

PATHWAY YAFFOGOLAN

ECOWEEK
2017 ... future change ... climate change

המיזמה ליישום אופי קהילה יפה
المبادرة لآثار السم المجتمع في بناها

ג'וינט ישראל אשלים
יד נשיא מדינת ישראל
מכון טכנולוגי חולון

מכון טכנולוגי חולון
Holon Institute of Technology

התאחדות החברתית
חברתית

התנועה
ליהדות
חברתית





W6

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Pathway Yaffo**G**olan

Our project was to collide two neighborhoods;
Jaffo **G** and Neve **G**olan.

We focused on a specific path that connects between both neighborhoods and to encourage recycling with a different walking experience.





גבעת עלייה

נווה גולן

פרדס דאקה

יפו ג' דרום

שדרת ירושלים

יפו ד'

שדרת ירושלים

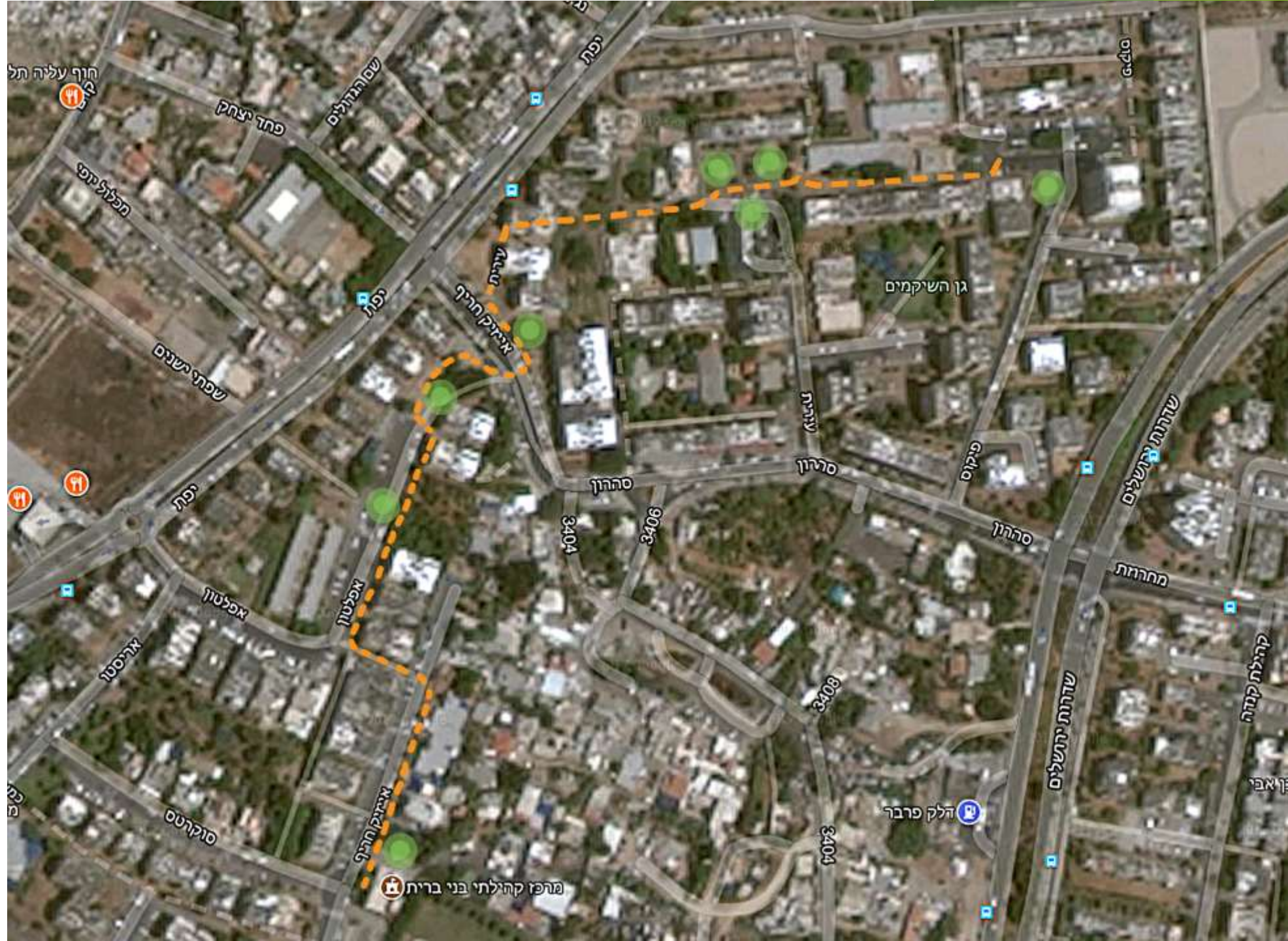
יפת

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בצלפור

הר

Mapping of recycling spots along the path



Main spots along the path



The crossing that connects between both neighborhoods



Logo Design

#השכונה_שלי

The concept of the logo was to relate the older crowd and the younger crowd to the neighborhood with a strong statement and have the connection to the neighborhood virutally and what events are happening via social media.

Color Design

Our color palette is inspired by the Tel Aviv- Yaffo logo. It also inspired us to connect to the children of the neighborhood and have fun with the colors.



Shapes Design

Our first shape was inspired by the people who walk inbetween their neighborhoods and their connection between each other.



Shapes Design

Other supporting symbols that helped the design and its concept.



Shapes Design

Our second shape was inspired by the recycling in the neighborhood and encouraging it by using the bottles for fun art work and making it functional.











Thank you!

Team W6

