We are a global company with well established roots in each of the communities we serve.

Our team is committed to guiding your project through all phases of planning and implementation. Passion and enthusiasm contribute to our success, but specific experience is what truly enables us to deliver effectively and efficiently.

At Gresham Smith, our designers are passionate about wayfinding as a key component of experiential design. We research and collaborate with owners, planners, architects, engineers, interior designers, digital consultants and ergonomic and human factors experts to make your wayfinding experience as seamless, straightforward and stress-free as possible. We explore visual, verbal and virtual solutions for communicating information to help customers, passengers, patients and visitors navigate public places and spaces with ease.
We are a full-service architecture, engineering and design firm specializing in solutions for life’s most essential infrastructure and institutions. Bringing both horizontal and vertical thinking to the table, our well-rounded teams are able to provide you with creative solutions that consider the entire landscape of your project, from your operational goals and aspirations to the end-user’s experience. Since our founding in 1967, we’ve been building on our capabilities and now offer deep understanding, expertise and insight in a range of industries and services.

Services we offer:
- Architecture
- Engineering
- Environmental and Sustainability Services
- Experiential Design and Wayfinding
- Interior Design
- Landscape Architecture
- Planning
- Program Management / Construction Management / EPCM / Alternative Project Delivery
- Site Development

We help people find their way.
Wayfinding is more than getting people from point a to point b. It’s about the journey. The experience that provides a great feeling of traveling and arriving safely. Above all, it’s about communication, and that’s where we come in.
Lost?

No one likes to feel lost. Good wayfinding can make you feel at home. We can help!

The Experts

We care about design and communication. We understand the rules and logic that guide a good wayfinding program. We also understand that wayfinding is for people—and people are complicated. Good communication is the key.
A new way.

Wayfinding isn’t just maps and arrows, or even how we get from one place to another. It’s who we are, why we’re going, and when and how we’re going. It’s the entire experience of the journey we have along the way, and everyone experiences the journey differently.
We help you identify your audience, craft the right messages, and then find the touchpoints where the two connect.

Every journey is as unique as the person making it. Understanding your audience as a group of individuals is the key to more effective communication and a better all-around wayfinding experience.
How do we communicate with people?

Visually, Verbally and Virtually.

People communicate in different ways. We often think about wayfinding in terms of visual elements like signs, arrows and maps. While those are important, there are other elements that contribute to a great wayfinding experience. We help our clients understand their audience and communicate with them effectively.

We combine traditional visual wayfinding with dynamic virtual components like interactive signage, self-service kiosks, and mobile apps to offer users more communication options.

Some people still prefer a verbal, one-on-one conversation. The human touch can be crucial for a good wayfinding experience. We help our clients identify when and where customers want that help, whether at an information booth, from a roving staff member, or just a number to call. We help provide the personalized resources to answer customers’ questions and give them the best possible wayfinding experience.
So many questions.

We will help you anticipate what your customers need to know, and when and where they need to know it. Then, we’ll help you provide that information, in the right place and at the right time.

Who can I trust?

Who will tell me what I need to know? Do they know what they are talking about?

Should I believe a sign?

Should I download the app?

Is my flight on time?

Where’s my gate?

I’ve got enough time to eat/shop before I board the plane. What are my choices?

Where can I eat after 9:00 PM?

My restaurant is on the second floor, and I need an elevator. Where is it?

What else can I do while I wait to board the plane?

How do I get back to my gate?

What else can I do to kill some time?

Where are the restrooms?

How long until I board?

Can I upgrade my seat?

Did I make the standby list?

What’s the weather like at my destination?

What’s the latest world news?

How long is my flight delayed?

Where can I charge my device?

Is my flight on time?

Where’s my gate?

I’ve got enough time to eat/shop before I board the plane. What are my choices? Where’s the restroom?
It’s about time.

Time is our most valuable currency. It can be spent in a relaxed, pleasant and productive manner—or the complete opposite. Great wayfinding is intuitive and should be so seamless it isn’t noticed. We know exactly how to provide a smooth wayfinding experience that keeps your customers informed and feeling empowered.
Wayfinding is providing your customers with the information they need in order to make the best choice. This information can include modes of travel, the various routes available, length of time needed, or even what they might see along the way.

People will have different reasons for choosing how to travel. A great wayfinding program enables them to make choices that suit their individual needs.
A significant percentage of the public is dealing with some kind of disability—sight, hearing or mobility. We use universal design principles to provide wayfinding solutions that meet everyone’s needs.
We have standards.

A wayfinding program—like any finely tuned machine—needs an owner’s manual, regular maintenance, and the occasional major overhaul to stay in good working condition. Well-documented, user-friendly standards are key to perpetuating the long term success, integrity and adaptability of any wayfinding program over time.
Clients We’ve Worked With

A few of the many clients we have served in our 40 years of providing successful wayfinding design for multiple markets.

- Alabama Nature Center
  - Millbrooke, AL
- Airport Cooperative Research Program
  - Washington, DC
- Alegent Health / CHI Health
  - Omaha, NE
- AnMed Health
  - Anderson, SC
- Baptist Health
  - Jackson, FL
- BayCare Health System
  - Clearwater, FL
- Blue Bell
  - Brenham, TX
- Community Health Systems
  - Franklin, TN
- Changi Airport
  - Singapore
- City of Knoxville
  - Knoxville, TN
- Community Health Systems
  - Franklin, TN
- Dallas/Fort Worth Intl. Airport
  - DFW Airport, TX
- Denver Intl. Airport
  - Denver, CO
- Dollar General
  - Goodlettsville, TN
- Erlanger Medical Center
  - Chattanooga, TN
- Fanatics
  - Nashville, FL
- Fort Lauderdale-Hollywood Intl. Airport
  - Fort Lauderdale, FL
- Gerald R. Ford Intl. Airport
  - Grand Rapids, MI
- Grady Health System
  - Atlanta, GA
- HCA Healthcare
  - Nashville, TN
- Hartfield-Jackson Atlanta Intl. Airport
  - Atlanta, GA
- Hines
  - Atlanta, GA; Nashville, TN; Chattanooga, TN; Oklahoma City, OK
- Kaiser Foundation Health Plan
  - Jax Cronin, GA
- LifeWay
  - Nashville, TN
- Grand Central Partnership
  - New York, NY
- Nashville Metropolitan Transit Authority
  - Nashville, TN
- Nashville Zoo
  - Nashville, TN
- Nemours
  - Jacksonville, FL
- Nissan North America
  - Franklin, TN
- Norfolk Intl. Airport
  - Norfolk, VA
- Philadelphia Intl. Airport
  - Philadelphia, PA
- Rutherford County
  - Murfreesboro, TN
- San Francisco Intl. Airport
  - San Francisco, CA
- Sarasota Memorial Hospital
  - Sarasota, FL
- State of Tennessee
  - Nashville, TN; Knoxville, TN; Memphis, TN
- Tennessee Aquarium
  - Chattanooga, TN
- University of Florida Health
  - Jacksonville, FL
- University of Tennessee
  - Knoxville, TN
- Vanderbilt University
  - Nashville, TN
MARKETS

Aviation

Airports are as unique as the regions they represent, and we pride ourselves on delivering individuality balanced with the ever-changing demands of the aviation industry.

Building Engineering

As design professionals we have considerable experience for developing building systems that are cost effective and reliable.

Corporate + Urban Design

From fundamental interior renovations to complex headquarter campuses, our award-winning project teams focus on the design goals that support a client’s success.

Industrial

Our professionals bring extensive experience in new plant design, expansions and system modifications, and offer essential design services across many industry segments.

Healthcare

Founded on healthcare facility and hospital design in 1967, we are now one of the nation’s leading healthcare professional design firms.

Land Planning

Whether as a direct partner or a complement to our other markets, our land planning professionals provide necessary expertise throughout the life of a project.

Transportation

The capacity to handle everything from planning to technical design for transportation projects sets us apart from many other firms, and we’ve been doing so for almost four decades.

Water + Environment

Our environmental services teams offer diverse expertise for airports, municipal and state governments, ports, and industrial facilities.

FIRM SERVICES

Architecture
Commissioning
Engineering
Environmental & Sustainability
Experiential Design & Wayfinding
Interior Design
Landscaping
Planning
Program Management / Construction Management / EPCM / Alternative Project Delivery
Site Development