





# DFO Perth - Fashion has a New Home

## CASE STUDY

The announcement of a new home for fashion, AKA DFO Perth, sent many fashionistas into a spin, and quite rightly so. The much anticipated new retail hub at the Airport site has caused quite a stir given our states love for a bargain! The image of the premium shopping outlet is distinctive and has been developed from scratch by a joint venture between Perth Airport and Vicinity Group.

With 113 stores, the Direct Factory Outlet (DFO) on the airport estate covers an area of 24,000m<sup>2</sup> and includes food, beverage outlets, plus parking for 1600 cars.

Georgiou Group commenced work on the site in mid-2017, and contracted Signs & Lines to produce the signage throughout the site including a unique range of internal, external, directional, information and statutory signage. Our team designed, developed, manufactured and installed signs big and small using the full talents of our in-house team of designers, project managers and tradesman.

There were a few signage designs of particular note on this project that required us to step out of 'the norm' and creatively adapt our conventional way of manufacturing signs.

### Concrete Blade Pylon Entry Signage

Entry signage undoubtedly plays a huge part in the overall appeal of a destination. Our team's recommendation of using concrete to achieve the overall industrial "look" that the architect was trying to capture, pushed these two

monoliths outside of the conventional manufacturing methods associated with signage pylons.

The ground breaking design called for a vertical concrete blade (the larger of the two weighing in at just less than 40 tonnes), made and installed as a solo freestanding tilt-up panel with a twist. The blade would present as an off-square parallelogram with one of its base corners buried in the ground to form a flat base. Both faces of the pylons boast 3D internally illuminated branding (DFO PERTH) covering an area in excess of 6m<sup>2</sup>, fabricated from perspex with an automotive 2pac paint finish and halo led illumination. The lower section of the faces feature a debossed shadow effect set into the concrete, achieved by incorporating 3D forms into the pre-cast formwork prepared off-site. After extensive site preparation ensuring that the footing locations were formed to pinpoint precision, the blades were craned into position. Once in place, the final footings were poured. The two pylon signs required over 42m<sup>3</sup> of concrete, over 1500 metres of reinforcing steel plus considerable engineering, precision fabrication and logistics.



## Car Park Zone Markers

The concrete theme was extended to the car park zone markers which at over 2 metres tall were designed to identify the carpark zones. The 5 precast, single piece concrete plinths were finished with a class 2 finish to match the pylons, and feature automotive 2pac sprayed aluminium identification & branding elements.

## Exterior Brand Application

The building fascia signage consisted of 6 large sets of DFO letters of up to 1.6 metres high positioned in various locations around the building, including the 'french fries' as they became widely known! These were designed & engineered to suit the various structures they were installed to, fabricated from Perspex, sprayed with 2pac automotive paint and internally illuminated with led modules to create a halo glow.

## Internal Truss Wayfinding Signage

Directing shoppers through the malls are suspended wayfinding signs – cleverly hung on the trusses that form the structure of the shopping centre. The shape of the truss signage was designed to fit with the overall curved ribbon design element used throughout the centre's architecture. Prototyping was a critical part of the process to ensure the intended form could be achieved in a structurally sound manner, had good visibility, and stayed true to the styling that had been developed through countless hours of design development. The directional information on the signage was embroidered with white stitching onto an acoustic fabric to achieve another level of sensory interaction. (staged photos of prototyping through to installation?)



CASE STUDY

## Floor Standing Digital Directional Signage

Within the shopping centre we produced two floor standing directional panels standing 2 metres high and encompassing embroidered acoustic panels and stencil cut out DFO letters. Multi-touch 43" digital display screens were added for customer interaction & information, powered by Vicinity's digital network.

## Amenities Signage

Carrying through the ribbon element, a series of formed S-shaped acrylic signs were produced with brushed bronze vinyl and metallic charcoal arrows, fixed to the walls of the amenities corridors. The faces were covered with embroidered acoustic panels, with stitched icons and lettering used to direct customers to the centre facilities. These are coupled with bespoke tactile signs that follow the design aesthetic and provide the statutory necessity for all customers (show pic of Amenities signage and extract from Artwork on J19108 A type signs)





## Digital Customer Service Counter

The Customer Service Desk incorporates a digital 32" interactive touchscreen at the entry point to DFO, to assist the customers in their shopping experience. The curved aluminium housing was fabricated in house and finished with automotive 2pac bronze metallic paint. An intricately white illuminated 'information' symbol and DFO letters feature on the front of the desk, internally illuminated with LEDs.

## Other Signage & Statutory Signage

Throughout the back of house areas statutory door signs provide information and direction to both customers and staff, ensuring their safety and meeting all of the obligations of the Building Code.

## Challenges of this Project

There's no doubt that working on a project of this scale has challenges, and working in the airport environment poses even more complex logistical considerations as the OSHE rulings in the airport precinct are considerable. This was particularly true of signs of the scale of the concrete pylon entry statements and our Project Managers handled the added planning challenges with their usual proactivity, flexibility and attention to detail.

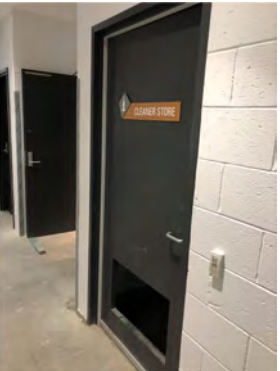
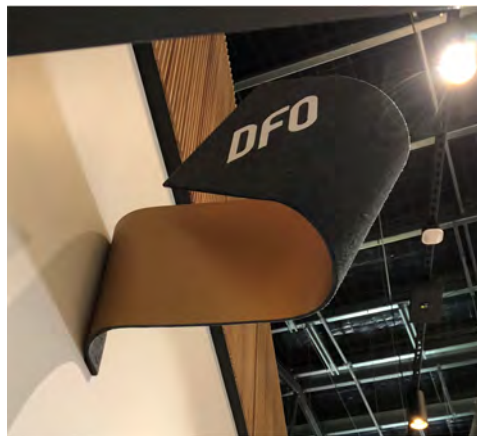
The DFO signage package provided plenty of concepts requiring creative development to bring the designs to life, and as always our team shine brightest when the challenge is greatest.

The personnel changes in Georgiou throughout the project also brought a few communication hurdles as information was passed (and changed!) from one supervisor to the next.

Finally, construction sites always bring their own set of logistical challenges, and when there are 800 tradesmen on site frantically completing construction and shopfitting works, hurtling towards an imminent deadline we must work within and around all of the dust, machinery and traffic to deliver and install premium finished pieces, ready for the 20,000 customers to come swarming through on opening day. Mission accomplished.







## Final Wrap

This project touched every member of our team and it was great to be part of such a high profile new development. It's fair to say that DFO Perth has set a new bar for outlet shopping – not only in the West, but across the nation.


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.

Talk to the team today.

**E:** [admin@signsandlines.com](mailto:admin@signsandlines.com)

**M:** +614 0719 9576

**Ph:** +618 9274 5151

 [www.signsandlines.com](http://www.signsandlines.com)

 [www.yapdigital.com.au](http://www.yapdigital.com.au)

