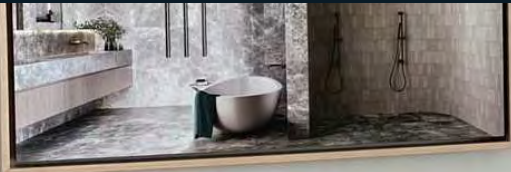


INTERIORS

ORA DISPLAY SUITE SIGNAGE

BLANK CANVAS STUDIOS

2023



ORA DISPLAY SUITE SIGNAGE

BLANK CANVAS STUDIOS

OCEAN INSPIRED

The Ora, Sorrento project is a boutique collection of luxury beachfront apartment residences. This project was designed architecturally by MJA Studio, using the Sorrento coastline as their muse.

Using inspiration from oceanic elements and natural flora, this build combines the captivating coastline with modern luxury to deliver enviable beachfront apartments.

DISPLAY SUITES

A display suite is an essential tool for showcasing the features, layout, and overall feel of an apartment development to potential buyers or renters. It allows them to visualise what it would be like to live in the space and make an informed decision about whether or not to invest in the property. A well-designed display suite can significantly impact the success of an apartment development by attracting and converting potential buyers or renters into paying customers. The signage used in a display suite can be the make or break for buyers! The work in this case study is an example of quality signage for a display suite for Sorrento development Ora.

PROJECT SNAPSHOT

Project: Ora Display Suite Signage
Locations: Sorrento
Environment: Internal
Client: Blank Canvas Studios
Date: March 2023
Features: Framing, Graphically Printed Vinyl

SCOPE OF WORKS

For this project Signs and Lines was asked to create display signage for a display suite fit out. This included but not limited to timber frame posters, wall graphics, and static signage. Client was seeking a high end poster finish with timber mouldings and negative detailing to suit. The posters were fixed direct to wall and some of them were stainless steel cable kits. Our end products result as a selling tool for the apartment suites.

HALL OF FRAME

The specifically chosen images were selected to convey through imagery the values of what Ora represents, the ocean and beach environment. Each image had to be framed to create the combination of modern aesthetics with the everyday beach lifestyle, and to give the suits a sleek finish. The images were digitally printed to vinyl with matt laminate.

The choice of an exterior of pale oak as a wood choice hint at beach driftwood, whilst the inner photo display image panel is a contrasting black. This juxtaposition of the striking definitive dark image panel colour choice compared to both the pale oak frame and coastal imagery reiterates the subtle dichotomy between man-made and nature that Ora is seeking to deliver.





WONDERFUL WORDS

The deliberately chosen titles that accompany the photos also contributes to the beachy atmosphere. The playful combination of 'barefoot luxury' combines ideas of relaxation and being carefree with the spectacular opulence of luxury. This signage was constructed from 3mm white acrylic that was router cut and fixed to the wall. Other examples of similar text reads 'Your coastal sanctuary', and 'Ocean Inspired'.

ORA SIGNAGE

A stunning display suite needs co-ordinating front of house signage. The front of house signage continues demonstrating appreciation of aesthetics with a minimalistic font. The sign was created from sleek matt black vinyl.

WALL GRAPHIC

The coastal theme remains consistent in this project, including the wall graphics. It's hard to view the dark turquoise wall alongside the marbled white wall graphic and not see a mirror of the beach landscape. The wall graphic has been digitally printed to high tac vinyl with matt laminate. The use of marine imagery is used again in another wall graphic where the use of various gradients of blue were used to allude to the ocean and its waves.

SAMPLE BOARD

For this display suite several sample boards were created to reflect the different colour palettes that are on offer. These include White Sand, Calm Beach, and Ocean Grey. These samples sit flush with the face of the image panel, which sits within an exterior pale oak frame. Accompanying these samples is an image panel that was created from 5mm sealed MDF and was digitally printed to Arlon DPF with matt laminate and applied to face. A sample board displayed this way is a great way to show clients the different variations, in an aesthetically pleasing way.

CHALLENGES

To create the specific vision that the client had in mind, several prototypes had to be created before the perfect version was created. As the images used were all supplied by the client and frequented to change during the signage process this initially created issues due to printer profile settings. This issue was overcome by supplying samples for the client until satisfaction. Despite tight deadlines that required very high levels of quality, the desired result was met thanks to excellent project management and ongoing communication with the client.

SIGNS AND LINES

Signs & Lines have extensive experience in the design, construction, and installation of signs for retail, office, hospitality, commercial developments, public buildings, and multi-unit residential projects. We will work with you throughout the planning and design phase. We will innovate and recommend signage solutions that are both fit for purpose and eye-catching.

Whatever your requirements, our turnkey service ensures that all elements of the project are handled, to the highest professional standards.

Our team of professionals is just a phone call away. For advice on any aspect of signage call the office today at +618 9274 5151 or email admin@signsandlines.com today. variations, in an aesthetically pleasing way.



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