

# Signage as an Art Statement

# Go Large!

Not every signage project involves a 73 tonne Cutterhead art piece, but this one did! In October 2021 our team headed to site to move this mammoth structure into place as a central artwork at the new High Wycombe rail station. Part of the FAL – Forrestfield Airport Link project run by the Salini Impregilo/NRW JV, the cutterhead art statement is a poignant reminder to all travellers of how their tunnel journey was made possible.

Signage as an art statement is becoming a popular way to create relevance to an area or an environment. The Cutterhead represents the equipment that was used to create the twin bored tunnels that run 8.5km between the above ground High Wycombe station, underground to Airport Central Station and underground to the new Redcliffe Station. With only 9 cutterheads (tunnel boring machines) in the world, 2 headed to Perth to create the 7metre diameter train tunnels.

The new rail link emerges at Bayswater Junction, completing the tunnel's journey from Perth's eastern suburbs to the CBD. A journey that will take just 20 minutes!

This Case Study explores the ways in which art statement signage can be applied in different environments.













# Why Signs & Lines for Art Statement Signage?

Working to professional project management standards, our service includes a complete turnkey package. We will work closely with you to customise your art signs to a budget.

As a result we will take ideas from concept through design to manufacturing and installation – using cost effective production techniques. Value engineering can be introduced where possible to drive efficiencies.

## **Demonstrated Experience**

#### **Project Summary**

Project: FAL Cutterhead Art Statement
Location: High Wycombe PTA Station, WA

**Environment**: External

Client: Salini Impregilo

Date: October 2021



The Salini Cutterhead project required considerable heavy lifting – both figuratively, mentally and operationally.

Fortunately, our previous experience of works in high risk public spaces, has given us the knowledge and practical realities of operating in conditions that are potentially hazardous or risky to the general public. Cue this project!

#### The Key to Success - Logistics

Moving the Cutterhead into its final resting place required precision and grunt. From the structural engineering to create a support framework to hold the mammoth piece of steel on site, through to the coordination of the subcontractors on a high risk working site, this project was intense. The OSHE elements included a Critical Lift Plan and Permit, Working at Heights Permit, Safety & Environmental (SEA) Analysis, SMWS and Dual Crane Lift Details.

The crane equipment was carefully chosen. Moving the 73 tonne Cutterhead off the flatbed hiab and into position required two massive cranes. The main 450 tonne orange crane's job was to do the heavy lifting, and the smaller 220 tonne green crane was to provide support whilst the Cutterhead was rotated from horizontal to vertical. Extra road base had to be layed on site to provide access and support the cranes when in position.

We used certified subcontractors with an impeccable track record on the site. All the operators on site during the installation phase of the job were fully certified and undertook multiple reviews and discussions pre-lift.













# What About Safety?

Our Occupational, Health & Safety protocols are tried and tested. We have documented policies and procedures to ensure that site works are managed and reported on effectively. Full reporting and records will be kept of any incidents or hazards requiring further input.

Our scope of work included structural engineering, methodology, manufacture of the steel support frame, transportation, co-ordination of sub-surface scans, geotechnical reports, footings and development of a critical lift plan with the crane and transport subcontractors. Liaising with Salini

Impregilo and PTA required careful scheduling of works and high regard for OSHE. The above was achieved to deadlines using our in house specialist project management resources.

# Priorities When Creating Public Artwork & Sign Statements

Drawing Inspiration – How will we create the drama? Our priorities whilst creating a new public artwork or statement are to:-

- Design a dynamic creation that enhances the environment;
- Develop decorative concepts that promote either the

- social, economic, historical or environmental context of an area;
- Provide for a talking point that encourages people to engage with the area;
- Raise an iconic profile for locals and visitors alike;
- Engender a feeling of community and pride in the heritage of the area;
- Develop a narrative that creates a strong cultural identity;
- Showcase innovation, creativity and technology related to the area:
- Obtain full collaboration and buy-in from all stakeholders.



# **Popular Sign Types For Art Statements**

From large scale to small, we can design, manufacture and install the following signage types:

- Pylons, totems, monoliths;
- · Equipment;
- · Interpretive fencing;
- Painted art and murals;
- Dynamic LED custom lighting projection;
- and much more!!

Whilst these are the most common forms, this is where imagination offers not boundaries.

If what you're looking for is not on the list feel free to get in touch. All of our work is custom made so Signs & Lines will "make to measure" using our inhouse resources. Talk to us today about what you have in mind – 08 9274 5151.

#### **Our Service Promise**

As a professional outfit, we take great pride in our customer service and workmanship. All engagements with art statement projects will be built using innovation and a genuine desire to provide outstanding results. Our people are signage experts, with a depth and breadth of experience across design, signs, electrical, engineering, cabinet making, fabrication and marketing backgrounds.

The Signs & Lines team can handle projects of any size. From the outset, a sales consultant will offer professional advice based on years' of experience in

signage. Complex rebrands or strategic signage projects will be handled by our project management team. Working with your team, the project manager will co-ordinate with all stakeholders to ensure a seamless result.

## **Need More Than Just Signage?**

Our team offers a number of additional services that will help with your signage requirements.

- Design Concepts: Either a wayfinding strategy or conceptual drawings for a new building or precinct.
   Let us create your next project.
- Audits: Full or partial audits of indoor or outdoor facilities. Is your signage working well? Let us give you advice.
- Aftercare & Maintenance: Servicing or maintenance requirements with photos. Our technology solution will provide a detailed status update.
- Repairs: Fix or repair existing signage. Plus a detailed report outlining signage issues & recommended fixes.

# **The Final Wrap**

The team will give you non-biased recommendations and gear your signage to the future. Our experience of static and digital signage solutions will ensure that you receive our trademark outstanding experience.

We're ready to start talking! Speak up now about your next project or idea.













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

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