

STORY WALL SIGNAGE

The BHP Office story wall project in Perth's CBD was a stunning and bold statement in the global resources giant's new reception area. Story walls are an innovative design feature that transform a drab white wall into an engaging space, using a combination of straight lines, curves and illumination.

Nothing challenges a sign company more than complex fabrication, illumination and graphics - all produced and constructed in our Midvale factory!!

This case study explores some challenges of this powerful story wall signage from Perth's leading signage company. Taking signage to a new level, we explore how our team challenges the norms of typical signage by applying years of experience in the industry to create a reception masterpiece.

PROJECT SNAPSHOT

- Project:** BHP Office Fit-out Story wall
- Location:** Brookfield Place Tower 1, CBD Perth
- Environment:** Internal
- Client:** Shape Australia Pty Ltd
- Date:** 2023-24
- Features:** High end internal story wall in office reception area, fabricated shapes mounted to wall displaying graphics.

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WHY IS GOOD PROTOTYPING IS ESSENTIAL?

Our team spent a lot of time in the prototyping phase to come up with a practical solution that met the design intent. There is a common trend in signage, where the design vision is not always practical in reality! Our experience allows us to meet these conflicting priorities head on in a way that is solution-orientated. For this project, our team developed a number of prototypes to ensure the concept would both match the design intent and be fit for purpose.

R&D IN DETAIL – PROTOTYPE PHASE

Due to the complexity of the design, the prototype phase was all important for this project. Given the story wall's location within a CBD office building access issues had to be considered from the outset. All items had to be taken up to the 34th Floor using the goods lift, meaning that a modular design was essential. Our project and design teams determined that the 8880mm x 2550mm story wall would be constructed in 21 pieces – creating modular sizes that would fit in the goods elevator on site.

The next phase was to create the design of one module for client approval to ensure that the aesthetic, colourways and visual effects would meet expectations. Signs & Lines rose to the challenge of a particular powder coat colour and satin finish that the interior designers were

looking to replicate. Through a detailed sample process, we matched colours to the interiors palette.

What resulted was an approval process with Signs & Lines given the go-ahead to make the transformation of a plain wall into a stunning, fabricated feature artwork.

PROJECT SPECIFICS

The story wall specifications for this project were:-

- A finished size of 8880mm by 2550mm made from 21 individual sections designed to interconnect into one story wall – noting that the sections had to be of size to fit into the access elevator on site.
- Constructed from solid aluminium 3D fabricated elements with 2mm faces and 3mm returns.
- Internal structural subframe for mounting with 18mm form ply backing panels painted black.
- Spray painted 2pac satin to match a bronze metallic colour.
- Digital prints to faces and wrapped edged, with cut vinyl text to panels – use of semi translucent digital print to show the metallic paint underneath.
- Panels installed with rare earth magnets with 90mm mdf packers for a concealed fixing method but still removable if the client wants to up-date the content or images.



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INSTALLATION CHALLENGES

The story wall had to be made in sections that would be easily transportable and fit into the goods lift. Making a seamless wall with sharp section joints finished and sealed onsite tested the skills of our install team.

To test the installation methodology, the entire wall was assembled at the Signs & Lines workshop in advance on a makeshift wall to ensure that all components custom fitted with precision. They were then deconstructed and labelled.

Open communication with the interiors fit out team that were building the gyrock wall was a vital cog to ensure dimensions and the structural setbacks were spot on. Engineering requirements dictated that the sign elements had to be lightweight to remain within in the confines of the load capacity of the supporting wall.

GETTING THE STORY RIGHT - RECEPTIONS

The first point of contact in any retail, commercial or destination venue is always the front entry. What does a reception communicate to visitors and passers-by, and is it appropriately practical and secure?

There are so many options for a reception space. While logos have always been the number one choice, reception desks, story walls and wall graphics are also very popular.

This Case Study example will go a long way to help us inspire and educate the retailers, designers, specifiers, and fit out specialists involved in retail, commercial, office, and destination venues about the latest trends in the industry - and about how Signs & Lines products and services can make the magic happen.

GREAT FITOUT SIGNAGE IS TRANSFORMATIVE

Whether you need inspiration, design assistance or help managing a new fit out or story wall or signage art project, the team at Signs & Lines can take your brief and transform your space. Our service is always responsive. We pride ourselves on a R&D approach. Our team will go the extra mile to boost brand awareness and enhance your professional image.

Make the most of your building canvas – whether with static or digital signage – and use this space to engage, capture and engage your audience.

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