

Directional Sense: How to Find Your Way Around
by Janet R. Carpman and Myron A. Grant
Foreword by Richard Saul Wurman, Founder TED Conferences
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About the Author: Jan Carpman



Jan holds a PhD in Architecture and Sociology (University of Michigan), a Master of City Planning (Harvard University), and a BA in Sociology (University of Rochester) and is a skilled speaker, writer, and coach. She and Myron are award-winning authors of *Design that Cares: Planning Health Facilities for Patients and Visitors*. Their work has been cited in articles written by the Associated Press, *US News and World Report*, *Architectural Record*, *Progressive Architecture*, *Interiors*, *Hospitals*, *Health Facilities Management*, and *Reader's Digest*.

While Jan has developed great directional sense, she – like everyone else – becomes lost now and then.

Long Bio

Jan Carpman has been thinking about wayfinding ever since she became lost on a Jersey Shore boardwalk as a wandering 3-year-old. Many years later, while directing a unique applied research project at the University of Michigan Medical Center, she found that disorientation accounted for a significant amount of stress experienced by hospital patients and visitors.

Jan and her partner, Myron Grant, founded the consulting firm, Carpman Grant Associates, to focus solely on improving wayfinding ease for everyone – visitors and staff alike – in complex, confusing facilities. Over the past 25+ years, CGA has completed hundreds of projects ranging from the design of interior and exterior signs, handheld maps and You-Are-Here maps, to wayfinding planning for whole new complexes. The firm has worked with clients in more than 70 institutions and organizations responsible for medical, educational, cultural, and office facilities. CGA is known for customer involvement in research and design and is proud to have involved some 8,000 people to date.

While Jan and Myron usually work with design professionals, facility managers, and administrators to make disorienting places easier to navigate, they also put wayfinding information directly in the hands of users. Their new book, *Directional Sense: How to Find Your Way Around*, was inspired by their many directionally challenged friends.

Short Bio

Jan Carpman is a wayfinding expert with 30+ years' experience on hundreds of projects in large, complex, public facilities. Believing that designed environments and their wayfinding systems should respond to the needs of the people who use them, she is proud to have involved thousands of users in her work. A skilled speaker, writer, and coach, Jan is the author (with Myron Grant) of *Directional Sense: How to Find Your Way Around* and *Design that Cares: Planning Health Facilities for Patients and Visitors*. She is a Partner in Carpman Grant Associates, Wayfinding Consultants, Ann Arbor, MI and holds a PhD in Architecture and Sociology (University of Michigan), a Master of City Planning (Harvard University), and a BA in Sociology (University of Rochester).