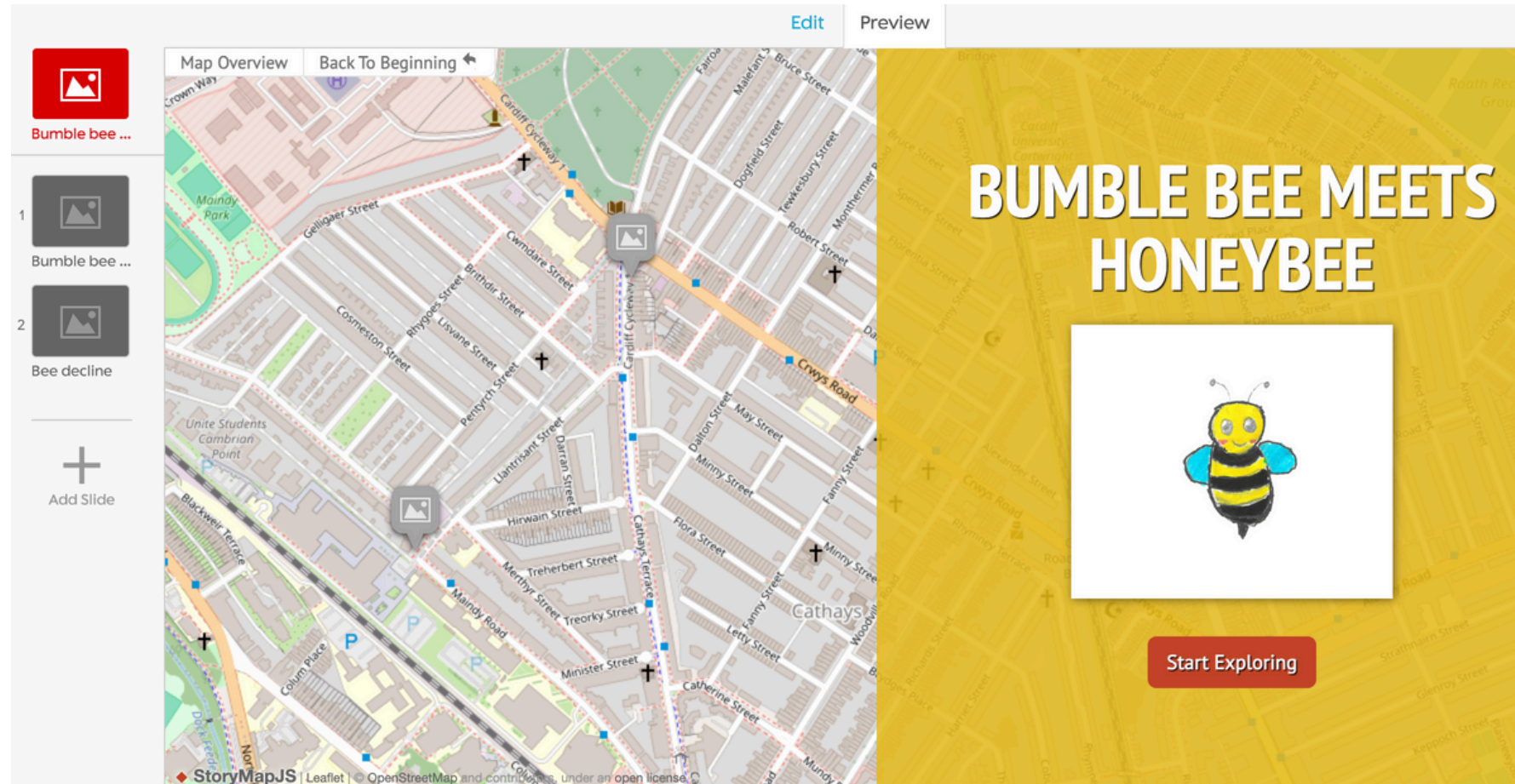
Voice recordings narrating the story of the different bee characters.



A possible **GIF or short animation of the artwork** – if viewed, users could collect “**pollen points**” or “**nectar drops**.”

DIGITAL TOOLS & GPS INTEGRATION

I am currently researching various tools, testing their features, pricing, and user capabilities. Some promising options include:

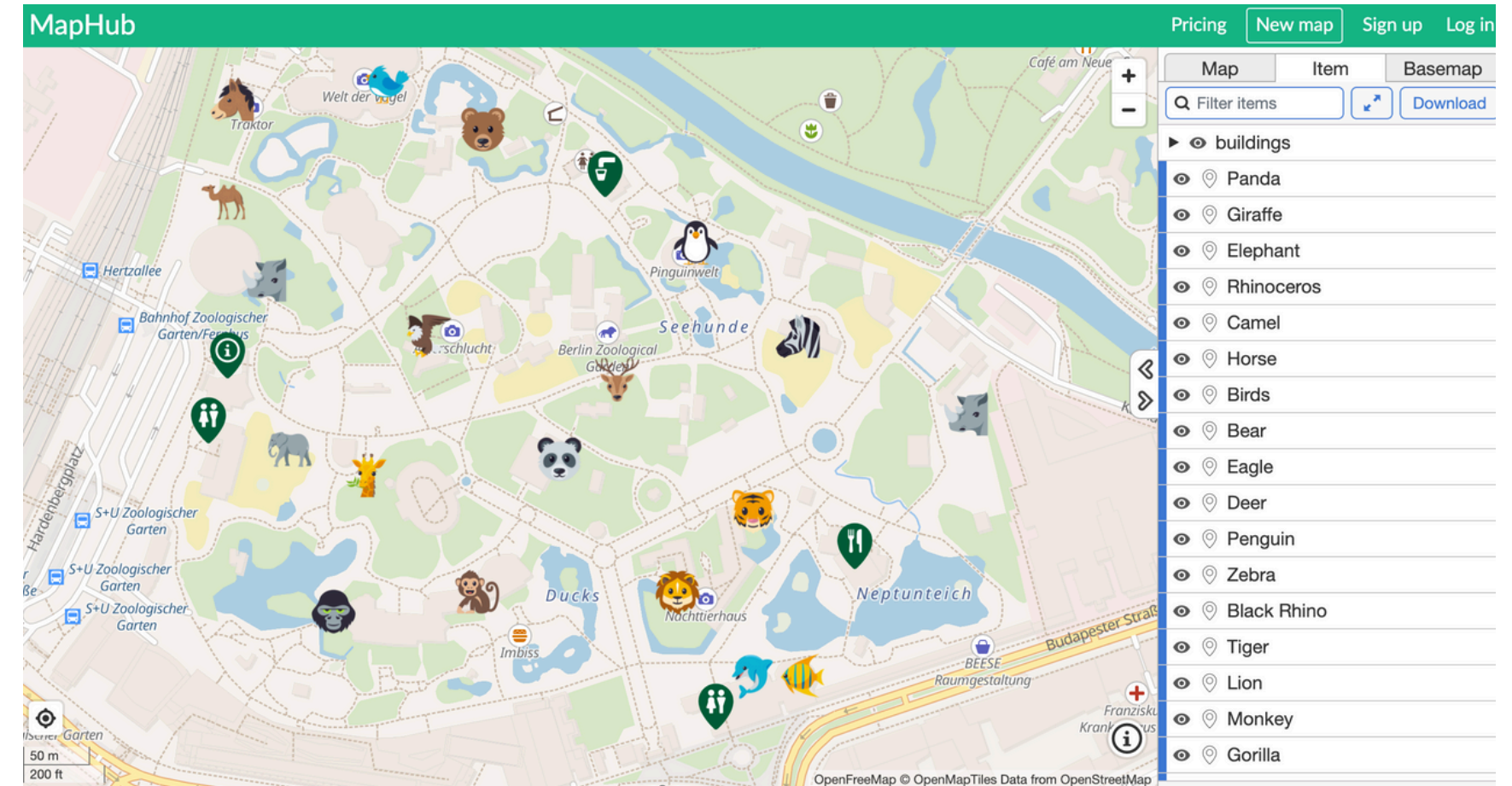


StoryMapJS – A free, open-source tool for interactive, narrative maps with multimedia content. Limitations: No GPS-based triggers and limited map precision.

GPS-Based Triggers tools so that they unlock content automatically when users enter specific areas, removing the need to scan QR codes.

- Google Maps Custom Maps (for marked locations)
- Actionbound (location-based quests)
- GeoGuessr/Seek by iNaturalist (for plant & nature-based identification)

The public would be encouraged to visit all stops to **unlock all “pollen points” or “nectar drops”**. An option could be that they unlock them when they watch the animated artwork.



Mapbox – Free plan includes 50,000 monthly active users, map views, and tile requests.

ENGAGEMENT & VISUALS

I haven't created visuals for every stop yet, as I think we should first discuss the laser-cut sign concept. However, here is a selection of **potential visuals** from the artwork that could complement the **bee facts** you shared. These drawings would also work really well **animated** into GIFs or short videos.



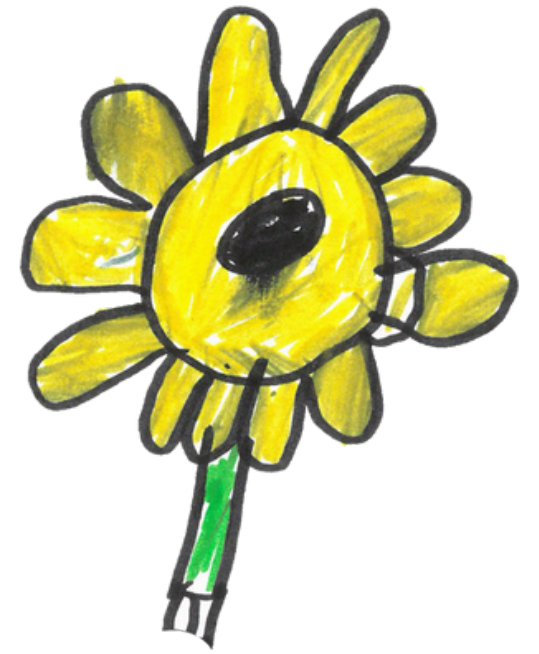
BUMBLE BEES & HONEYBEES



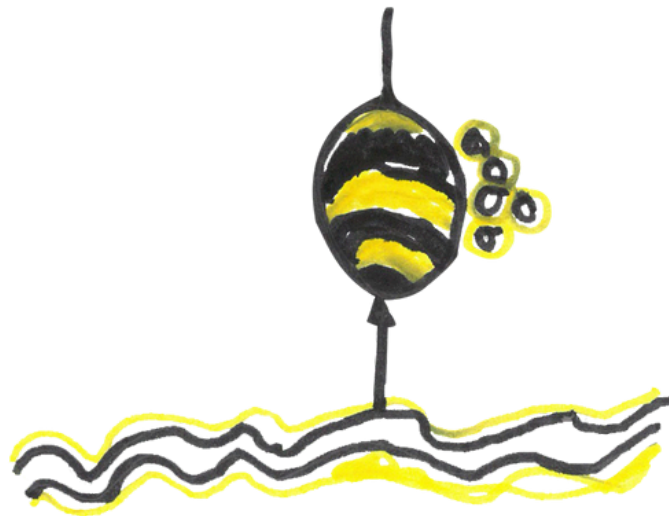
CHALLENGES IN URBAN AREAS



HONEY PRODUCTION



MORE FLOWERS TO
FIGHT BEE DECLINE



BEE COLONIES



FORAGERS SLEEPING
IN FLOWERS



90% PLANT SPECIES RELY
ON INSECT POLLINATION