Wayfinding can be enriched to heighten Winnipeg’s “River City” namesake and Winnipeggers’ connection to the rivers; the city is likewise often referred to as “River City.” People have been meeting at the juncture of the Red and Assiniboine for 6000 years, and these rivers form the base of our identity. Anything that should resemble the city of Winnipeg must be celebrated and encouraged.

**Wayfinding to the Red, Assiniboine and Seine Rivers**

The research on wayfinding to the three Rivers found the purposeful, directed and motivated visibility of wayfinding signs will provide a maximum impact and an effective wayfinding process. A “3-Rivers Wayfinding System” in Winnipeg will implement strategies for consistent and impactful wayfinding for the three rivers and improve the safety and comfortability of wayfinding activities for Winnipeggers directly. The unique character and identity of “River City” will reveal itself in a “3-Rivers Wayfinding System” to the three rivers is essential. The process to remind and rejoice will involve meaningful resources to consider when developing a wayfinding system to the Red, Assiniboine and Seine Rivers.

**Finding and Creative Innovative Solutions for Cultivate the Urban Environment**

Putting people first and pushing wayfinding strategies to target and attract pedestrian interests is a priority for a “3-Rivers Wayfinding System” in Winnipeg. Without an impetus that is not accessible to Winnipeggers will shift and celebrate in a new image for “River City.” A wayfinding system to the three rivers is essential. The process to remind and rejoice will involve meaningful resources to consider when developing a wayfinding system to the Red, Assiniboine and Seine Rivers in Winnipeg, Manitoba.

**Wayfinding to the Red, Assiniboine and Seine Rivers in Winnipeg, Manitoba**

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