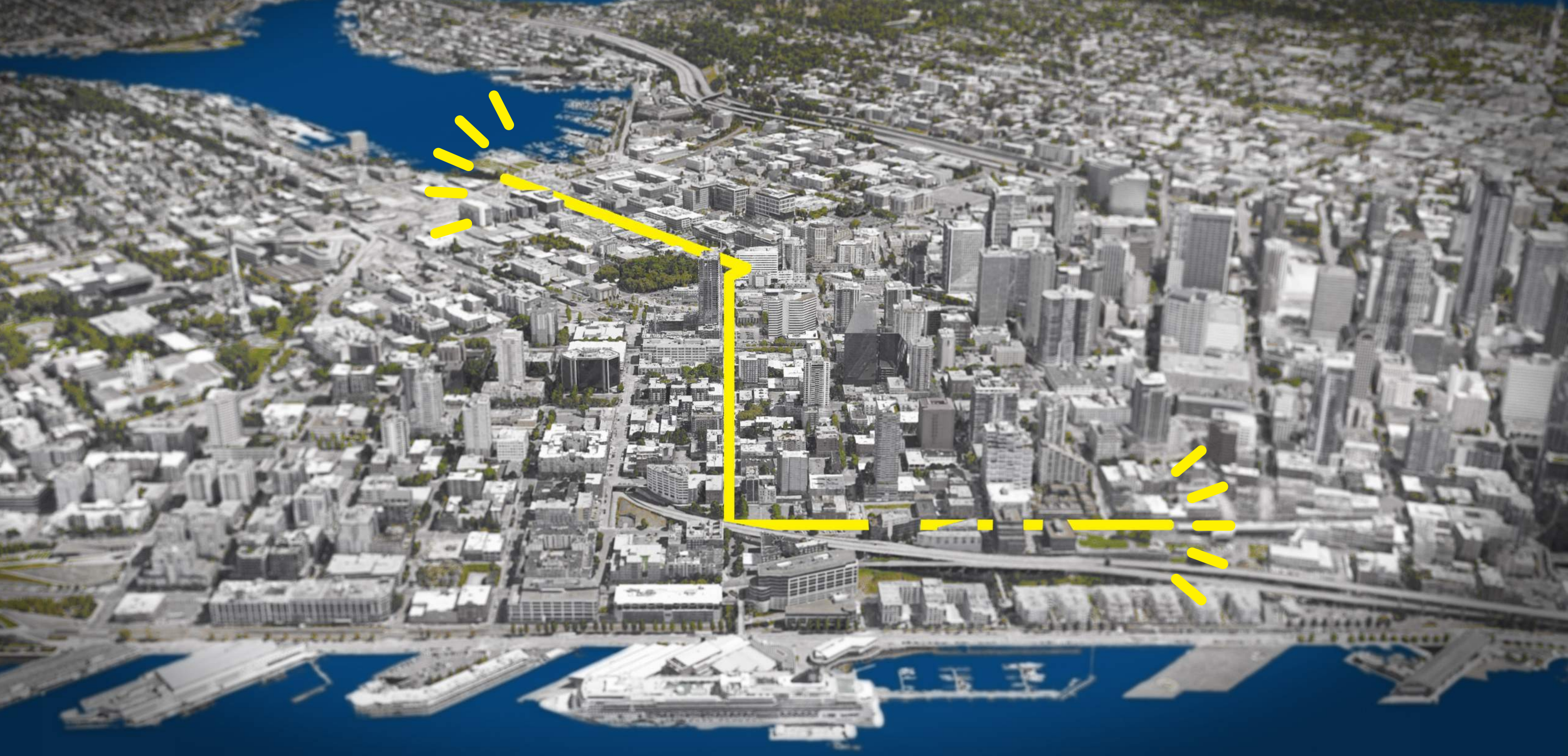




**< MARKET
TO MOHAI >**

FIFA TRAIL ENDS
4.17.2026

MARKET TO MOHAI: FIFA TRAIL ENDS

1. Market Trail End
2. MOHAI Trail End
3. Trail Bend at Bell to Westlake - forthcoming!

PURPOSE

Create a magnetic trailhead that is seen from afar - it should be tactile and engaging!

Orient trailgoers to the trail and the experience to come, and inspire the journey.

Strengthen intuitive navigation along the trail.

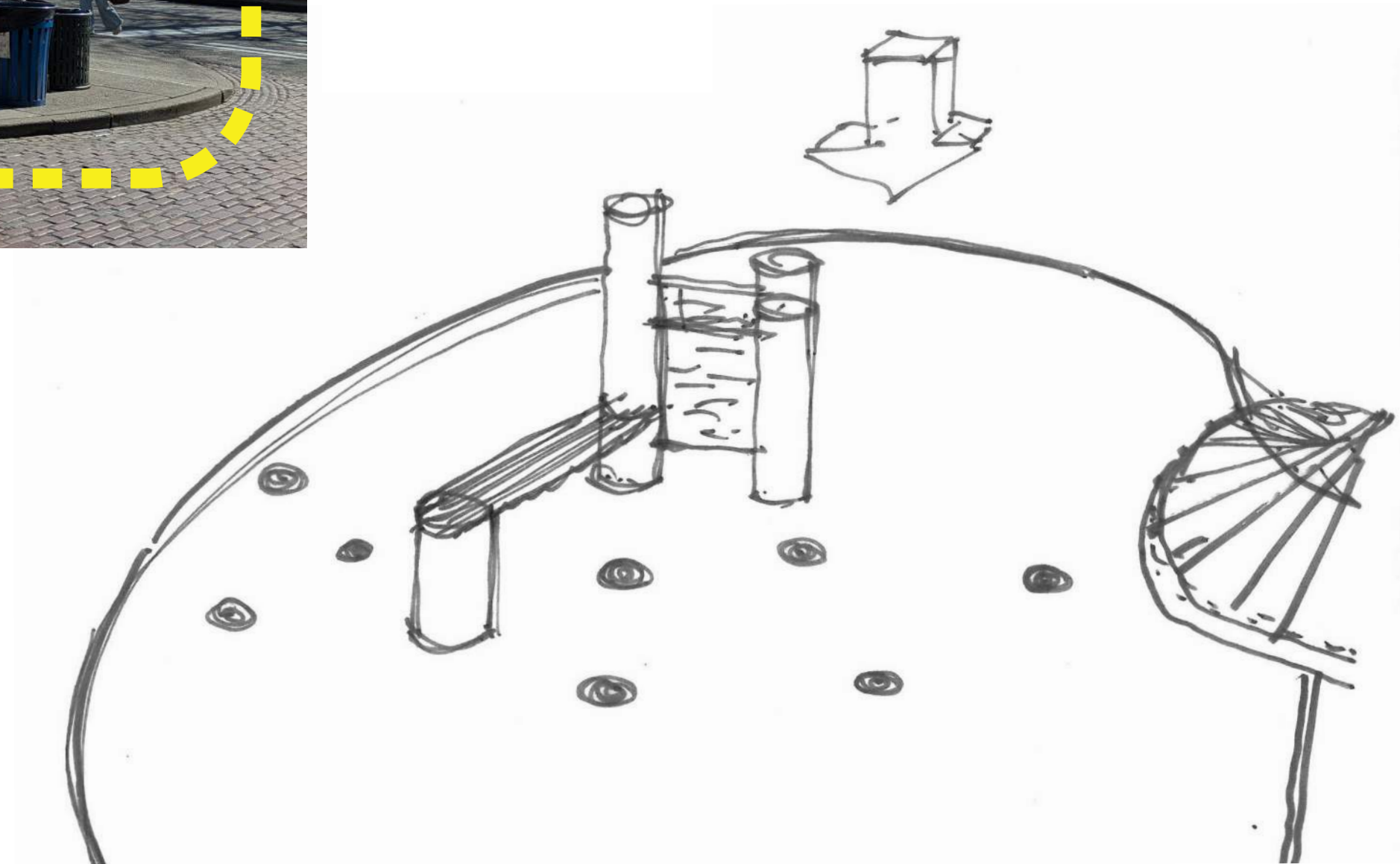
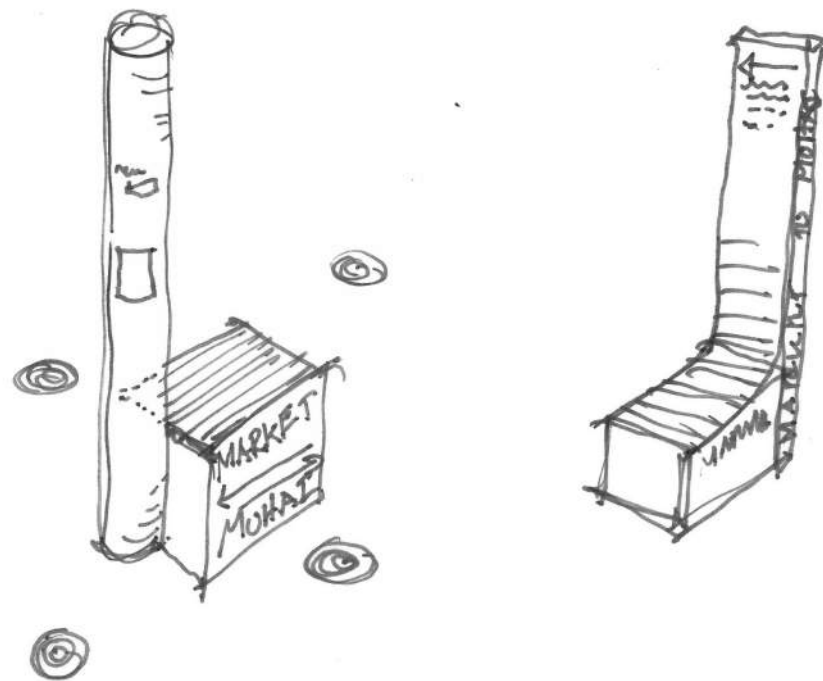
INGREDIENTS

Elements will be temporarily applied.

Artistic wraps in lieu of paint.

Leverage the Market to MOHAI brand (colors, fonts, maps, etc.).



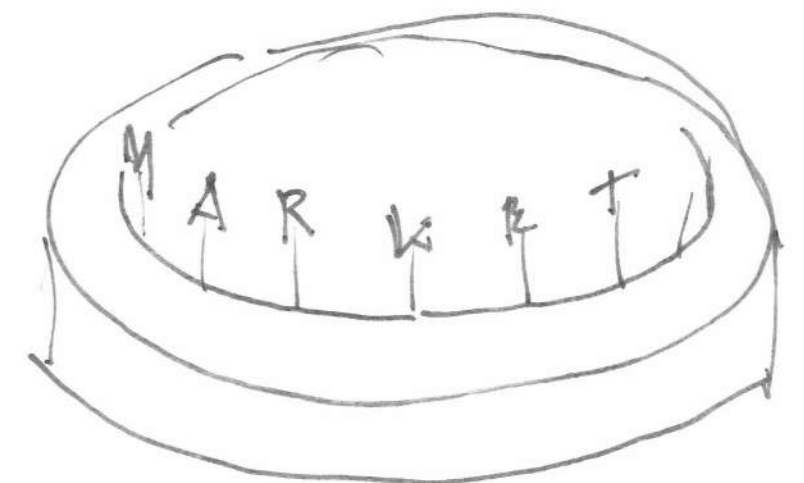
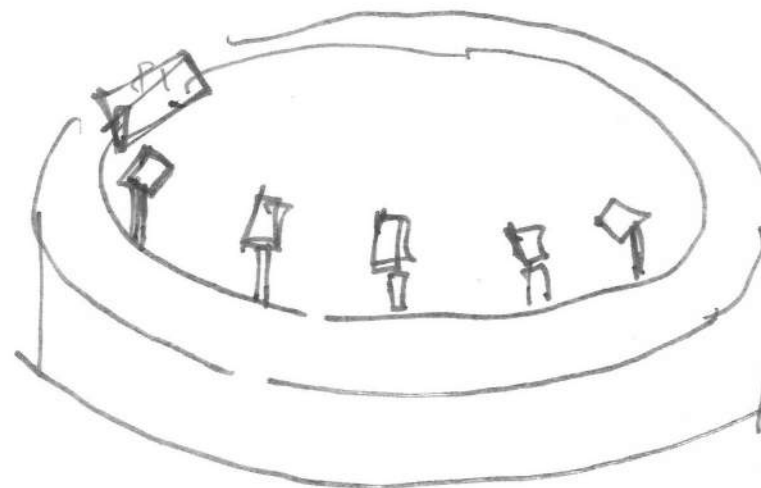
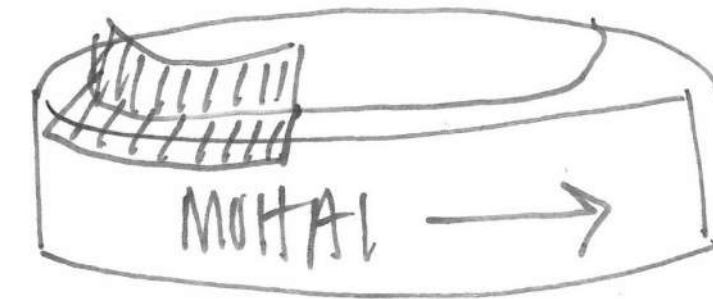
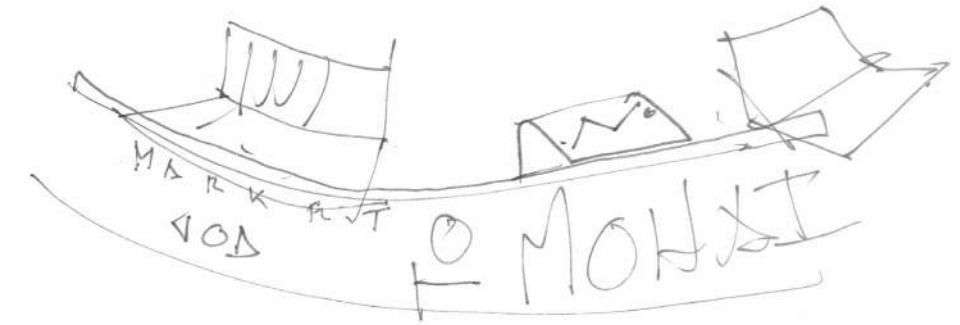


MARKET TRAIL END CONCEPTS

- 3D SIGNAGE VISIBLE FROM VICTOR STEINBRUCK PARK
- 'BREADCRUMBS' INVITE YOU TO BEGIN THE TRAIL JOURNEY

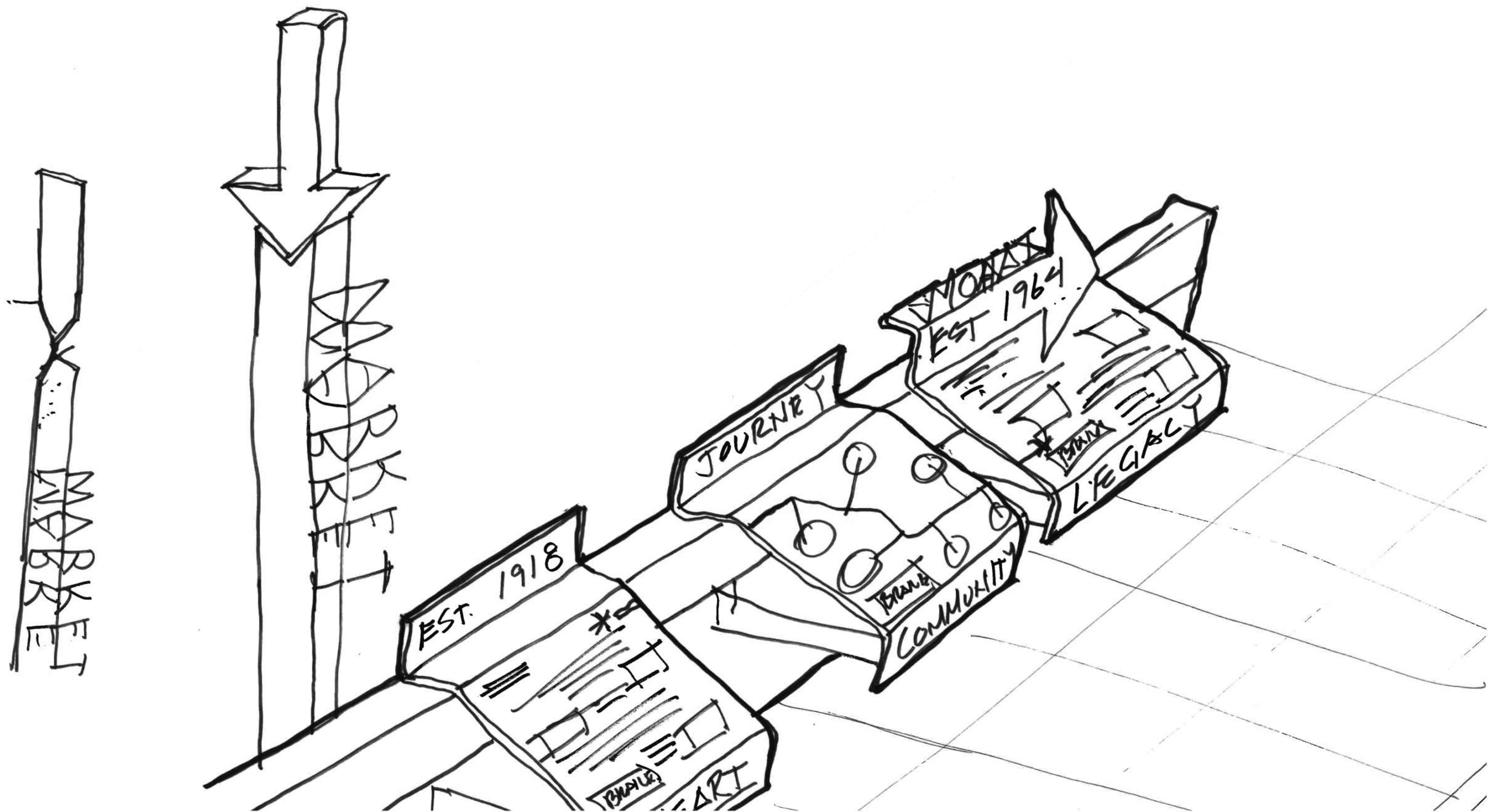


3D SIGNAGE CONCEPTS



MARKET TRAIL END CONCEPTS

- SIGNAGE WRAPS ON OR ABOVE BRICK WALL
- BENT METAL SEATS GIVE A PLACE TO REST



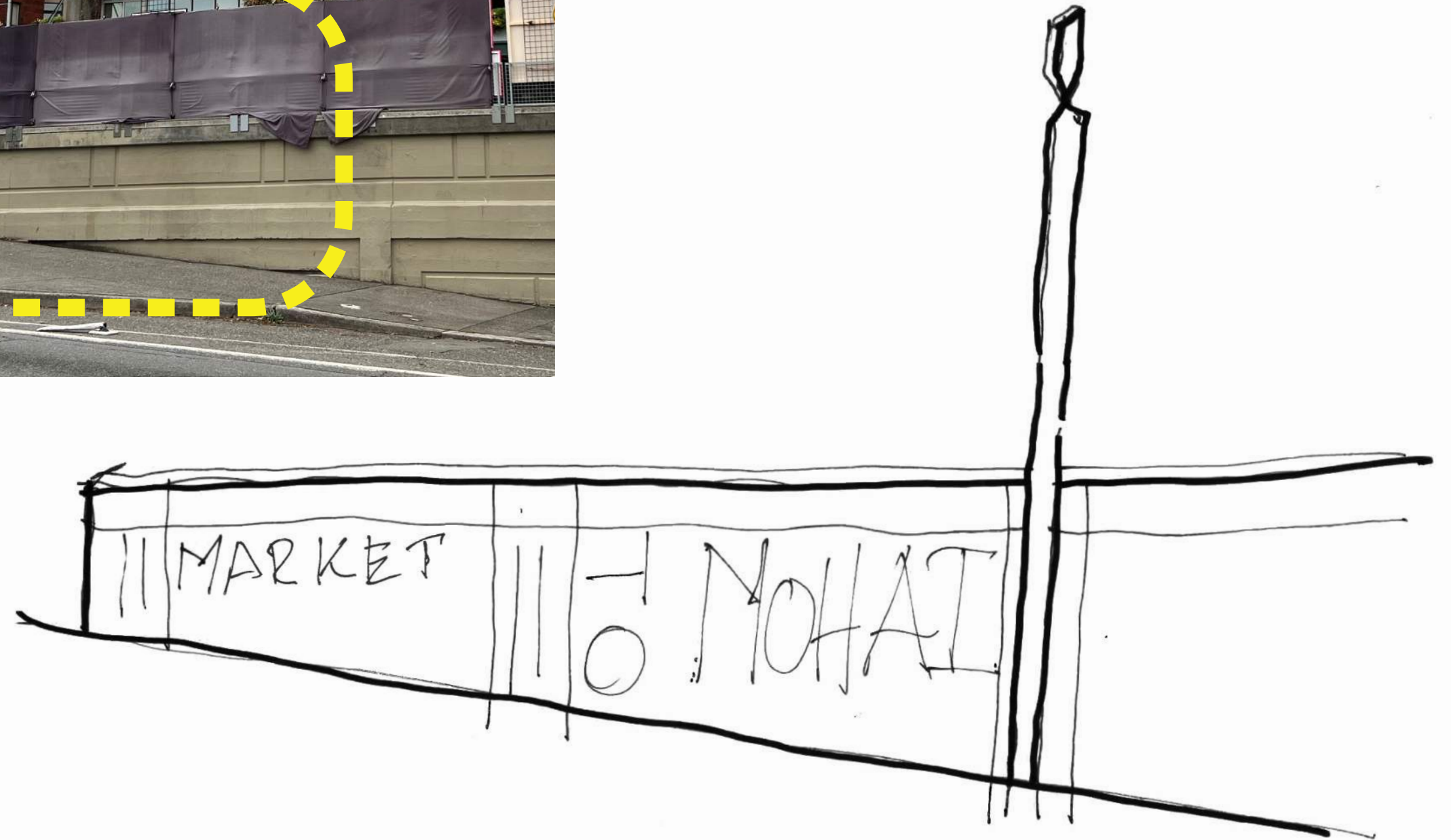
MARKET TRAIL END CONCEPTS

- YOU ARE HERE: MARKET!
- MARKET CONTENT (OPTIONAL)
- INTRODUCE THE ROUTE: MAP AND DISCOVERIES ALONG THE WAY
- MOHAI INTRODUCTION: DESTINATION AND CONTENT NUGGETS

Tactile installations include Braille



MARKET TRAIL END CONCEPTS



MARKET TRAIL END CONCEPTS

- MAGNETIC ICON SEEN FROM VICTOR STEINBREUCK PARK
- AN ENTICING INVITATION TO THE TRAIL JOURNEY



MARKET TRAIL END CONCEPTS

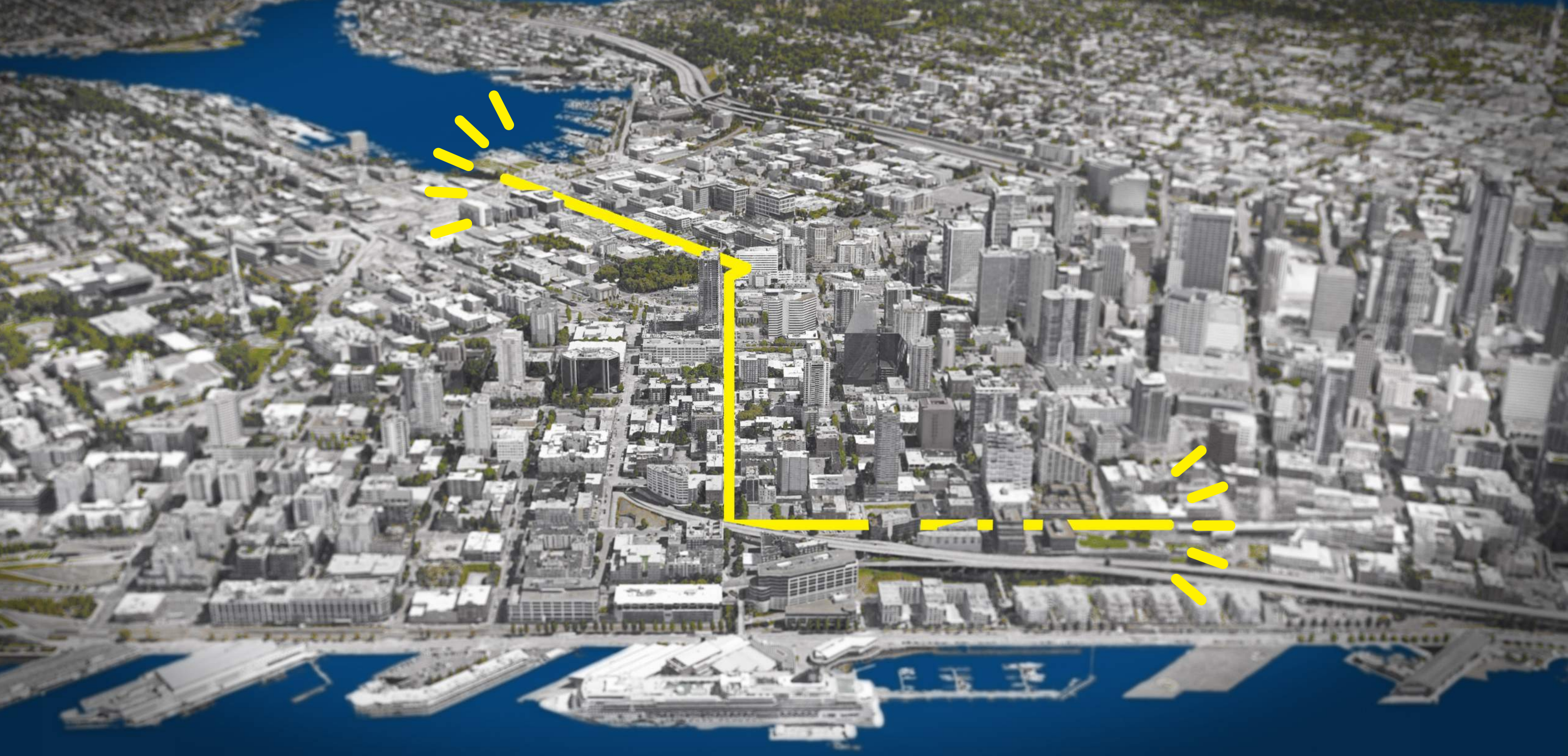
MARKET TO MOHAI: FIFA TRAIL ENDS ASSUMPTIONS

Completed and installed by FIFA

Limited to temporary use permits (parks, SDOT, and Market)

Fixed elements can be removed at any time & elements do not alter existing conditions





< MARKET TO MOHAI >

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