



Yagan Square

CASE STUDY

Mention Yagan Square to anyone in WA and the significance of this new development is not lost – everyone has an opinion on this new public open space!

Nestled in amongst the heritage-listed Horseshoe Bridge, central Perth Train Station and underground Perth Busport, Yagan Square is a treat for the senses – whether it be the visual artistry of the big screen and digital tower, the significant 14 Aboriginal bulrush totems honouring 14 language groups of the Noongar people, or the myriad of tastes, smells and water features. Or the magnificently architectural building designed to mirror the shapes of the natural lakes that existed on the land long before the development of the city.

The Signs & Lines' contribution to this project in collaboration with Aspect Studios' wayfinding team includes wayfinding, building and award winning digital signage that combines with the other architectural elements of the Whadjuk culture.

The 3 metre tall, double sided freestanding digital kiosks, tipped in an angled brass hooding and base, provide Yagan Square visitors with digital content advising them of 'Meet, Connect, Discover & Celebrate' options – such as places of interest, events, promotions and news. Both kiosks have 75inch screens, 3000 nit high bright display screens, with PCAP capacitive touch overlay film, and are designed for outdoor use with superior quality. Given the nature of the public space, 8mm thick toughened glass was commissioned to provide extra security against vandalism.

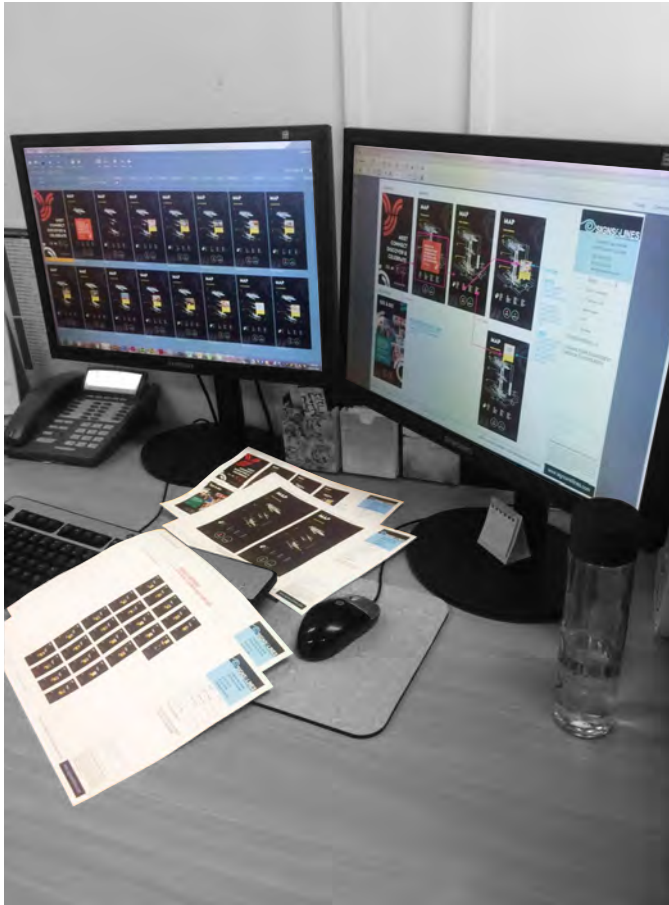


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The side cladding of the unique angled screen housing was made of 3mm 2 pac painted aluminium with the intricately folded hood being made from 1.2mm folded brass with 10mm thick aged brass Yagan Square logos. The inner framework of the housing was specially constructed using a hinged mechanism so that the screen could be easily swung out for servicing.

In keeping with the look and feel of the environment, one of the challenges faced was aging the brass to make it look as if it had been in situ for years. Not as easy as it sounds! The antique look was achieved by perfecting the aging process through countless tests. The aging process used acetic acid applied to the brass for predetermined time periods in order to achieve a consistent aging across the brass cladding panels.





Our design team created a suite of content to complement specific content determined by the Metropolitan Regional Authorities (MRA's) marketing initiatives. In house works on all elements of the sign from design, concept creation to manufacture was completed in our workshops at 5 Meliador Way, Midvale.



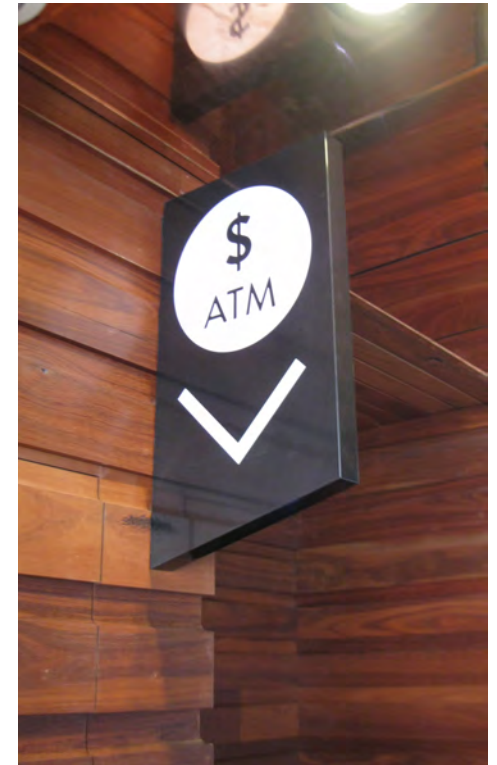
In addition to the digital touchscreen kiosks, existing wayfinding signage, such as the City of Perth cube signs, were removed from site and reinstalled in new locations within the square.

Signage for the Market Hall area included the illuminated entry ID lettering, router cut and painted 30mm thick acrylic, hogged out at the back to allow for the insertion of LEDs to provide a warm glow of light around each letter.

In keeping with the antique brass feel throughout the site, the lift wayfinding signage used an aluminium frame clad with aged brass. These signs bring a quality feel to the site and marry with the heritage style throughout Yagan Square.

Other entry and directional signage was prepared using 1.2mm aluminium with masked and sprayed detail with challenges of fully concealed fixings.

A full suite of stainless steel statutory signage and glazing were installed throughout the site to ensure that building regulations and compliance was achieved.





Working around Doric and its subcontractors in the final stages prior to launch provided the usual challenges. Signage is typically one of the final trades to be involved in site works, and cannot be completed until the majority of other works have been finalised. Our teams negotiated around heavy plant, hundreds of other contractors and space restrictions created complications but all works were completed by the opening ceremony on 3rd March 2018.

There's so much to love about Yagan Square, but besides the signage (of course!), our favourite sculptural part of the area is the statue named Wirin, the Noongar word for spirit.

This project won a Gold Award in the 2018 ASGA (Australian Sign & Graphic Association) awards for excellence in LED and LCD digital media category.



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