

**KINGMAN
GROUP** 

Karrinyup Shopping Centre
Signage Project

CASE STUDY

www.kingman.com.au
450 Victoria Rd, Malaga WA 6090

“Kingman are the only signage company that could have carried out a job of this type.”

Multiplex



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Introduction

Back in 2019, Kingman was awarded the signage contract for the highly anticipated rebrand and redevelopment of Karrinyup shopping centre.

Although the project was a big one, Kingman was more than confident in our capability of delivering the predicted scope of work on time and on budget for our valued client and the chosen builder for the project, Multiplex.

Sign types throughout the project:

- Aluminium fabricated letters, internally illuminated with LED's and Opal acrylic applied to the face
- Internal and external Statutory signage
- Directional wayfinding signage package - construct and install
- External building directional totems
- Pylon sign - design and construct



Loading the pylon from Kingman's factory to be transported

Behind the scenes

Kingman has a long history of delivering iconic signage projects for Multiplex, and this project was no different.

Kingman's project management team ensured a seamless delivery, through all the logistics of fabricating and installing every sign.

The signage package included internal and external statutory signs, directional wayfinding signs and signage for a multi-level carpark. Included was beautiful hand-painted graphics along with all external signs and, of course, the brand new shiny 15.5 metre tall Pylon that was designed to match Karrinyup's modern branding.



Working closely with Multiplex for AMP Capital, Kingman were on-site during this redevelopment for almost two years. The Kingman factory saw a steady stream of Karrinyup signs constantly flowing through our factory.

Partners

- Multiplex
- AMP Capital
- Urbanite Architecture
- KWIK Logistics





With over 4500+ signs installed throughout the Karrinyup redevelopment, this project was no easy feat.

The team at Kingman are so proud to have been the chosen signage contractors for this project and ensured all signage was delivered on time and to the highest quality and standard. After all, we do have a reputation to uphold.

With years of experience in delivering projects of this scale all over W.A, Kingman was the obvious choice based on our capability and quality signage that will look good for years to come.



K
Karrinyup

MYER

DAVID JONES

BIG W

HOYTS

Woolworths

COLES

ALDI

H&M

ZARA UNIQLO

rebel SMYKRO

J&B MFFI COCO REPUBLIC MICKY TUBBY

PARKING



Statutory signs

Kingman manufactured and installed every piece of statutory signage throughout the entire precinct. This included fire doors, emergency exits, service room doors and bathroom signs with the addition of Braille and Tactile signage in the appropriate locations.

All front of house signs have been custom manufactured with high end materials and 2 pac painted finish.



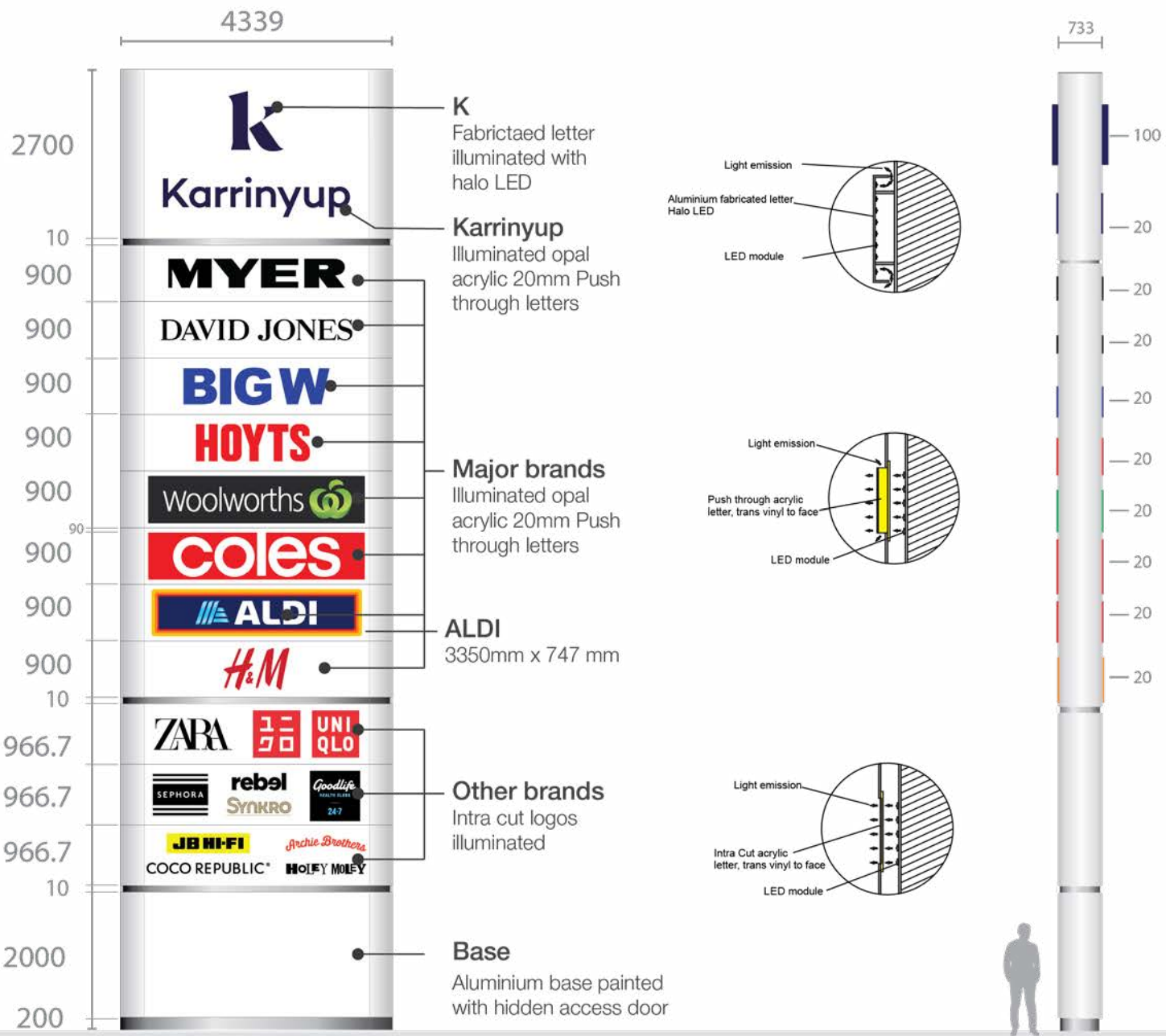


Pylon

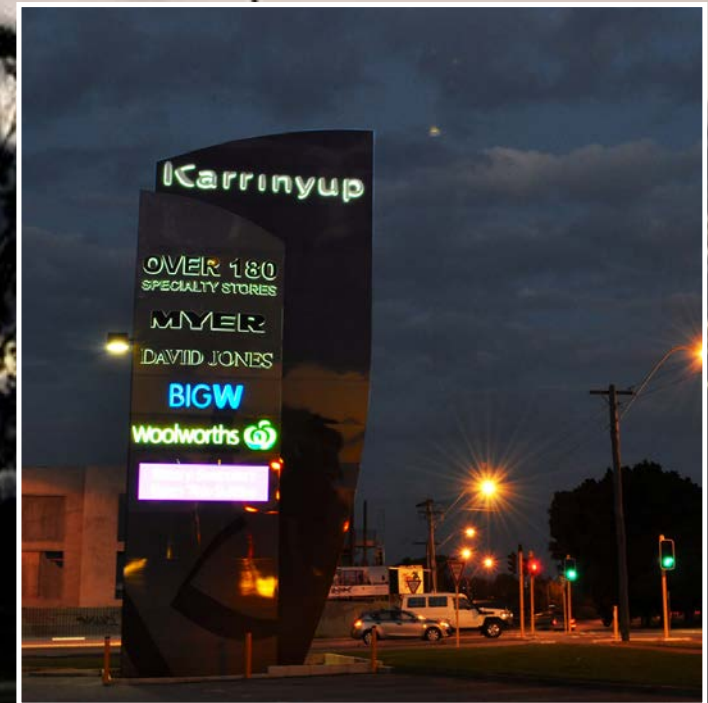
The main iconic Karrinyup pylon was originally built by Kingman back in 2011.

The new pylon is a cleaner, contemporary design but still imposing at 15.5 metres tall and almost 5 metres wide.

The fabrication of this pylon incorporates a steel skeletal structure, 13,800 mm tall, plus multiple design aspects on both sides including the LED halo illuminated K, illuminated opal acrylic push through letters, intra cut illuminated logos and an aluminium base.



Initial drawings during Kingman's design process



2011 Karrinyup Pylon fabricated by Kingman



External branding

The external branding Kingman created for this development includes a number of Karrinyup branded signs around the exterior of the complex, as well as signage for Hoyts, Woolworths, David Jones, Uniqlo, H&M, Zara, The Good Company & more.

These external signs were fabricated in a number of different ways, and installed using a variety of methods including the use of a boom lift, with the letters pre-drilled and pinned to the wall to achieve a beautiful backlit illumination effect.





lk
Karrinyup

MYER
DAVID JONES

BIG W
HOYTS

Woolworths 
coles

ALDI

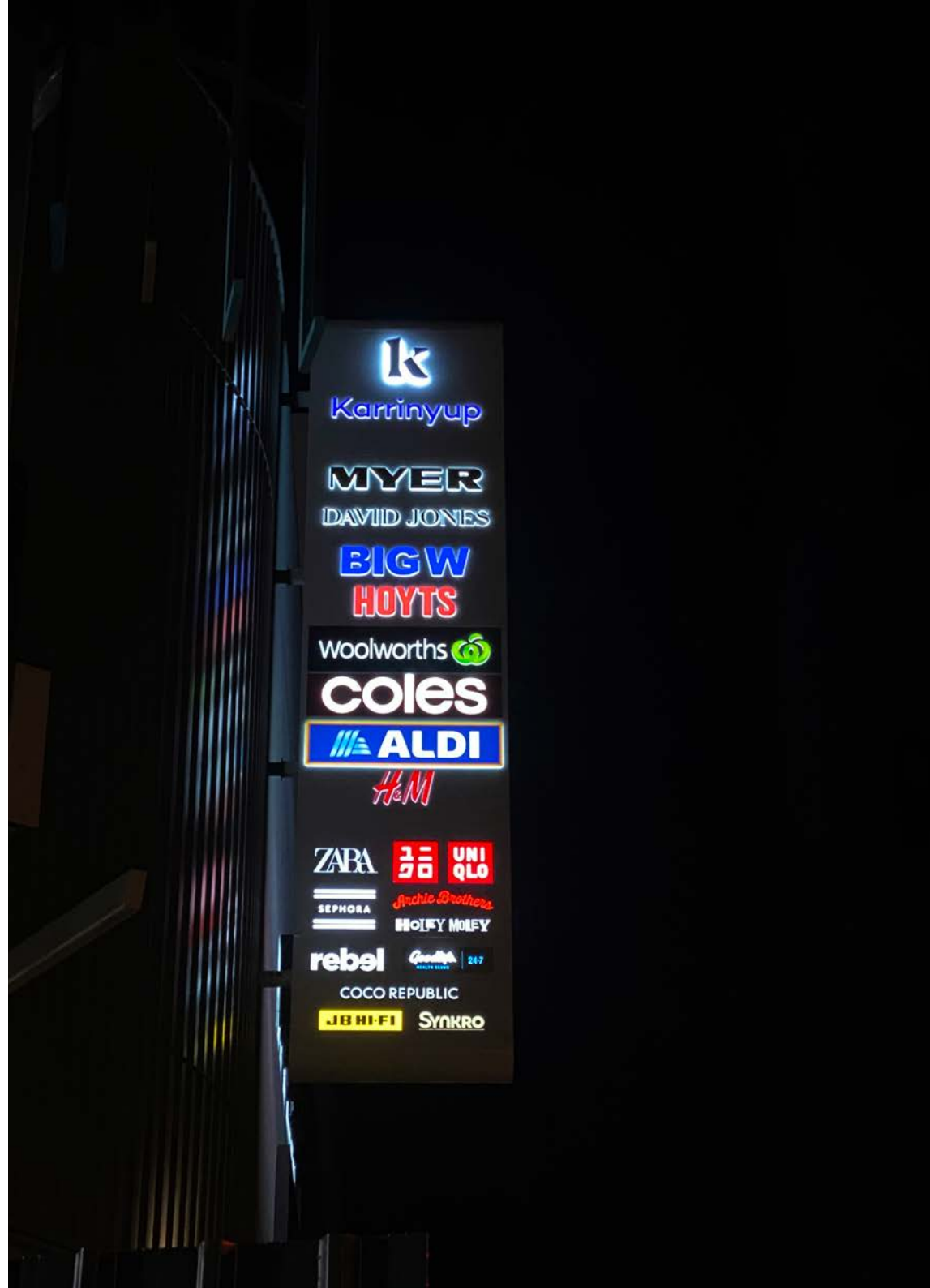
H&M

ZARA  UNI QLO

SEPHORA *Archie Brothers*
BOLEBY MOLEY

rebel  247

COCO REPUBLIC
JB HIFI SYMKRO



lk
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COCO REPUBLIC
JB HIFI SYMKRO

A photograph of a building facade at dusk. The building has a dark grey section with a large, white, 3D logo consisting of a stylized 'K' and a bird-like shape. Below the logo, the word 'Karrinyup' is written in white, sans-serif font. To the left, there is a section of the building with a colorful, vertical panel design in shades of teal and blue. To the right, a white, grid-like structure is visible against a sky with a red and orange sunset glow.

K
Karrinyup





DAVID JONES

H&M

UNIQLO

UNIQLO

ZARA

K





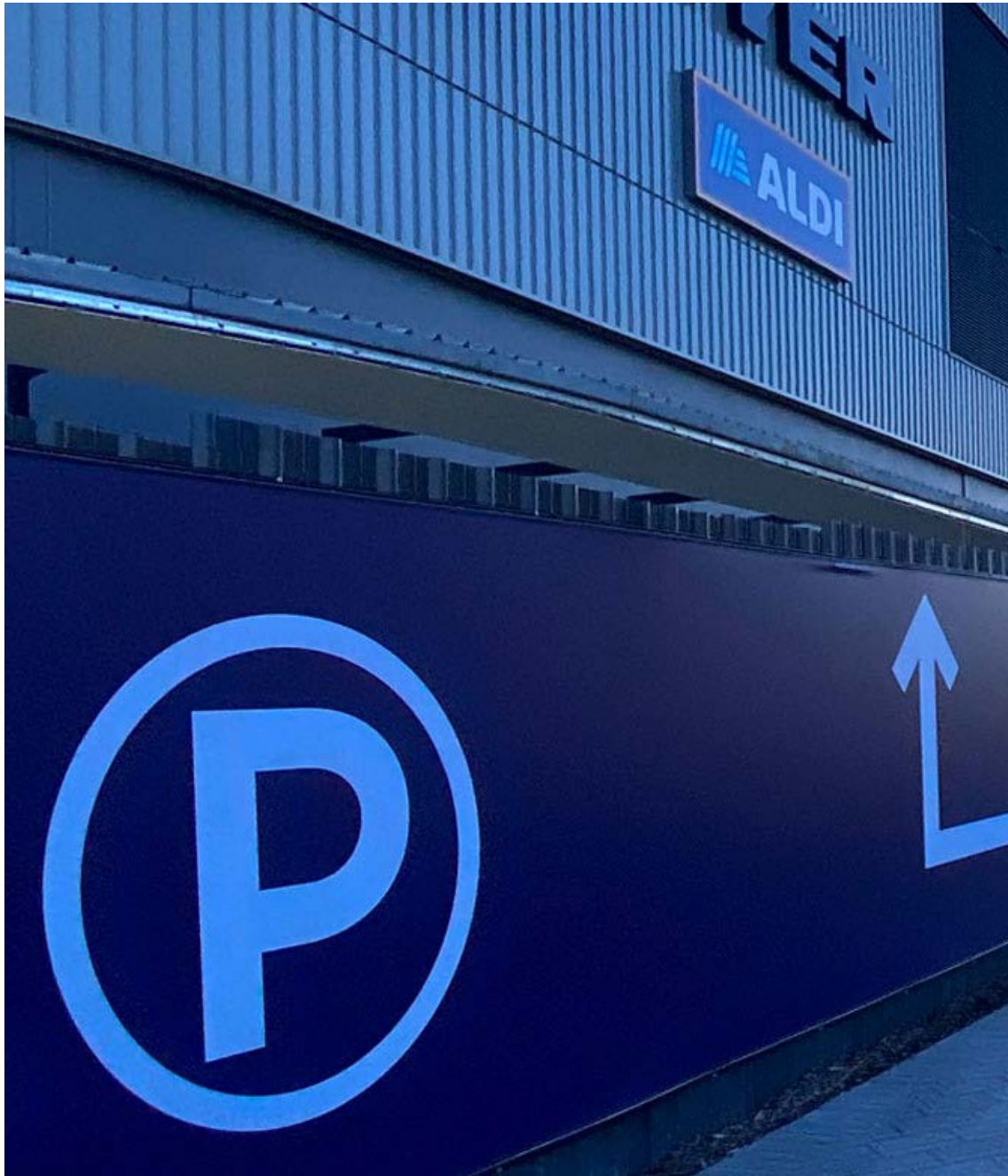


Wayfinding

The wayfinding package was designed by Urbanite at Frost Collective, and Kingman created and delivered on their vision.

The car park's centerpiece is undoubtedly the beautiful hand painted graphic across the wall, tying in delicately with the rest of their wayfinding pieces.

Included in the directional wayfinding were signs for Karrinyup's multi level carpark, internal pylons within the shopping centre, exterior car park navigational signs.









k

Karrinyup

USE
NEXT
ENTRANCE

P
Karrinyup
Karrinyup
Karrinyup
Karrinyup

1
P

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