

gold coast convention and exhibition centre



SIGNCORP



AN IMPORTANT ASPECT OF ANY MAJOR DEVELOPMENT is the requirement to manage large volumes of people with 'Wayfinding' signage. This incorporates directions to facilities, seating, toilets, amenities, emergency exits and entry to all areas of the complex.

Signcorp, the architectural division of The Signcraft Group, were engaged by the developer Multiplex, to create an appropriate 'wayfinding' system and install the necessary signage for the Gold Coast Convention & Exhibition Centre. They also worked with the developer to create and install the building ID signage.

Wayfinding signage is a critical component of all public and commercial spaces and can be a key component in corporate spaces, where there is a need to communicate the organisation for staff and visitors. If done in a considered manner, skilfully, the wayfinding solution facilitates new users, providing comfort and reassurance in their experience of a new facility. This is usually achieved with little thought to the planning that has been put into the placement, colour selection and typographic design of the signage they are using. If done poorly it becomes instantly noticeable, causes major disruption to the flow, and leads to a poor visitor experience.

Signcorp were involved with the Gold Coast Convention & Exhibition Centre project for over six months. During this time, they worked closely with the developer and architects, to ensure that the system they had identified was installed smoothly and efficiently without disrupting or interfering with the vision of the finished development. Their considerable experience assisted in developing design and positioning to produce maximum efficiency and navigability of the signage.

Throughout the project, Signcorp used Modulex® architectural wayfinding systems, recognised as the most advanced and comprehensive system available with the widest range of colours, designs and communication mediums to address the variety of issues in complex building environments. The use of Modulex® systems gave Signcorp the ability to create unique and highly effective solutions to the specific challenges of the Gold Coast development.

With 35 years experience in the sign industry and utilising state of the art sign systems, Signcorp and their parent, The Signcraft Group, are able to carry out 'wayfinding' analysis and design packages that are tailored to the individual needs of each client. This ability to study the needs of a client and then design and install the appropriate signage puts them at the forefront of the industry. In the past, they have provided solutions for the National Museum in Canberra, the University of Technology in Sydney and Brisbane City Councils wayfinding signage around Brisbane.

The Signcraft Group are also licensed to manufacture Modulex® systems signage, providing the ability to control costs and lead times, consistent with local expectations. Signcorp's involvement in the Gold Coast Convention & Exhibition Centre, now that the centre is operational, can clearly be seen by the many thousands of people who will pass through the complex.

It is a credit to the skill of Signcorp, that most of these people will find directions and information about the centre readily available and easily identified without a second thought, making their experience of the Convention centre pleasant, safe and stress free.

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