

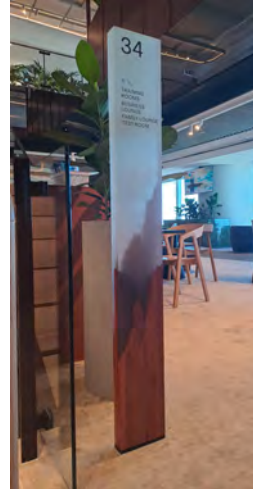
A modern office interior featuring a long, low wooden bench with a grid pattern. The bench has a white sign with the text "LAND OF THE CBD" and "BOORLOO". There are large green plants on the right side of the bench. In the background, there is a glass wall and a staircase. The overall atmosphere is bright and contemporary.

BHP PERTH OFFICE FITOUT
SHAPE AUSTRALIA PTY LTD

2023 - 2024

LAND OF THE CBD

BOORLOO



BHP PERTH OFFICE FITOUT

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OFFICE FITOUT SIGNAGE

As signage projects go, the BHP Office Fitout in Perth's CBD was a standout. A big claim, you may say, but it's not everyday we get to work with design innovation that challenges our whole approach to signage production and construction.

This case study explores some examples of powerful wayfinding signage from Perth's leading signage company. Taking signage to a new level, we explore how to challenge the norms and conventions of typical fitout signage by applying years of experience in the industry.

RESIN SIGNS – WHAT'S POSSIBLE?

The design brief from Studio Ongarato required the use of reclaimed jarrah timber from the BHP Building or a similar source. The methodology for the resin signs was to cast a large resin bar composed of resins and jarrah, and then rout and machine the sign to a final size to ensure a smooth finish. Once the desired size was achieved, level IDs was engraved with a vinyl covered rowmark inlay. The wayfinding graphics were cut from premium cast vinyl and applied direct to the face of the sign.

Wayfinding totem signage was installed to a fabricated baseplate with high tensile rods for a bar to slide over. This was 2pac sprayed to colour and then connected to a fabricated steel spacer and mechanically fixed to the existing slab. Clever eh?!

PROJECT SNAPSHOT

- Project:** BHP Office Fitout
- Location:** Brookfield Place Tower 1, CBD Perth
- Environment:** Internal
- Client:** Shape Australia Pty Ltd
- Date:** 2023 - 2024
- Features:** High end internal fitout signage including reception, freestanding and level ID wayfinding, statutory and amenities signage.

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 that the vision of a design intent 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 that the resin and jarrah wood concept would both match the design intent and be fit for purpose.

Prototyping occurred over several stages. We found that the resin was reactive to temperature and consistency. However, through a thorough testing phase our production effort devised a methodology that would provide consistent quality results.

R&D IN DETAIL

The client wanted a translucent frosted appearance to the resin - enough to still see the embedded timber but also contrasting enough to see the sign text.

The next challenge was producing the resin with a consistent finish through different material thicknesses. As the resin is colour matched by eye and mixed by hand, maintaining this consistency challenging to say the least. Our solution was to only allow one person mix the resin pigments – thus achieving consistency.

Choosing the correct type of pouring resin took a fair amount of Research and Development to find a curing time long enough not to generate too much heat which causes bubbles from the air trapped in the timber.

Environmental conditions were another lesson learnt and our solution was to store and pour the resin in an air-conditioned environment.





PROJECT SPECIFICS

Sign types included in this project were:-

- Brand Identification – BHP lettering made in two layers – a cast resin and jarrah rear. Adhered to the reception wall area with vinyl lettering underneath to list the BHP company entities;
- Desk Identification – made in two layers – 10mm cast resin and 4mm jarrah rear.
- Lift level ID's – profile cut using two layers of materials - 8mm cast resin and 4mm jarrah rear;
- Freestanding wayfinding Level ID's – made from a cast resin bar
- Primary destination ID's
- Lift bank ID's
- Locker signage – premium cast vinyl
- Meeting room ID's – profile cut lettering made from two layers of white and grey resin.

FIRST IMPRESSIONS COUNT

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

There are so many options in a fitout space. While glass has always been the number one choice, reception desks, storywalls 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 fitout specialists involved in retail, commercial, office and destination venues about the latest trends in the industry and about your products and services.

GREAT FITOUT SIGNAGE IS TRANSFORMATIVE

Whether you need inspiration, design assistance or help managing a new fitout or office or retail signage 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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