





Optus Stadium Perth

This multipurpose stadium was one of the largest signage projects in terms of quantity of signs that Kingman has ever done. The stadium consists of multi-levels and will have the capacity to hold over 60,000 people making it the third largest stadium in Australia.

Kingman was responsible for over 12,500 signs for this project in total. This signage package consisted of all of the directional way-finding signs, all statutory signage and all the memorabilia signs internally and externally.

This project was a mammoth task on paper however it was still not a problem for the highly skilled signage experts at Kingman. Our can-do attitude was what made this project come to life. No matter the project, Kingman will make it happen! A motto we like to live by here at Kingman.

Pictured: Richard Angerson
Project Manager

The Game Plan

When planning for such a massive project, it takes a lot of attention to detail and some serious game planning, which is exactly what our wonderful project manager did.

To give the client a visual aid at the planning stage, a clever game plan was created to help come up with the best strategy. All levels of the stadium plans were printed, laminated and colour coded to help determine the signage locations, all of the miniature model sign types were made to scale with the architectural plans.

The client loved the presentation with the model as it allowed them the flexibility to reposition each sign type in a workshop format for a best for project outcome.





Capturing content of each sign and determining directions, a massive undertaking with over 12'500 signs in total to capture

Behind the scenes

Our state of the art factory in Malaga became a sea of everything Stadium signage related. Our talented design team set up all the artwork for the signage package for print, vinyl and production.

Our steel department went through the tonnes of steel to produce some mega totems and some impressive structural housings for internal and external signage.

All the black signs are powder coated matt black with white vinyl lettering applied to the faces. The VIP areas are all a designed in a gold colour, a result achieved by anodising aluminium with stainless steel kickers. Some of these signs are internally illuminated with high-quality LEDs which shine through the push through acrylic. This makes for easy navigation at night.

Our talented production team made sure that this large-scale project did not interrupt any other projects and deadlines. They somehow managed to streamline the process to ensure all the signage was manufactured to the highest build standard and on time.





Way-finding signage

With a facility that has the capacity to hold 60,000 people, things could get very confusing real quick if it wasn't for directional signage. Signage is everywhere and without it, we would literally be lost.

The directional signs for the Stadium project were all designed in a slick matt black powder coat with the text and information icons all applied to the faces in a white vinyl. This theme has been carried throughout the stadium with all their signage having a black and white theme, which complemented the vision of the interior design team.





103

104



You are on Level **1**
Aisles 103-129 ↑
Aisles 304-309 / 328-326 ↑
Way Out ↓
Levels 2-5: ↗ → Bus Train Taxi → ↘

VIP directional wayfinding

To create a difference in the VIP areas of the stadium all the directional wayfinding signage had a little gold class treatment. These signs were all anodised aluminium with stainless steel kickers.

This gold style was applied to all the totems and directional wayfinding signs for the VIP areas pedestrian journey.

Pictured is one of the VIP totems of which there are 12 in total.





Memorabilia wall in the VIP lobby



WESTERN AUSTRALIA'S HALL OF LEGENDS

The Hall of Legends brings together the best of the best. Each of the individuals represented have been recognised by their codes or industry organisation as the best of their sport. The group comprises the West Australian Football Commission's Hall of Fame Legends, the Western Australian Cricket Association's Gallery of Greats, Football West's Hall of Legends and the Western Australian Institute of Sport's Legends.



wais





10mm Acrylic, with polished edge and digital prints applied to the rear

External statutory toilet signage





← STANDS 1 to 11			STANDS 12 to 22 →		
Route	Destination	Stand	Route	Destination	Stand
651	Karrinyup	4/5	650	Claremont	22
653	Mirrabooka	10/11	652	Kingsway	14/15
654	Morley	8/9	656	Forrestfield	12/13
655	Ellenbrook via Bassendean	6/7	658	Hamilton Hill via Kardinya	20/21
657	Livingston via Curtin	1/2/3	659	Hamilton Hill via Melville	18/19
			660	Fremantle	16/17

External magnetic interchangeable information display boards

Directional street/pathway wayfinding blades

There are 21 of these street/pathway blades located externally for directional wayfinding for pedestrians. These signs are simple in design and meet the theme of black and white which we can see carried throughout the stadium.

The black blades with white text are to show the direction of destinations and the white signs with black text show the direction of amenities.



← Pelican Lawns

BHP Boardwalk →

←  Train

Playground →

←    Toilets

Bus  →

Chevron parkland entry statement blades





Chevron parkland playground entry statement blades with die cut

Information Blades

This information blade is located in the Chevron parkland area and its purpose is to communicate information about the sculpture and the story behind it.

"Across millennia, the four major Noongar clans living in the country we now call Perth would send a solitary runner to travel as far north as Geraldton, then down to Esperance, before returning home. It was an epic journey that took four full moons to complete. He would be carrying message sticks to give to the medicine men of each nation he encountered, inviting them to return to his country for an important annual gathering.

When Ballardong Noongar man Barry McGuire was asked to offer a public art idea for the 200m BHP Billiton Boardwalk at Perth Stadium, the message sticks of his people were the obvious choice.



"The stadium is a place where many nations are going to come," McGuire said. "It's basically us as West Australians saying, 'This is our invitation to our place of gathering.'"

Ben O'Shea - The West Australian
- Friday, 9 December 2016

Directional wayfinding pylons





Kaya – Welcome to Stadium Park

Kaya (Kaya) Wharara moort krayin karrak nija boodja
The Wharara moort krayin karrak nija boodja is the traditional custodians of the land on which the stadium and its surrounding parkland are situated.

The Kaya is working with the South West Aboriginal Land and Sea Council and the South West Aboriginal Land and Sea Council to ensure the Kaya is the traditional custodian of the land on which the stadium and its surrounding parkland are situated.

Working with the Kaya is a key part of the Stadium's commitment to the Kaya and the Kaya's role in the development of the Stadium.

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THE STADIUM AND PARK SITE

The Stadium and Park site is a significant area of land in the South West. The site is located in the heart of the South West and is a key part of the Stadium's commitment to the Kaya and the Kaya's role in the development of the Stadium.

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Welcome totem sign for the Chevron parklands and BHP boardwalk





External ticket booth signage all with internally illuminated lettering



← Stand 12
Route 656
Forreestfield Forum

STAND
13

← Stand 13
Route 656
Forreestfield Forum

External directional street signs



OPTUS

RADI

KWIK
Logistics

KWIK
ON DEMAND



External Signage Install

This was a very exciting time for the team at Kingman as we finally got to see these Optus branded letters being installed. This installation went ahead and took over two days to install with the letters being delivered from our factory over four truck runs.

The yellow Y from Optus “yes” logo actually wouldn’t fit on the one truck so it had to come in two sections that were then assembled onsite. This gives an idea of the size of these letters. Although they look in proportion when fully installed, they are being placed in this massive new stadium. There will be four sets of Optus branded letters externally, with another four sets internally.

Each set measures 42 X 5.8 metres, all bolted into place with over 240 structural bolts and will be illuminated with 1050 energy efficient LED lights.

Each set of lettering weighs an impressive 8 tonnes. The sign is supported by 12 lever arms that penetrate through the facade and connect to cleats that are welded to the main structural columns.

The install of these lever arms requires specialised rope access riggers and onsite welders, both working off data collected by 3D scans.

The team were slightly worried that Cyclone Joyce might interfere with the installation, however, the team powered on and got the job done, despite the heavy rain and wind, Kingman was lucky with the timing and it all got installed smoothly while still meeting our deadline, and just in time for the official opening.





OPTUS STADIUM *yes*

kingman

V I S U A L

SIGNAGE + DESIGN + CONSTRUCT

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