





# HBF Arena, Joondalup for Venueswest

## CASE STUDY

### HBF ARENA - UP FOR THE CHALLENGE?

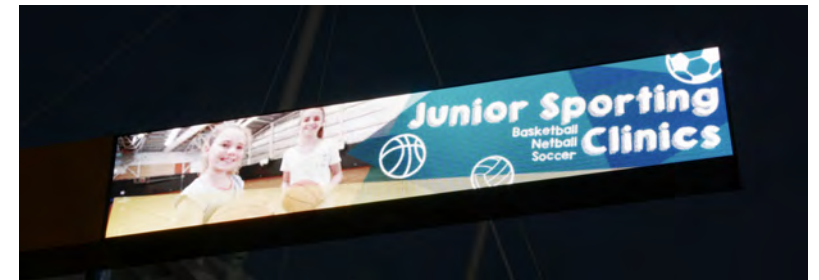
The VenuesWest entry statement at HBF Arena in Joondalup has certainly challenged our conventional thinking about a ribbon. As the largest multi-purpose stadium, sport and aquatic complex of its kind in Western Australia, the opportunity to create a unique and distinctive ribbon to mark and define the Arena's entry was a one-off.

The common definition of a ribbon might be something like 'a ribbon is a thin band of material, typically cloth but also plastic or sometimes metal, used primarily as decorative binding and tying. Ribbon is used for innumerable useful, ornamental, and symbolic purposes to commemorate an event or cause.'

This ribbon was over 40 metres long, involved 13 tonnes of steel and located 6 metres above the ground! Made and installed by Signs & Lines in late 2017, the yellow entry statement ribbon signage certainly packs a punch and fulfils the ornamental purpose of the definition!

The idea was conceptualised and designed by architects Sandover Pinder who, in conjunction with Arup, designed an eye-catching and informational signage concept in the entry concourse to the multi-purpose sporting, recreation and aquatic facility in Perth's north.

The sign not only had to look good, it also needed to integrate two digital LED screens to be used for advertising and general information to keep HBF Arena users in the loop with events and promotions. The entire structure was underlit to create a stunning night time visual impact.



After engineering sign off, the Signs & Lines challenge was to manufacture 41 metres of steel into curved ribbon sections and supporting columns to precise dimensions. Large sections of ribbon were fabricated from steel with a steel plate welded over. The sections were created into 10 'fabrication, installation and transport' friendly lengths. The logistics of making a metal signage structure of this size and length was fully established at the outset to ensure that the ribbon puzzle could be dismantled and re-installed in logical sections.

Each ribbon section was finished and then 2pac painted into the distinctive Golden Orb yellow colour – chosen to make a very bright statement. The supporting columns

were coloured to blend into the surrounding buildings. The 4 metre long K8, 8m SMD outdoor LED screens were fitted to both sides of the ribbon structure. The K8 offers high brightness for outdoor environments and has a large viewing angle of 140° horizontally and vertically with no image distortion within this range. All of the cabinets are tested for shower and soaking to ensure waterproof IP65 rating on the front and IP45 on the back.

A detailed lift plan was devised to ensure our site installation team could perform the installation safely and precisely. We managed the installation process in a couple of stages over 9 days, with the help of a massive 300 tonne crane to lift the steel elements into place.







Over an 18 week timeframe our team managed the project to perfection, meeting the delivery timeframe and commissioning the sign on time and on budget.

Don't just take our word that we've risen to the challenge and performed well. The VenuesWest project manager had this to say "Very impressive and work executed safely and as per plan. Well done to your team and keep up the good work'. High praise indeed on a project like this with such high safety criticality.

As projects go, the HBF Arena ribbon made it into the Signs & Lines hall of fame for being the longest sign we have ever made, and one that involved the most steel fabrication. The team excelled in every facet of this project and this is one ribbon that won't be forgot in a hurry!

Talk to us today.

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