

Westfield Carousel Shopping Centre



Westfield Carousel Shopping Centre launched its \$350 million facelift on 30th August 2018 with thousands of new signs adorning the fascias, malls, corridors, amenities, carpark and entertainment precincts. The results speak for themselves and our contribution to the **'biggest place for destination shoppers'** was significant, guiding shoppers and traffic to their destination around the 110,000 square meter shopping centre.

With 70 new stores and 20 restaurants, the re-modelled shopping centre is a great destination for shoppers, cinema go-ers and those looking for a great night out. Heralded as a new 'golden age of retail', the Carousel makeover included new fascia signage across all the external walls to promote the Westfield brand and the major retailers within the shopping centre.

A full range of internal, external, directional, information and statutory signage was required for the Carousel project. Working with our client Scentre Group, we designed, manufactured and installed signs big and small using the full talents of our in-house team of designers, project managers and tradesman.



External Fascia Signage

Fascia signage undoubtedly plays a huge part in the overall appeal of a destination. The need to create well-sized and well-positioned branding on buildings serves to both attract and direct customers, and our teams have been busy creating signage that does just that at Perth's most anticipated shopping centre.

Numerous three dimensional external facade Westfield Logos, sized up to 2 metres high, were fabricated out of stainless steel with acrylic faces. Translucent vinyl was applied to the face, sides and rear and then painted with 2 PAC paint. Internal illumination was achieved with LEDs.

Fascia signage for Kmart, Coles, Myer, David Jones, Woolworths to name but a few was also manufactured and installed by our teams during the night to minimise impact to shoppers and other contractors during the day.





Internal Wayfinding Signage

Directing shoppers through the malls are over twenty five suspended wayfinding signs consisting of a fabricated aluminium box clad with lished stainless steel with stainless steel droppers. The glass faces are illuminated with LEDs and reverse mounted translucent decals. Each sign is mounted on vertical threaded rod droppers.

Internal Retailer Signage

Tenant signage for Myer, David Jones, Goodlife and JB Hi-Fi throughout the Centre, made to strict brand guidelines and installed in the malls.

Amenities & Transfer Graphic Signage

Amenities signage covers a full spectrum of vinyl, digital print, privacy frosting and transfer graphics in the baby change rooms featuring beautiful animal illustrations.



Car Park, Gantry Signage & Height Bars

With 700 car bays, Carousel needs to have a good system for parking with directional and statutory signage a priority to keep vehicle and pedestrian signage well managed. External carpark signage with illuminated sign boxes have been used, with a full suite of give way, stop and trolley bay signage to ensure the carparks are safe zones.

Gantries at entry and exits were engineered to stand 4 metres high with double sided lightboxes to indicate entry and exit routes. The gantries were made from a SHS galvanised structure and painted 2PAC. Each gantry included a motor connected to by Wi-Fi to the centre management office.

Other Signage & Statutory Signage

Throughout the back of house areas over 600 statutory door signs provide information and direction to users. In addition mall entry decals and lift signage inform users as to key navigation details.

Challenges of a Project of this Scale

There's no doubt that working on a project of this scale has challenges. The existing shopping centre was kept open during the addition of 27,000 square metres of retail space – so negotiating around site safely, with minimum disruption to existing retailers, was a major consideration. Needless to say, the logistics of delivering and installing signage whilst working around another 1200 contractors required careful planning and logistical organisation.

Signage is typically one of the last trades to work on a construction site such as this, and invariably our time runs right up to the wire (through no fault of our own!). This project completed just in time for the official opening - as our final night works team walked off site at 6am on the morning of launch, the shoppers were keenly queuing up for 'early bird' offers and goodie bags. Such flexibility and dedication to get a project of this size over the line is testament to the team. Foreseeing a tight race to the finish line our Project Manager, working in unison with Scentre Group, meticulously planned the workflow with precision.

Still on scale, the thousands of signs included in this project require good systems and processes to ensure quality control at every step of the way. Our QMS provides the framework for this, with accurate shop drawings at the outset, though to clear labelling and QA at the finish prior to installation.





Final Wrap

This project touched every member of our team and involved additional contractors to assist along the way. Importantly, every cog of every wheel worked in unison, and there is huge pride in our performance on the Carousel Shopping Centre project. The results speak for themselves!

If you need inspiration, design assistance or help managing a Shopping Centre signage project, the team at Signs & Lines and Yap!digital can take your project from drab to fab! Our service includes preparing designs to show how to make the most of your signage, plus the benefit of our team of signage professionals to guide you every step of the way.

Contact us today:

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To discuss your own signage strategy please don't
hesitate to get in touch.

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