

WEARNE COTTESLOE AGED CARE BUILT

JULY 2023 - FEBRUARY 2024



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Signs & Lines has recently completed signage for the newly revamped Wearne Cottesloe Aged Care redevelopment in Perth's western suburbs. Contracted to Built, the Signs & Lines team have worked with a signage brief sympathetic to the existing heritage landmark and its refurbishment into an oceanside, aged care facility.

The Curtin Heritage Living development comprises of a 128-bed residential care facility called Marine Views, overlooking heritage gardens and the ocean. Architect, Hames Sharley, have a vision to revolutionise elderly care by providing residences of exceptional quality in a world-class setting. The design is centred around creating a sense of place and nostalgia, both of which are carefully balanced through texture, colour and the familiar characteristics of the Wearne community.

PROJECT SNAPSHOT

Project: Wearne Cottesloe Aged Care Redevelopment

Location: Marine Parade, Cottesloe, WA

Environment: External & Internal Signage

Client: Built

Date: July 2023 - February 2024



WEARNE COTTESLOE REDEVELOPMENT SIGNAGE BRIEF

Signs & Lines provided a range of internal and external wayfinding signage to Built. As part of this iconic institution's revamp, we have helped the venue morph itself into an innovative, heritage-led venue, through stunning new signage. Signage types for this project included:-

- Heritage ID and interpretive signs
- Plinth/totem wayfinding signs
- Residential entry and building ID signage
- Internal lift directories
- Directional signage
- Room ID's
- Pool/gym and location map signage
- Statutory signage



HERITAGE TONES & PALETTE

The redevelopment features a heritage listed building in the centre of the facility. The material palette, informed by the identity of Cottlesloe homes and heritage tones, draws on the rich blue hues of the Indian Ocean, dusky orange and pink sunsets, rippling waves, sun-bleached timber and native greens. These elements combine to create casual and intimate settings that are light-filled and calm. Some might say a throwback to the early 20th century. In the future, a Stage 2 wing will see the addition of a further 56 retirement units, along with a range of amenities for the wider community, including a café, art precinct, medical centre and community meeting amenities.



WATERFRONT

TERRACE ENTRANCE

Cottesloe

EXTERNAL SIGNAGE

Wearne Cottesloe Aged Care has maximised its links to history and location through unique external signage showcasing the venues brand image and cementing its status as a local icon. The external signage features rich blue and native green styling.

INTERPRETIVE & WAYFINDING TOTEM SIGNS

The facility features a number of double sided heritage interpretive plinths. Made from 3mm aluminium and 2 pac painted, the signs feature graphics depicting historical images and text.

Similarly, the directional precinct plinths feature wayfinding information such as maps and arrows and directions. Again these are made from 3mm aluminium and 2 pac painted with text and white graphics. These sign types are essential in an aged care facility - how else do residents and guests find their way to the key communal areas and rooms?

Wayfinding in an aged care venue should be:

- Clear, easily visible, with good colour contrast. This can be seen here with the use of illuminated white letters juxtaposed against a dark background and also with the repeated use of maps and white text
- Have easily recognisable symbols eg arrows
- Help people on their path to their destination
- Should not be cluttered by other signs and information

The wayfinding sign combines functionality with aesthetics to create the ideal signage for a modern aged care venue.



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LOOKING TO FIT OUT YOUR AGED CARE VENUE WITH SIGNAGE?

Signage for Aged Care is an essential way to engage with residents, customers and visitors. In this case the interpretive signs reference back to the historical elements of the facility, providing a focal point for viewing and discussion. What a lovely way to connect to place and people.

If you need inspiration or design assistance for an aged care signage project, the team at Signs & Lines can take your facility from drab to fab! Our service includes creating an integrated interpretive or wayfinding plan that will enhance a facility to benefit all users.

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THE FINAL WRAP

The team will give you a 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. agnage.com & recommendedfixes.com about your next project or idea.



Talk to the team at Signs & Lines today.

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