



- 01 General Portfolio
- 02 Fashion
- 03 Boutique Retail
- 04 Beauty & Wellness
- 05 Property Development

06 Wayfinding & Spatial Design

Design Portfolio **2025**

AYTETRA

Welcome to AYTETRA.

We align strategic clarity with timeless design to craft brands that endure, connect, and inspire.

We're a globally focused interdisciplinary design studio helping purpose-driven businesses to transform through aligned storytelling, timeless design, and immersive brand experiences.

We create brands, visual communication and graphic design, as well as products and experiences that nurture meaningful connections with their audiences.

We merge insight with imagination to craft brands that endure, connect and inspire in key cultural sectors such as:

Fashion
Culture & Arts
Boutique Retail
Beauty & Wellness
Property Development
Spatial Design

Wayfinding & Spatial Design Portfolio Nº.06

We hope you enjoy a sample of our projects in the Wayfinding & Spatial Design industry sectors.

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Our experience encompasses projects ranging from public civic centres and government departments to residential apartments and global luxury hotels.

Wayfinding is the art of developing signage and information systems to effectively guide people through a space, as well as creating a unique sense of 'place' and identity for that environment through the implementation of effective spatial design.

Our Six Portfolios

- 01 General Portfolio
- 02 Fashion
- 03 Boutique Retail
- 04 Beauty & Wellness
- 05 Property Development
- 06 Wayfinding & Spatial Design

Have another project in mind?
Contact us to receive any other sector-specific portfolios.



How we can help.

Strategic clarity + 2D & 3D interdisciplinary skills = a deeper brand experience.

Audit & Wayfinding Strategy

We conduct site audits and research into user flows to design a visitor journey that is clear, intuitive and visually engaging.

- Site Research
- Site Analysis
- Wayfinding Strategy
- Location Naming

Project Management

Collaborate with architects and developers to ensure alignment from early planning.

- Regulatory Compliance
- Municipal guidelines
- Accessibility Standards
- Safety Standards
- Municipal guidelines
- Implementation
- Production

Place Identity

We develop a location identity to create a unique sense of place and strengthen the identity and experience of an environment through spatial storytelling.

- Brandmark
- Location Identity
- Brand Assets
- Brand Language
- Signage Guidelines
- Signage Rollout

Spatial Design

Deliver bespoke wayfinding systems that blend aesthetics, clarity and utility. Create site-specific solutions that reflect local context, culture, and brand narrative.

- Signage & Wayfinding
- Placemaking
- Retail Branded Experiences
- Installation Design
- Event Design

Concept & Design

We create a cohesive visual language that bridges the gap between brand, architecture and experience. We can integrate digital media to enhance the experience.

- Signage Design
- 3D Modelling
- Video & Motion Graphics
- Digital Media Design
- 3D Modelling
- Super Graphics
- Custom Typography
- Image Making
- Illustration

Get in touch.

We'd love to hear from you and discuss how we can help.

Contact

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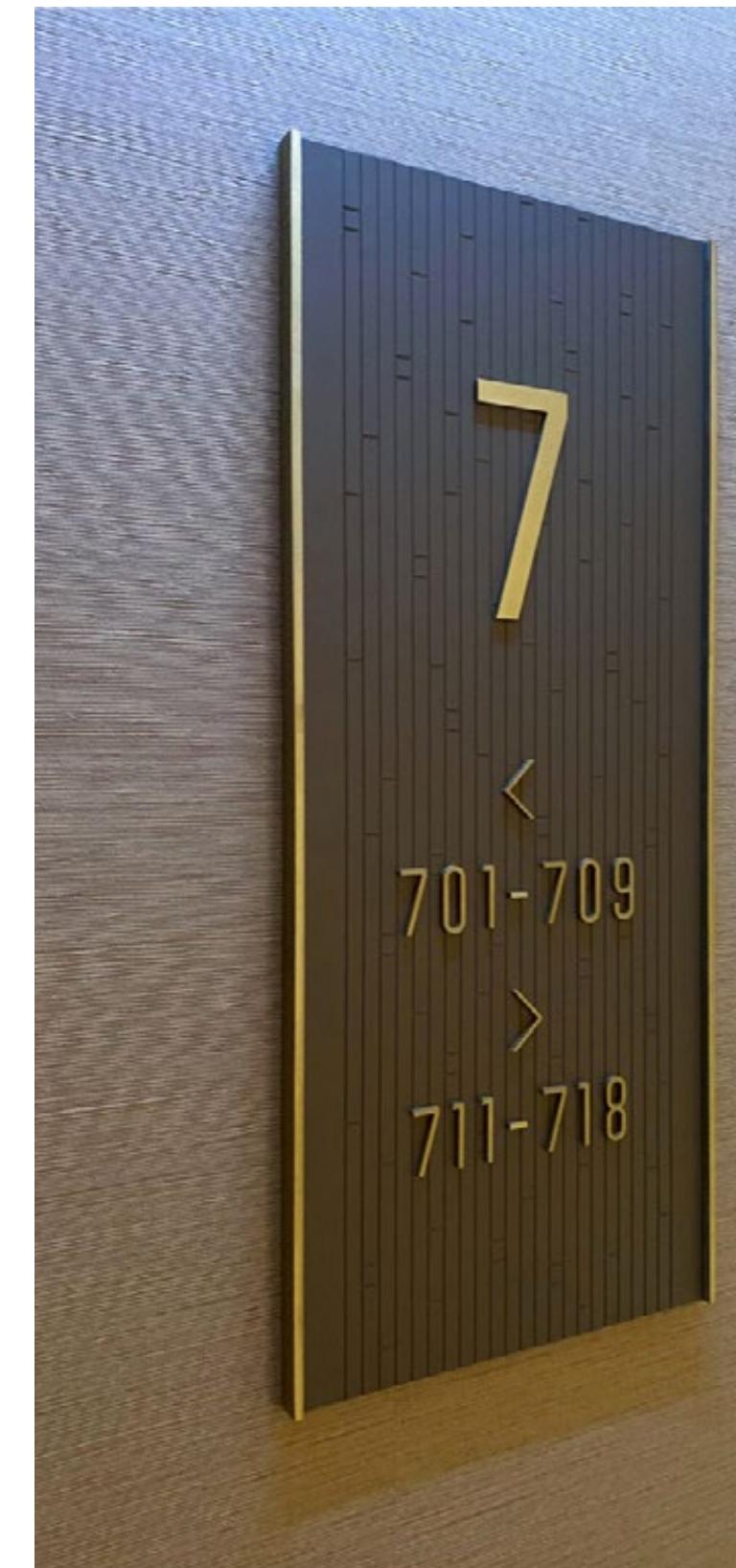
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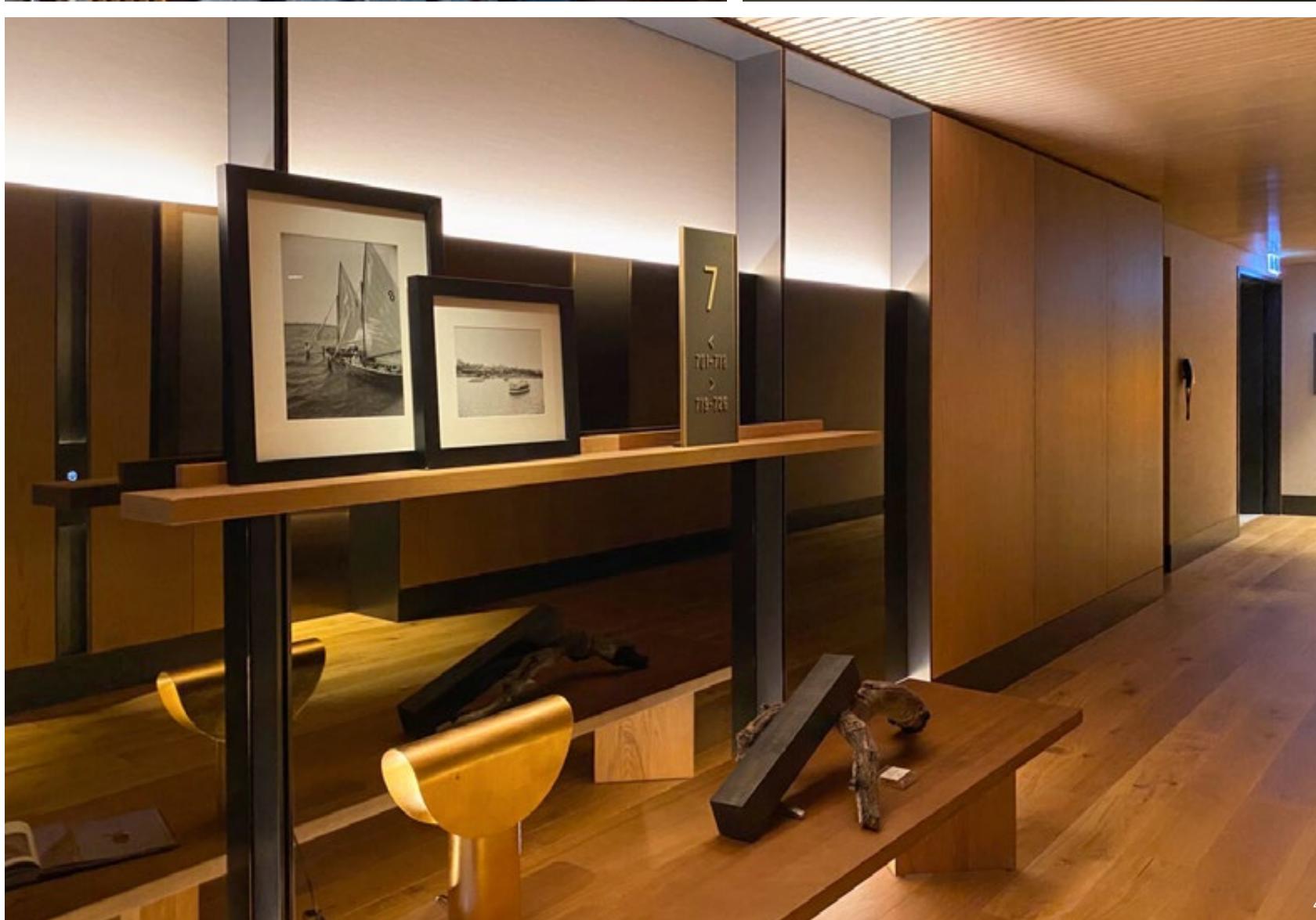
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Refined Brands.
Timeless Design.
Memorable Experiences.
CRAFTING TIMELESS FUTURES





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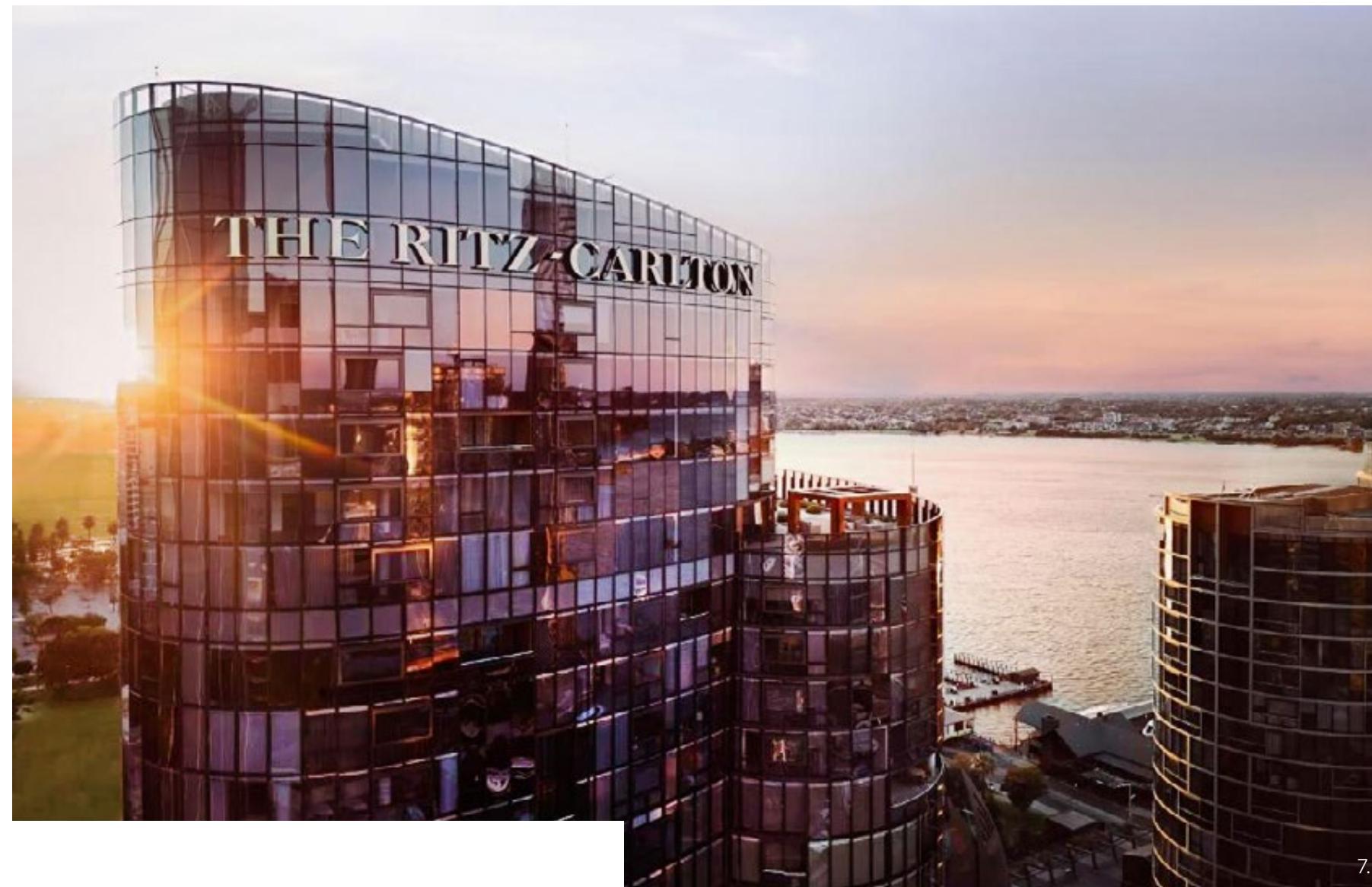


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The Ritz-Carlton
Perth, Western Australia

The Ritz Carlton Perth is a premium luxury hotel overlooking Elizabeth Quay. Working with renown architects Cotttee Parker, ARTETRA was asked to prepare a strategic master plan for the integration of signage over the entire site and developed an external signage package for the hotel and retail outlets within the quayside precinct.

1. The Ritz-Carlton towers
Elizabeth Quay
Perth, Western Australia.
2. Reception sign.
3. Level directory sign.
4. Level directory sign.
5. Main lobby directory.
6. Level directory sign detail.



The Ritz-Carlton
Perth, Western Australia

The internal wayfinding signage for the hotel was designed to harmonise with the interior themes resulting in a combination of engraved textural dark bronze plaques accentuated with brass elements and lettering. The scope of work also included speciality signage for the 'Hearth' restaurant, 'Songbird' bar and 'The Towers' apartments.



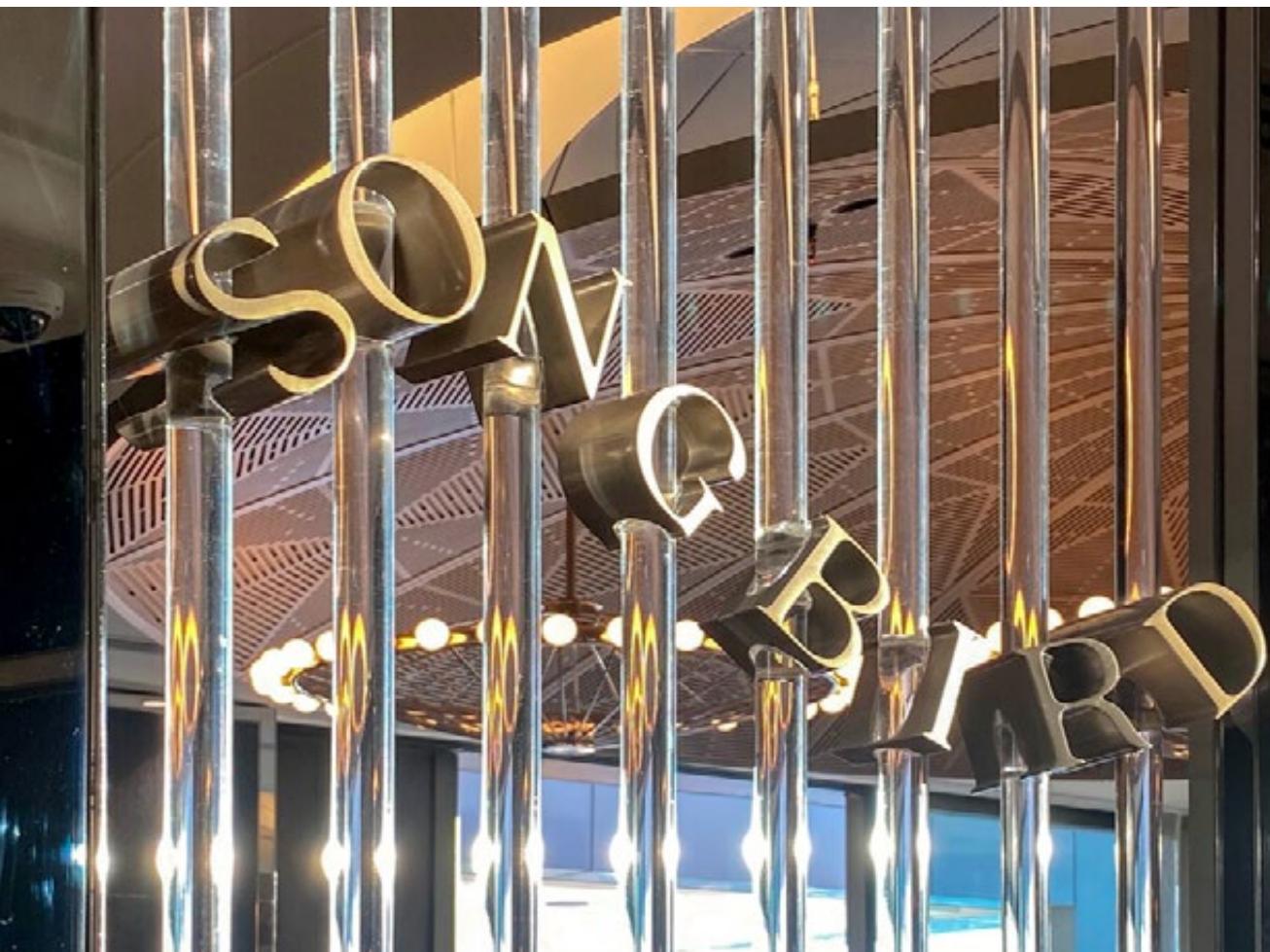
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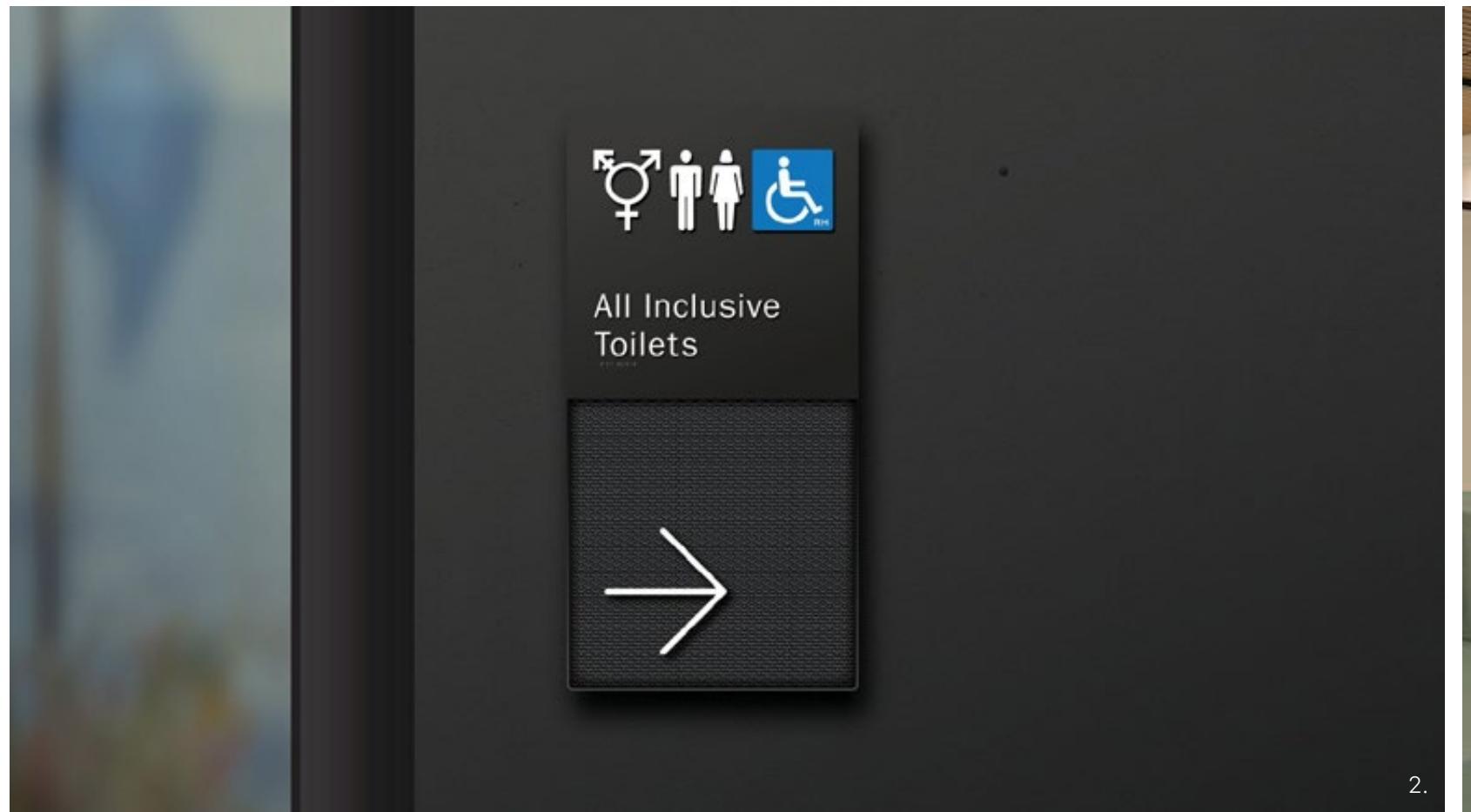


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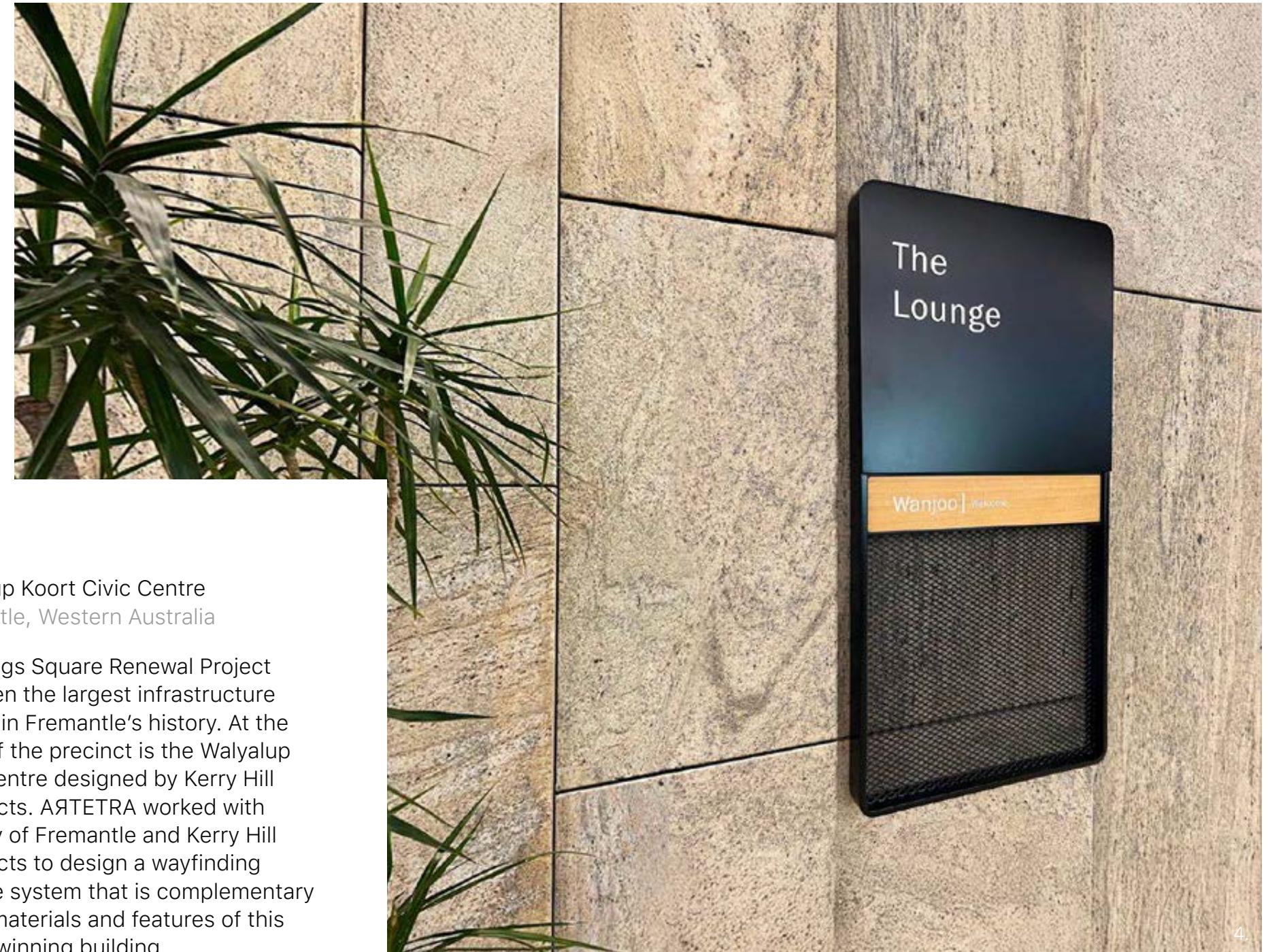


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- 7. The Ritz-Carlton tower Elizabeth Quay
Perth, Western Australia.
- 8. Hotel room numbers.
- 9. 'The Towers' apartments entrance signage.
- 10. 'Songbird' bar entrance sign.
- 11. 'Hearth' restaurant signage.



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Walyalup Koort Civic Centre
Fremantle, Western Australia

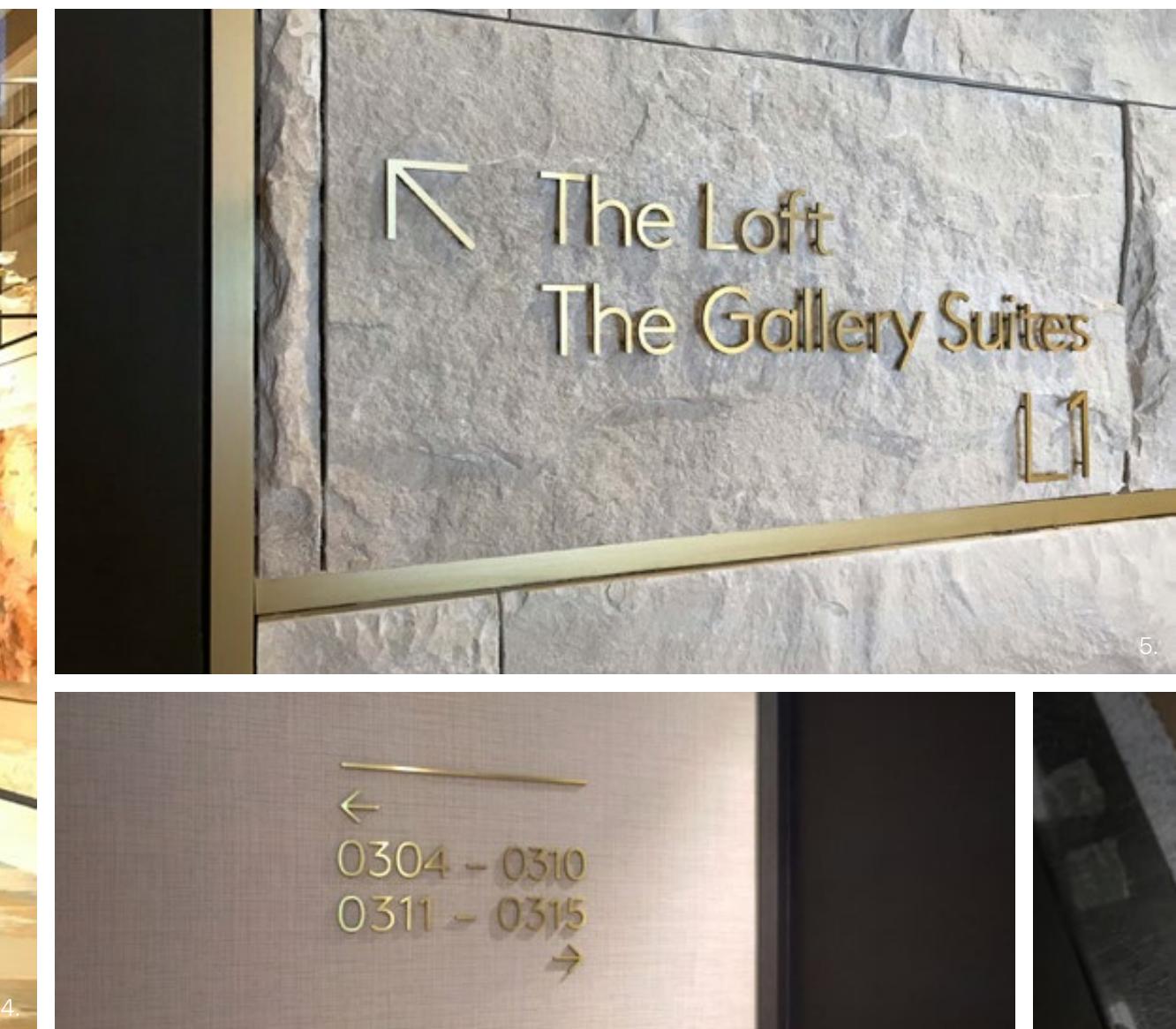
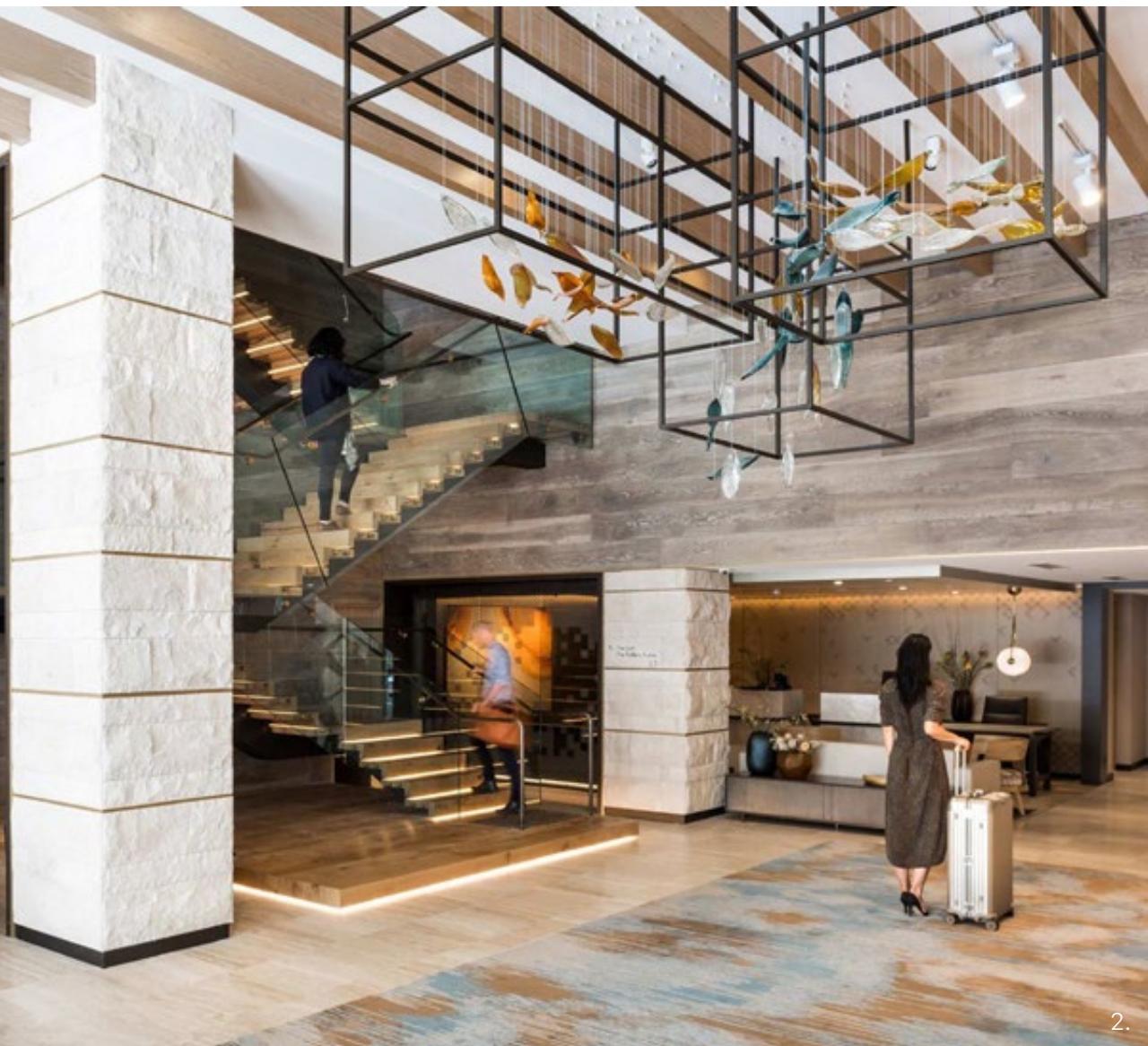
The Kings Square Renewal Project has been the largest infrastructure project in Fremantle's history. At the heart of the precinct is the Walyalup Civic Centre designed by Kerry Hill Architects. ARTETRA worked with the City of Fremantle and Kerry Hill Architects to design a wayfinding signage system that is complementary to the materials and features of this award-winning building.



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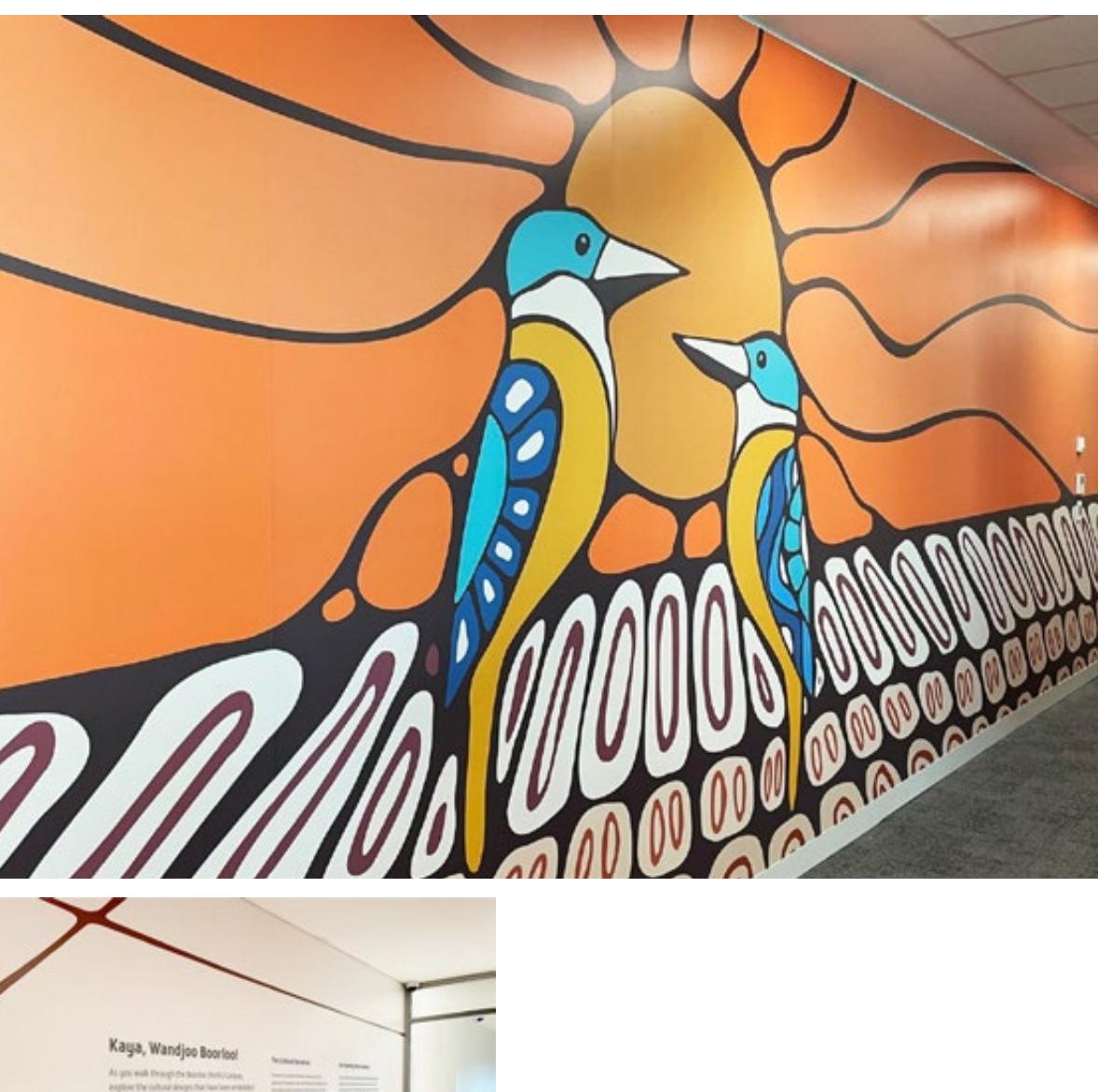
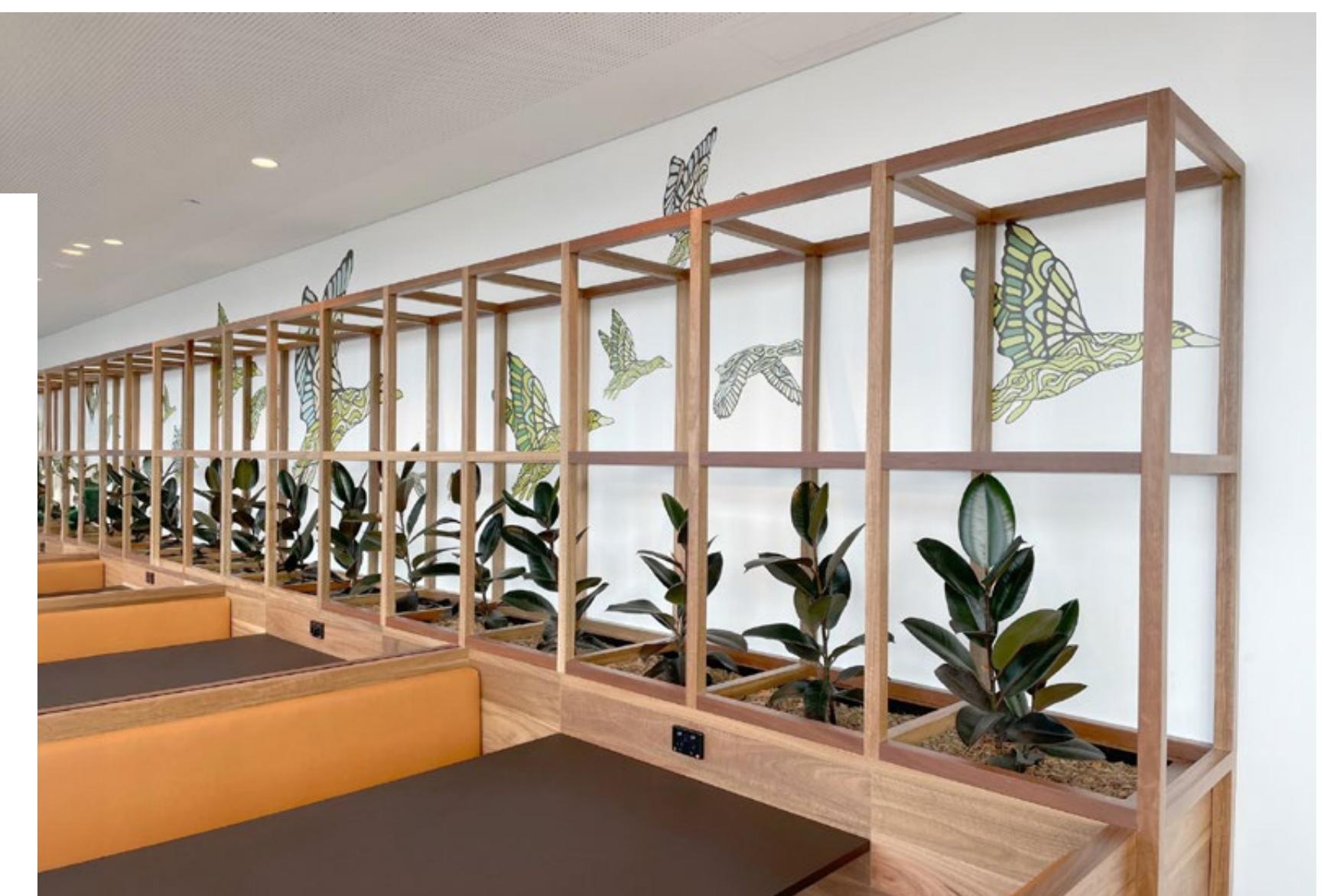
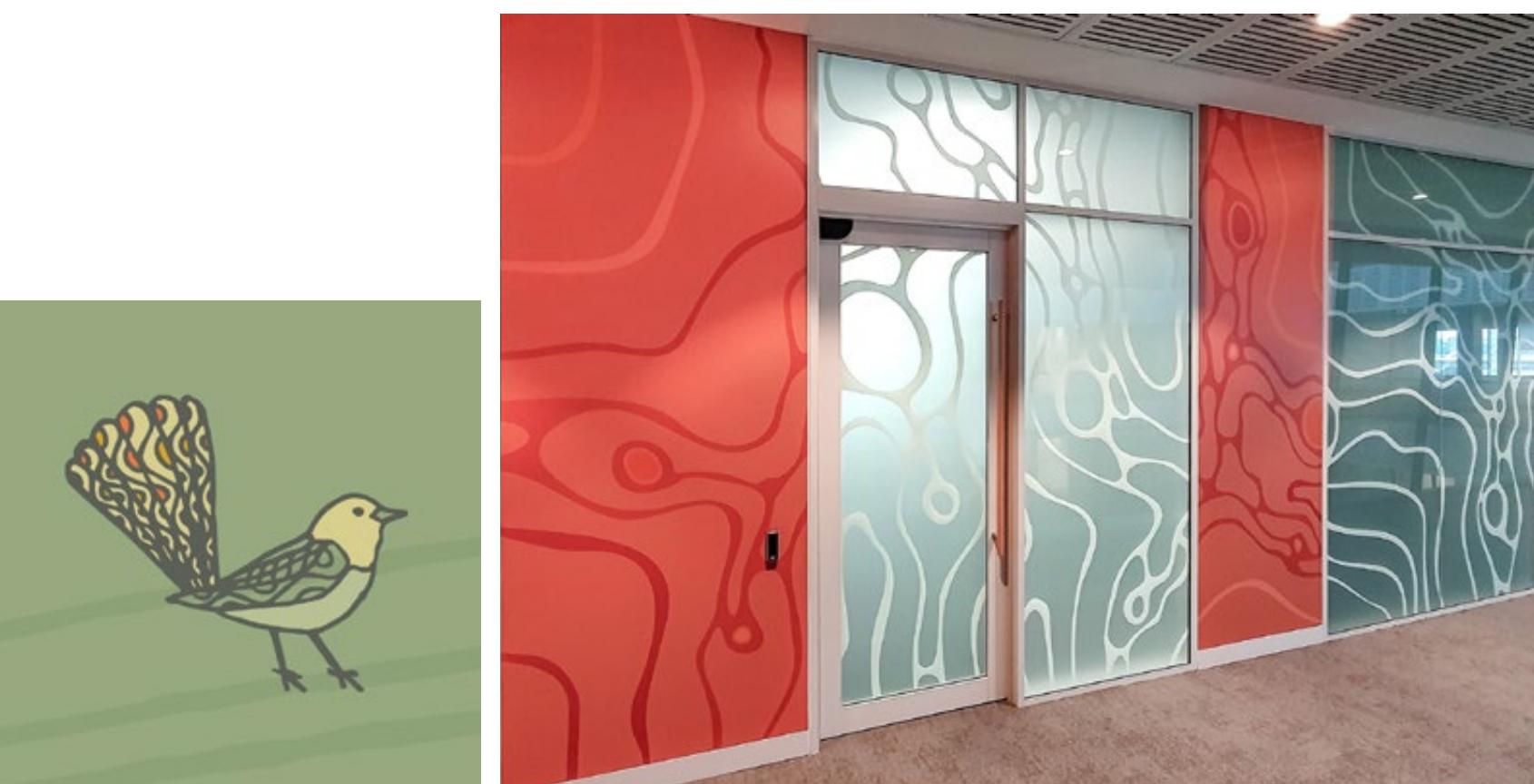
1. Walyalup North Entrance
2. Internal Statutory Signage
3. Customer Service counter
4. External Signage
5. Internal Lobby Signage
6. South Entrance





InterContinental Hotel
Perth, Western Australia

Premium interior and exterior hotel signage and wayfinding design for the InterContinental Hotel in the Perth city centre, Western Australia.



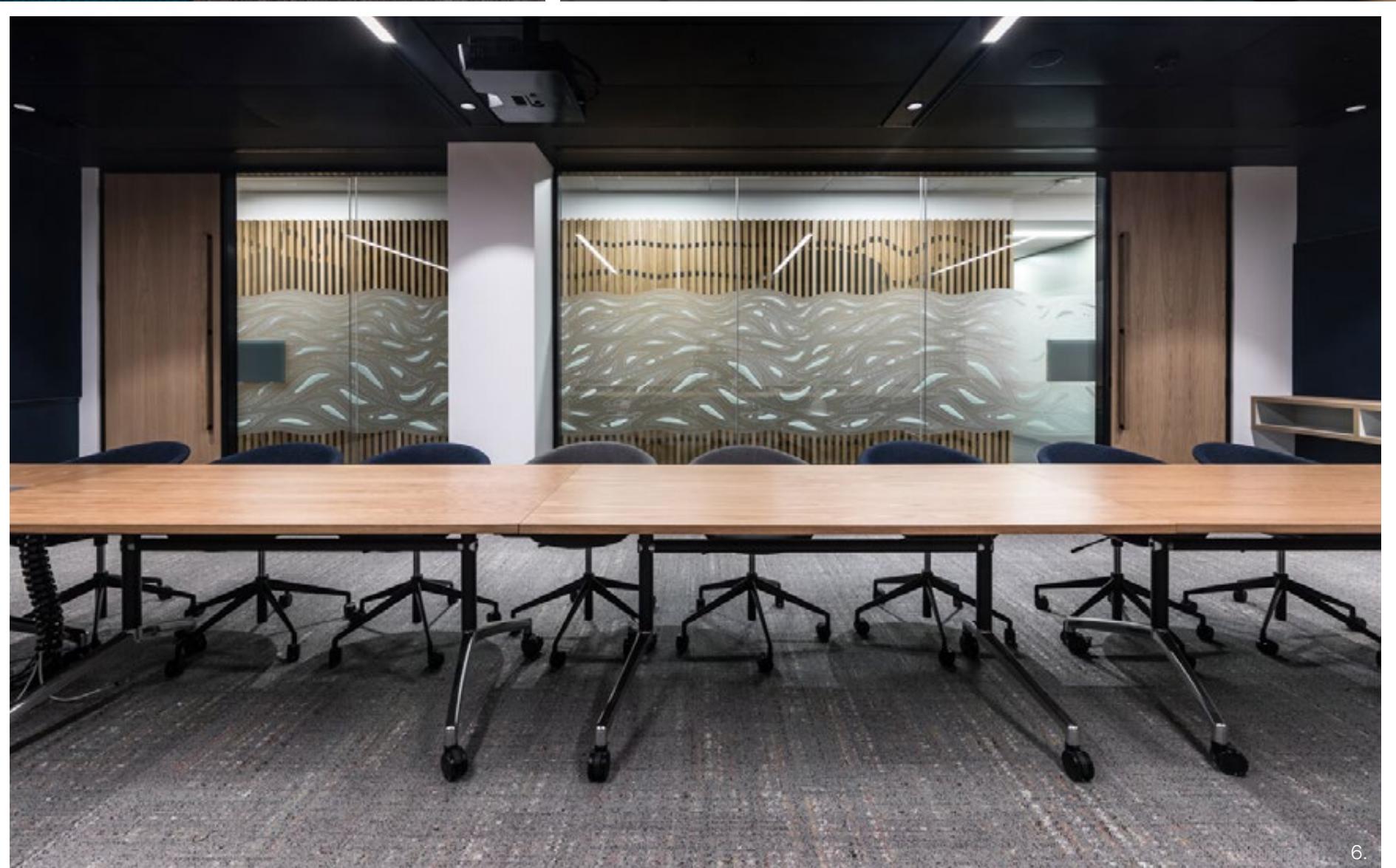
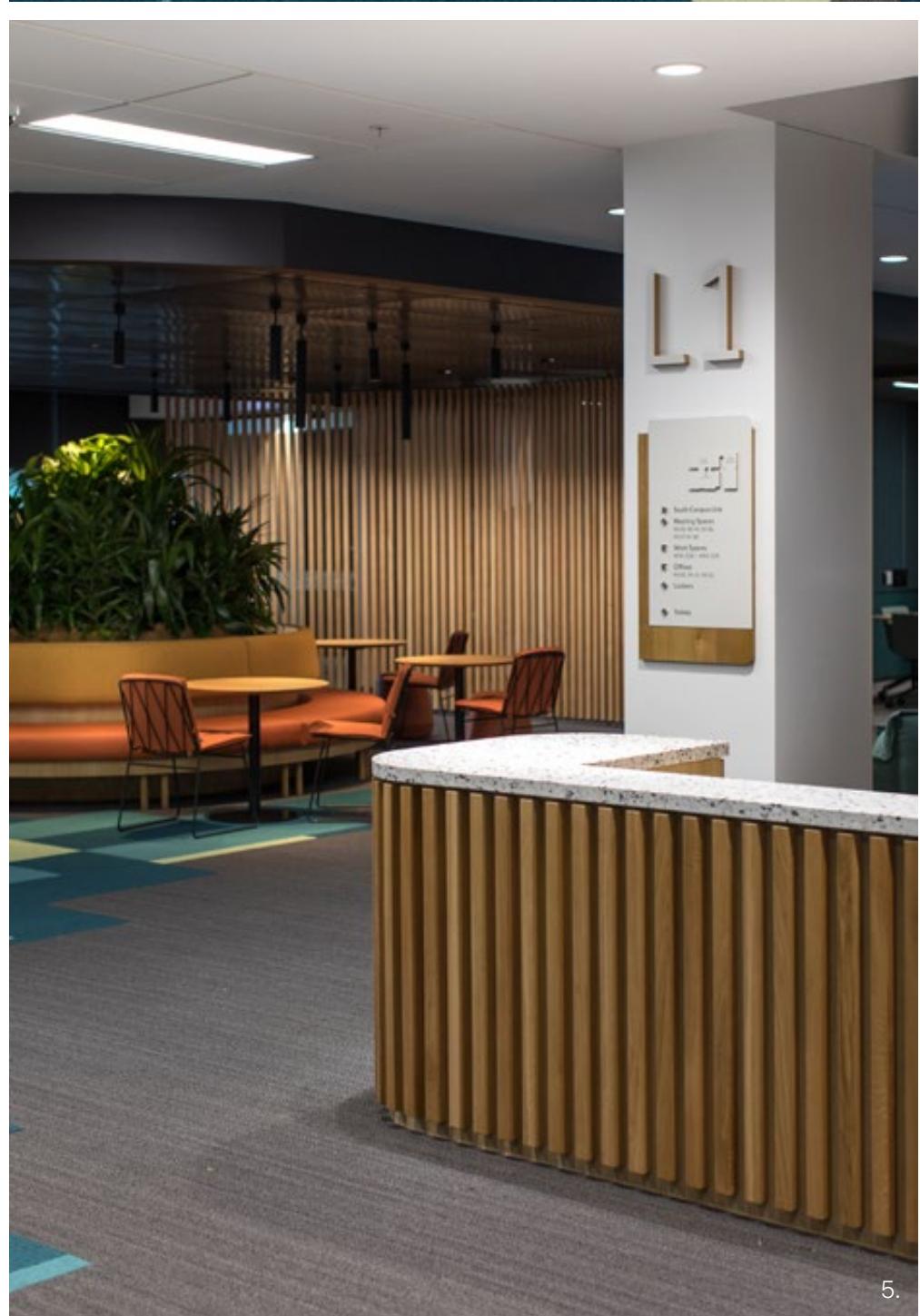
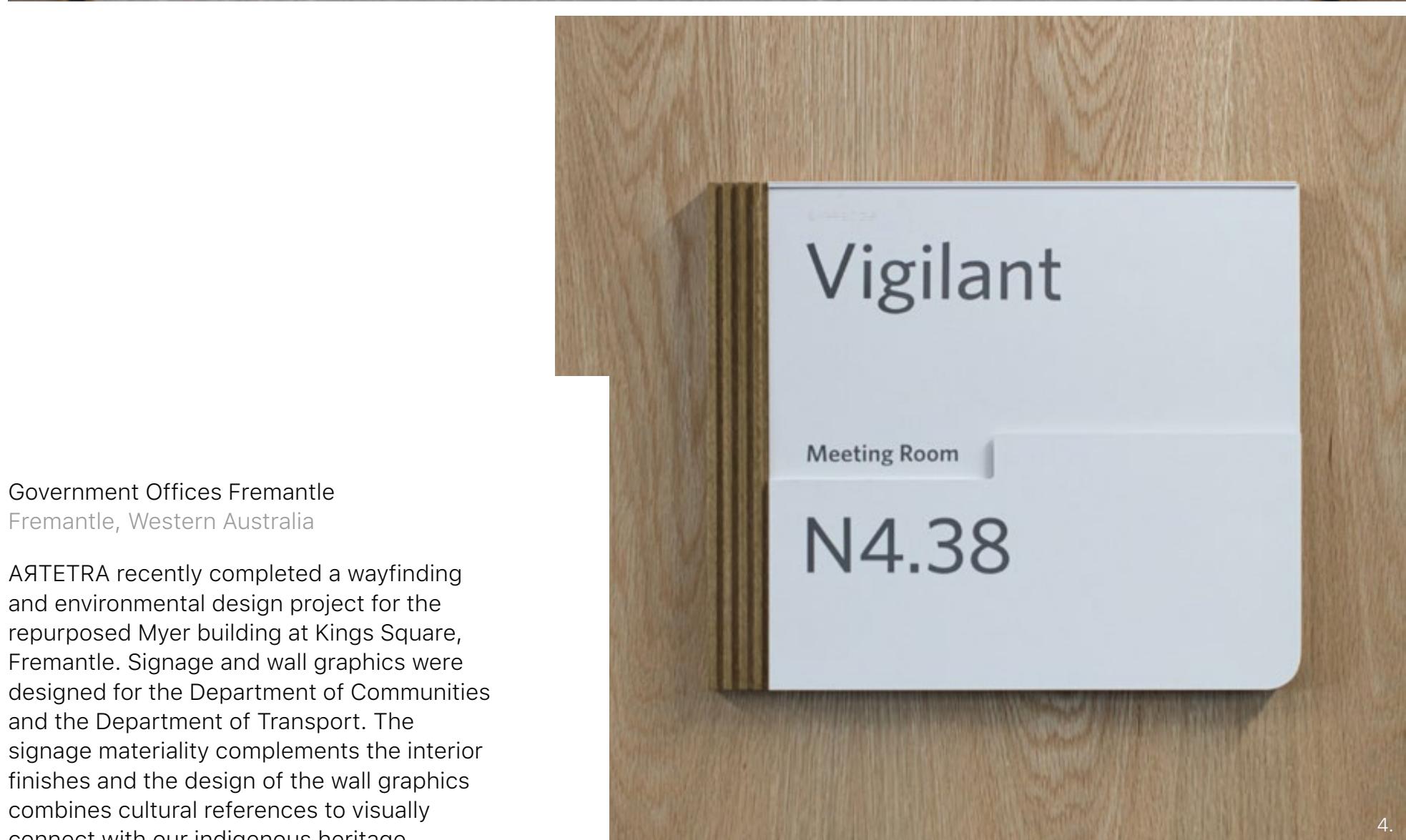
Communities CBD East Perth, Western Australia

The land surrounding the Boorloo (East Perth) Campus was once a tapestry of freshwater creeks and wetlands channelled from the Derbal Yerrigan (Swan River) which served as a central water source, an important meeting place and campsite for the Whadjuk Noongar people.

Drawn by Dr Richard Walley, a Noongar man, and guided by Communities staff, ARTETRA was engaged to develop the line drawings into wall graphics to be applied throughout the building. The designs interpret the wetlands, freshwater lakes and bird life that once thrived in the area.



1. Wall graphics and integrated signage.
2. Glazing graphics.
3. Interchangeable meeting room sign.
4. Meeting room sign.
5. Level directional signs.
6. Glazing graphics.





Parmelia Hilton
Perth, Western Australia

The iconic Parmelia Hilton Perth has been refurbished and recently reopened. The hotel's lobby has been completely reimaged with COX Architects engaged to create the new entrance and lobby, providing a contemporary guest experience.

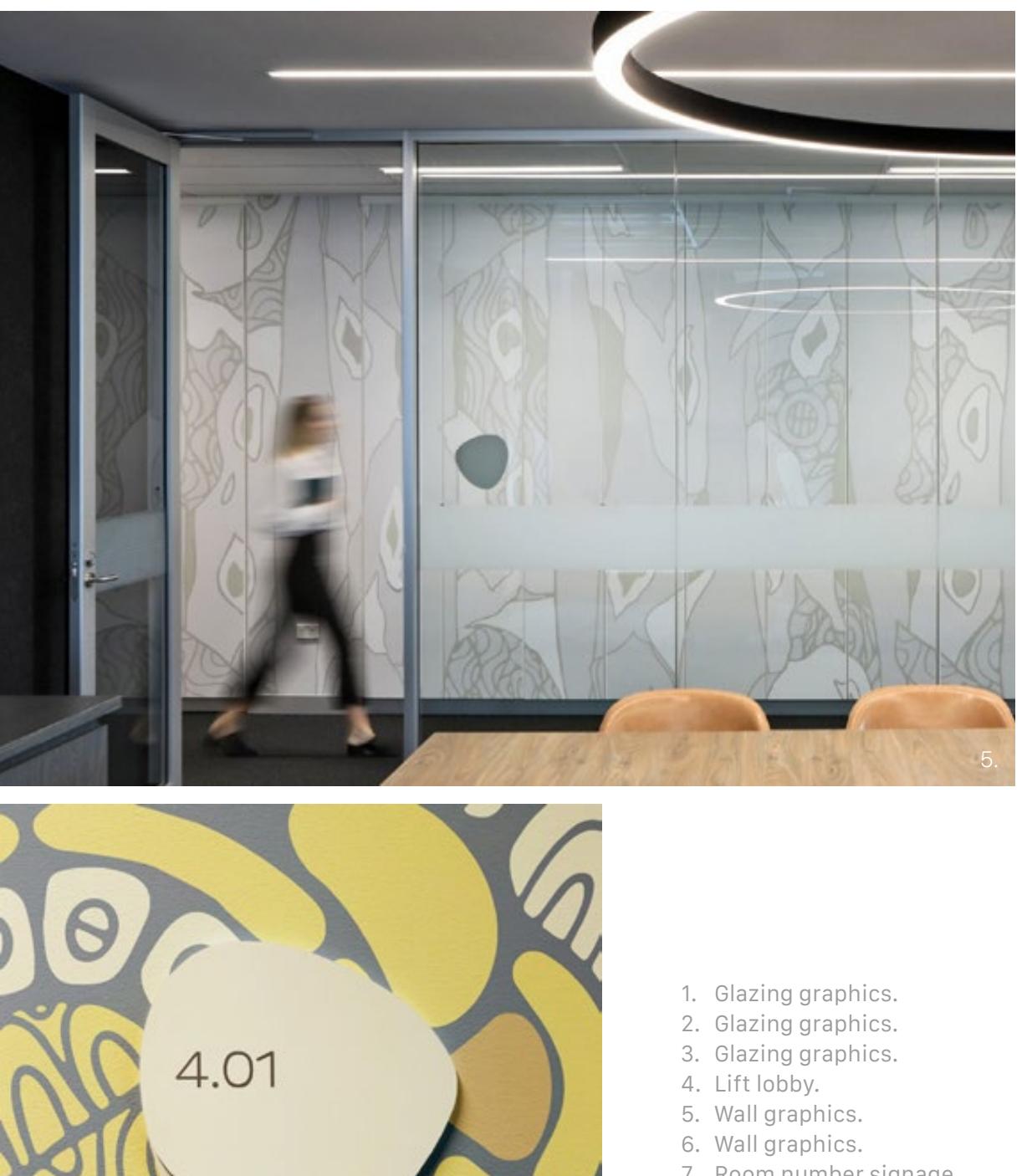
1. Porte cochere entry sign.
2. Main entrance lounge area.
3. Internal directional sign, halo lit.
4. Internal directional sign, halo lit.
5. Executive lounge halo lit letters.



Parmelia Hilton
Perth, Western Australia

The restrained materials and neutral palette provided the perfect backdrop for the design of the wayfinding signage. Our solution was to create subtle, classic and elegantly crafted signs which perfectly complement the premium hotel brand.



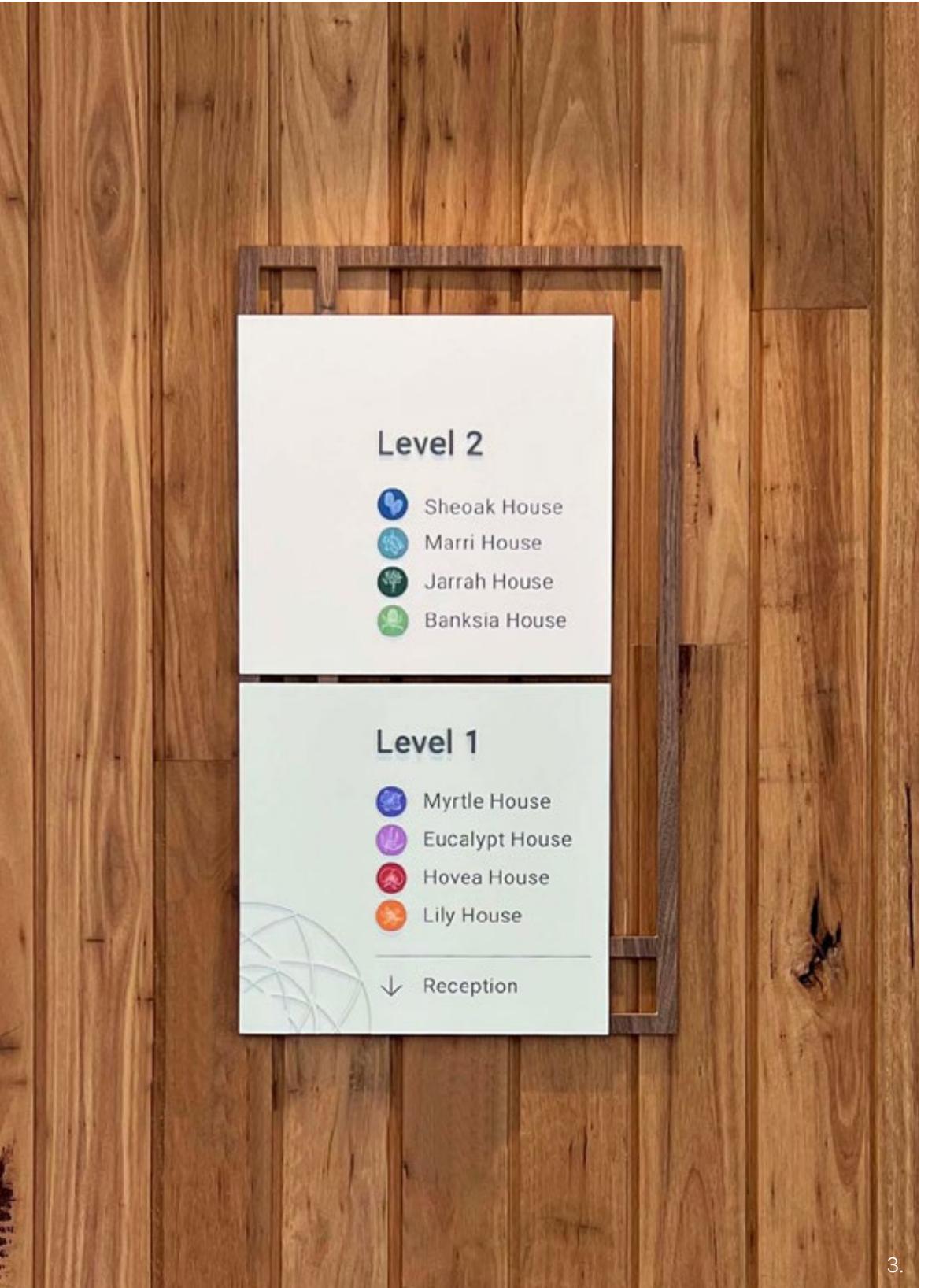


Department of Primary Industries
and Regional Development
Fremantle, Western Australia

Relocation of the DPIRD offices created
an opportunity to design a workspace that
reflected their mandate to protect Western
Australia's agriculture, food sector and
aquatic resources.

ARTETRA was commissioned by Parry &
Rosenthal to develop wall graphics from
line illustrations drawn by Dr Richard Walley
OA. Working closely with the P&R interior
design team and Richard Walley, we created
a series of wall graphics integrating the
cultural narrative artworks with the interior
colour palette. The designs were carefully
constructed and separated to reveal the 4
levels of office space into areas representing
subterranean, land, vegetation and sky:
visual cues for residents and visitors.

1. Glazing graphics.
2. Glazing graphics.
3. Glazing graphics.
4. Lift lobby.
5. Wall graphics.
6. Wall graphics.
7. Room number signage.



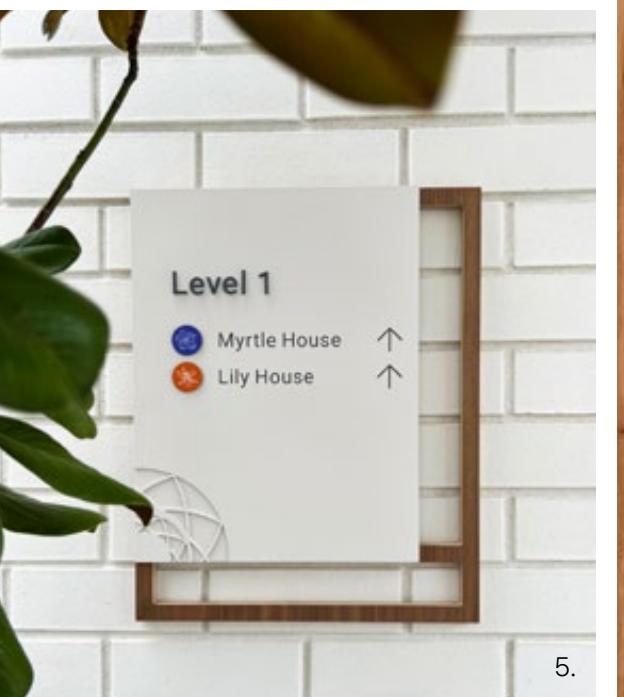
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Brightwater Inglewood Inglewood, Western Australia

ARTETRA worked with interior designers MKDC to develop a signage strategy for Brightwater Inglewood. The property consists of the Brightwater corporate workplace and their flagship residential aged care facility.

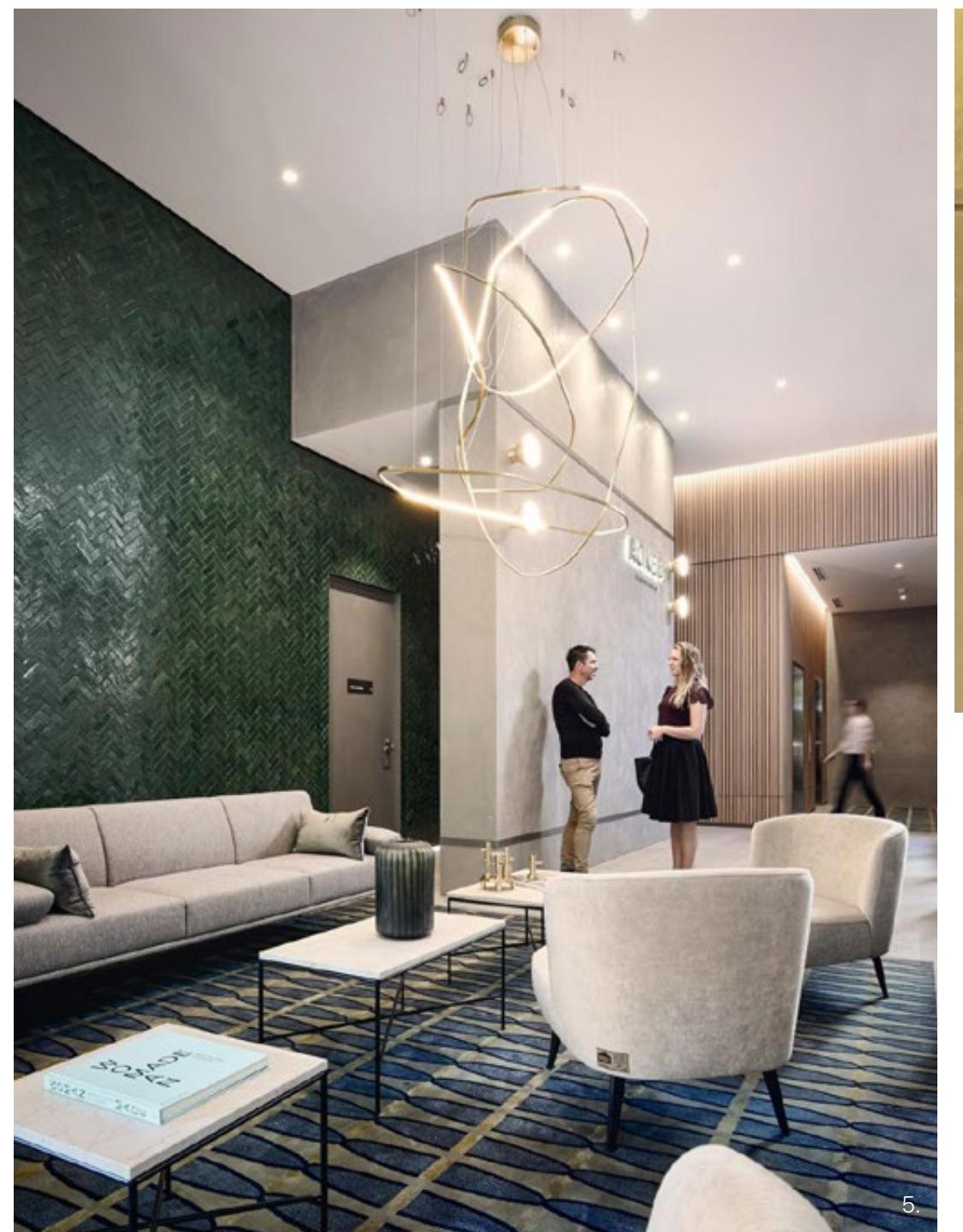
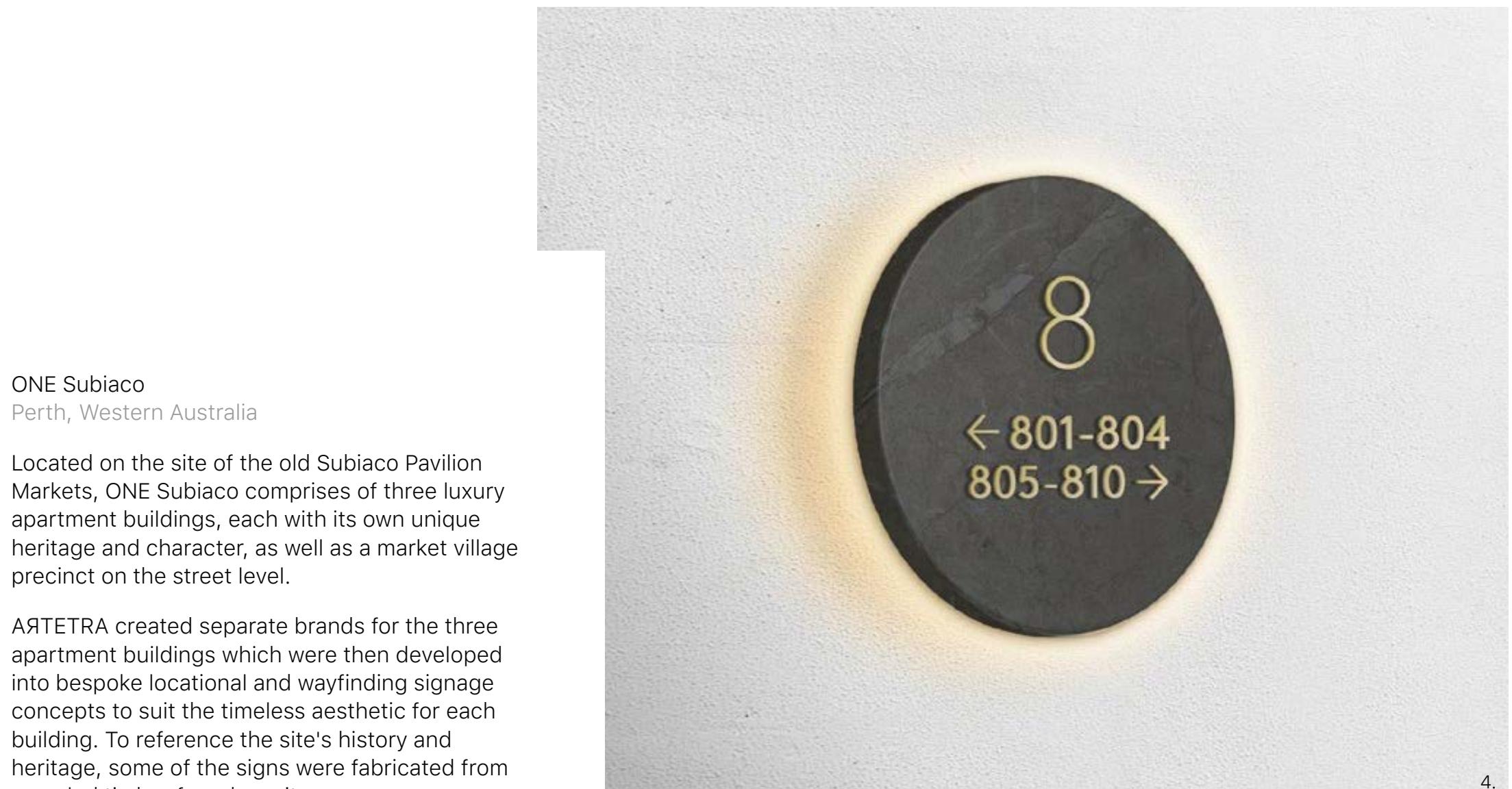
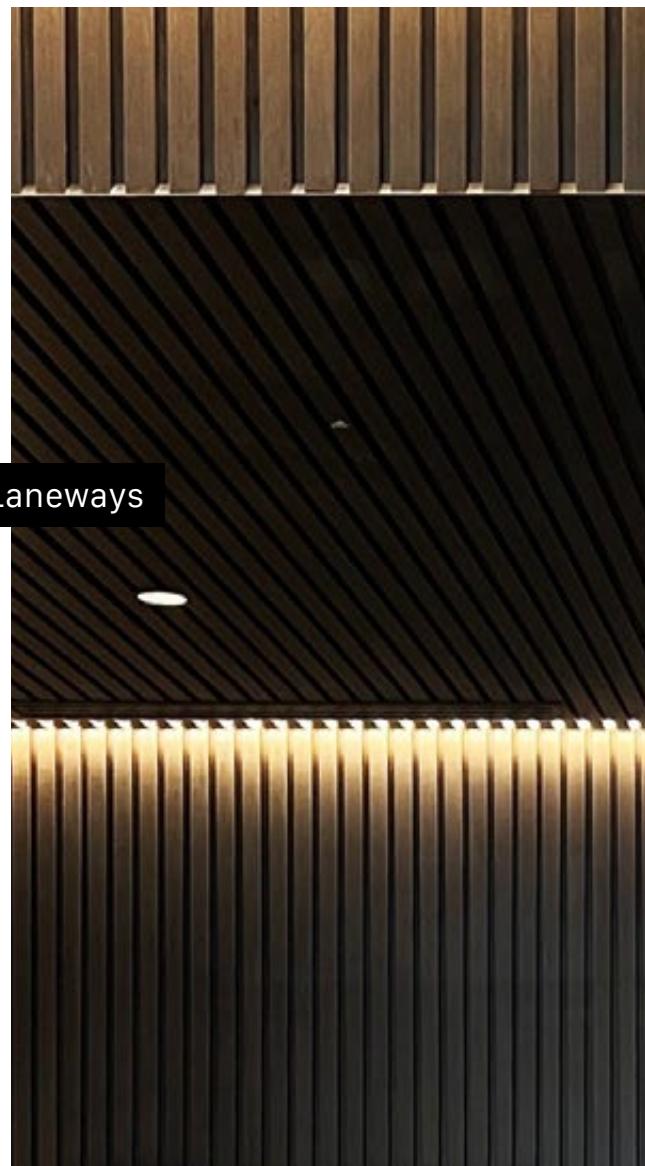
The overall design concept references specific flora from a nearby local bushland. Combined with warm timber framework, the signage integrates with the interior environment and provides visual wayfinding cues for residents and visitors.



1. Brightwater inglewood.
2. Logo relief signage detail.
3. Lift lobby signage.
4. Internal signage.
5. Locational signage.
6. Room numbers.
7. Locational signage.

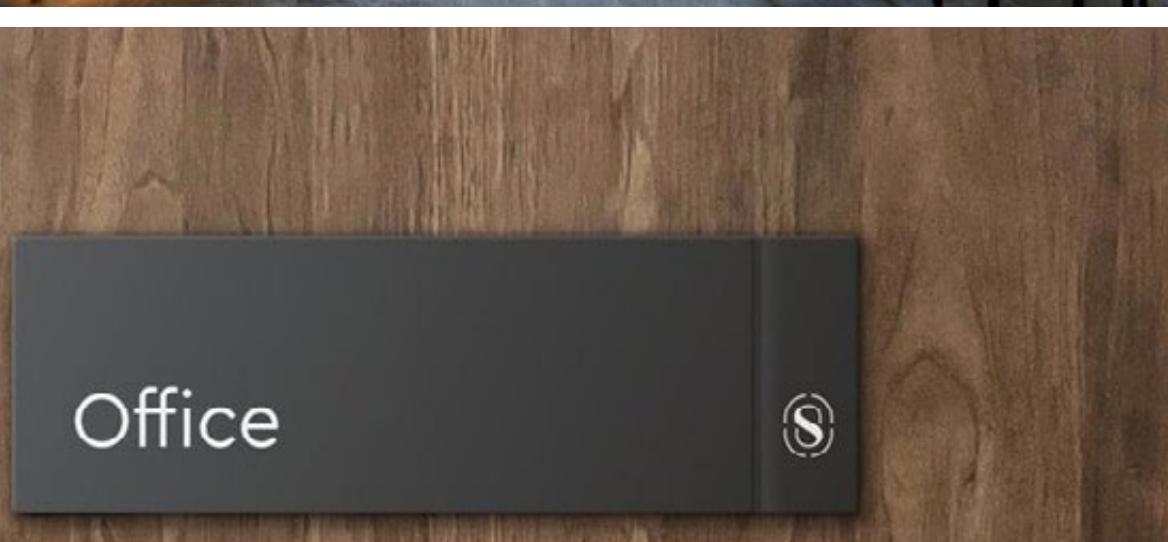


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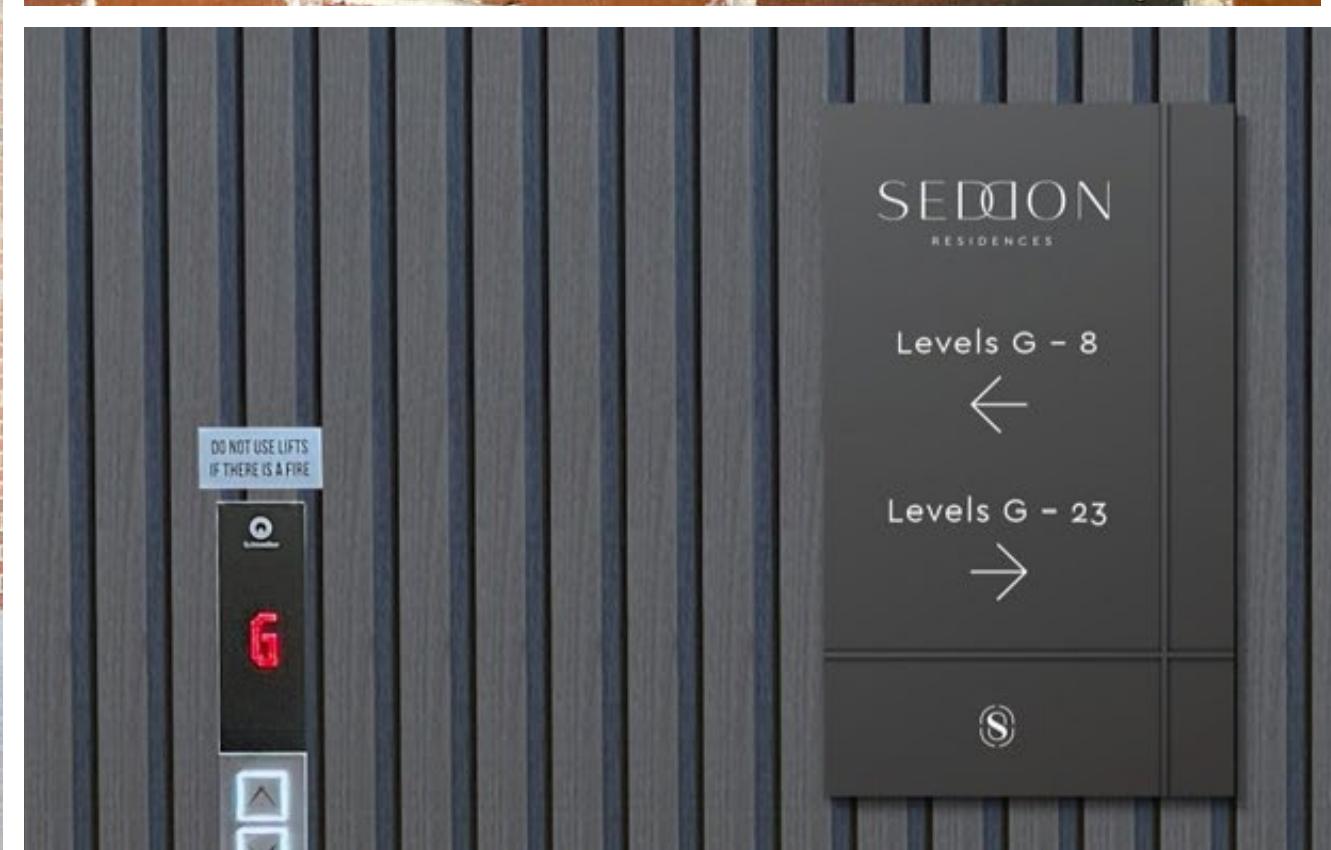
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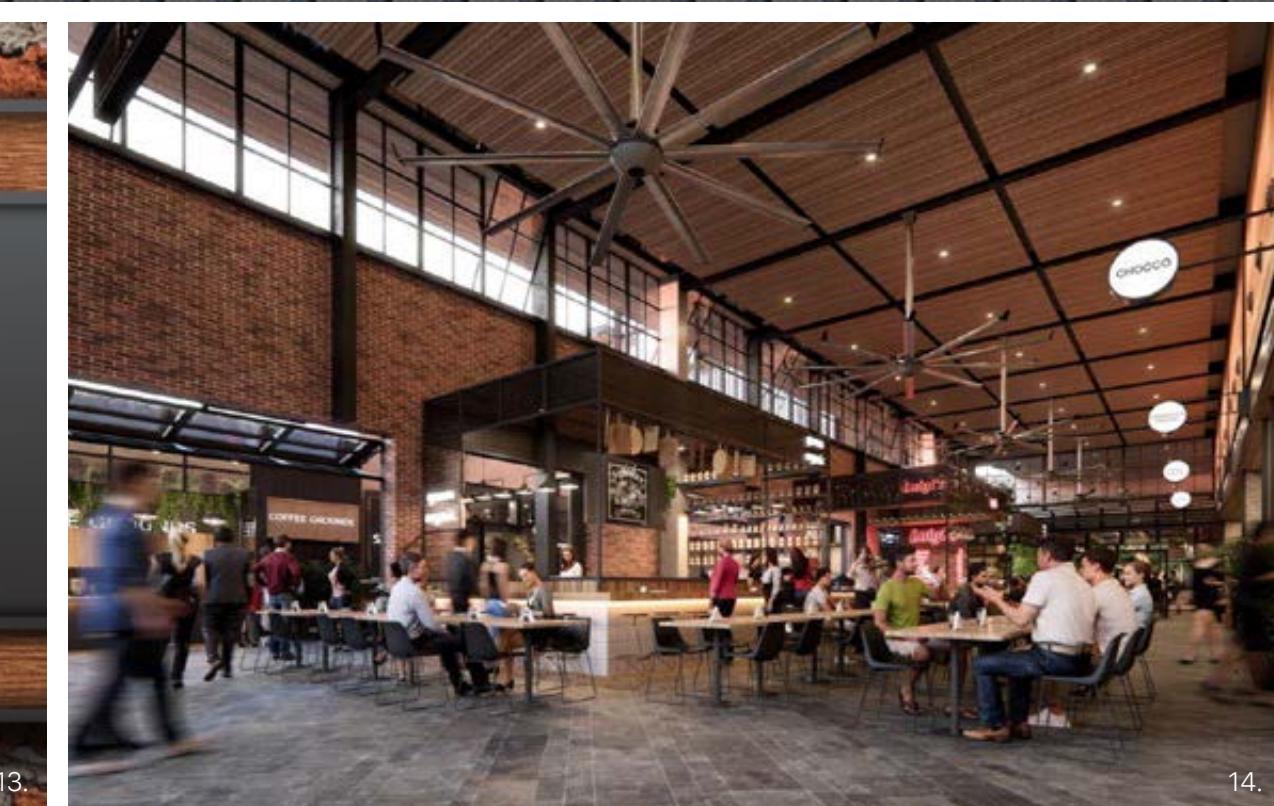
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CRAFTING TIMELESS FUTURES

