

**KINGMAN
GROUP** 

The Camfield
Signage Project

CASE STUDY

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

THE CAMFIELD



Table of contents



04 Introduction

05 Behind the scenes

08 Vinyl branding

11 Timber feature sign

13 Statutory signs

15 Coffee Cart

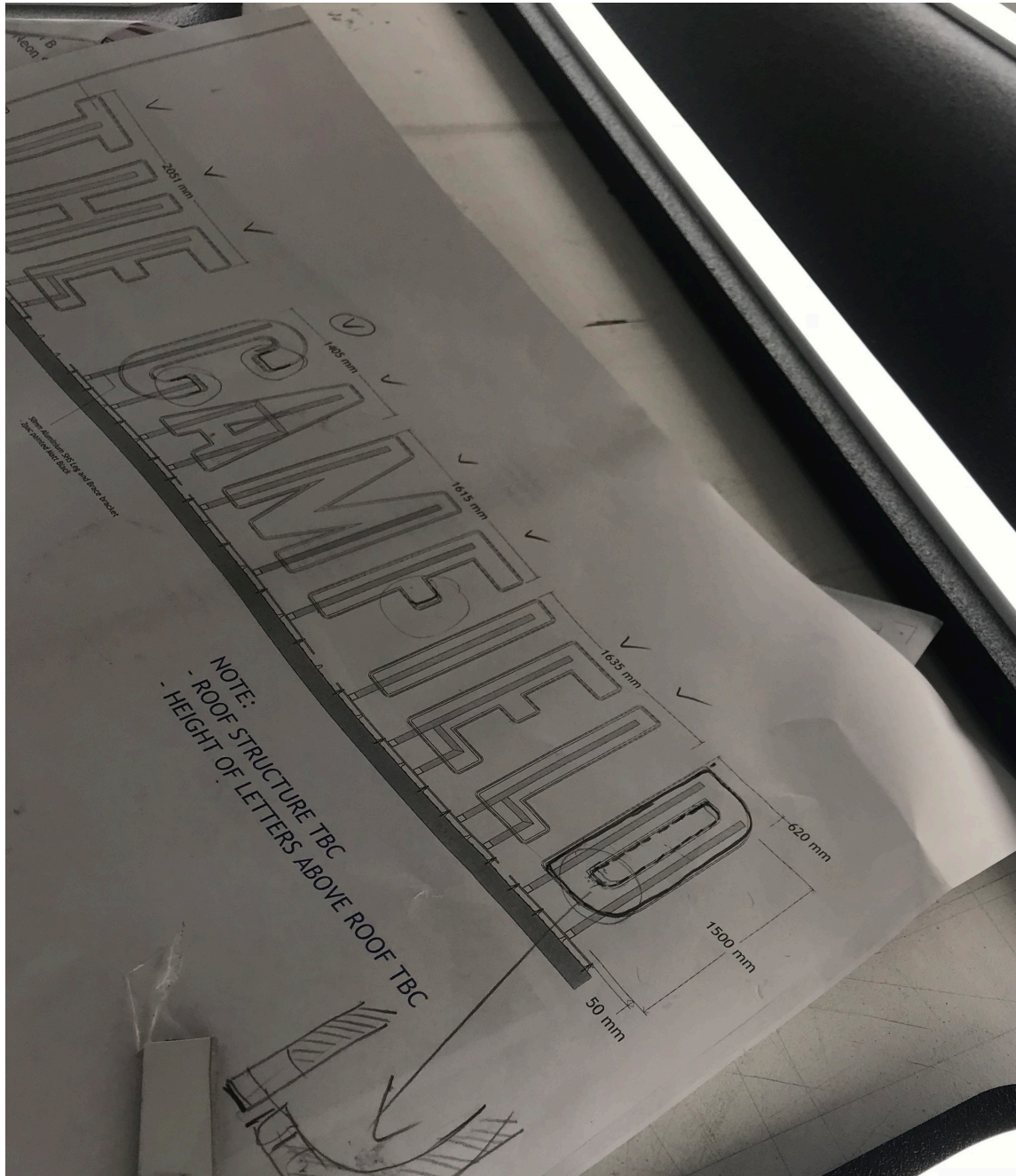


Introduction

This new facility is located just 65 metres from Perth's new and iconic Optus Stadium in Burswood. This trendy new bar will have the capacity to hold up to 2'500 patrons and is set to be one of the largest licenced venues in WA. The venue has been named the Camfield after "Julius Henry Camfield "(1852-1916), who was the first pioneer settler of the Burswood area in Perth.

The project was the brainchild of Hotelier Tim McLernon and Tony Buhagiar, who co-own The Stables Bar, The Reveley and pop-up bar Embargo, in partnership with The Brockwell Group, which has more than a dozen venues across Australia.

All the interior design was by Mobilia we think the end result is very sophisticated, with a mix of contemporary and industrial features. The wallpaper used has a very hip arty feel, while the lighting and earthy textures create the industrial feel.



Behind The Scenes

This project was an extremely quick turnaround, with the official opening date quickly approaching, it was Kingman's can-do attitude that got us over the line. The team pulled out all the stops to ensure this project was completed to the highest quality and standard and most importantly on time.

Our fabrication team worked to get all the neon signage manufactured to the highest standard and the illumination result is just beautiful. We get the feeling these sign will be admired and photographed by so many people for many years to come.

Kingman installed four external signs all together, the first a neon sign at the front entrance of the building facing the swan river, and one large mesh sign on the south side of the building, which measures 2400mm X 1200mm in size.



The third, a wooden feature sign on the north elevation which has an artistic architectural like feature and measures 6metres X 6metres and last but not least some slick 3D aluminium letters which were 2pac painted in a white and located on the East entrance of the building.

Internally Kingman did all the directional toilet signs, the braille statutory signs, the vinyl and block table numbering, and all the safety banding on the windows and the digital wall prints.

There is one main neon sign internally behind the centre bar, a light box located behind the back bar and an interchangeable illuminated lightbox messaging board with a slide in lettering pack.

There is one main neon sign internally behind the centre bar, a light box located behind the back bar and an interchangeable illuminated light box messaging board with a slide in lettering pack.





Vinyl branding

Safety banding is compulsory for all public and residential buildings on glazed partition's and doors in accordance with the Building Code of Australia (BCA). This can be in the form of frosting, decal strips or logos.

These days safety strips don't need to be boring, they can be used as an opportunity to spread your brand across your business, which is exactly what The Camfield have achieved with these decals. There was no lost opportunity for branding here and we think the end result is very sophisticated and also fits in with their interior design style which can be credited to Mobilia Interior designers.



DINOSAURS HAD
NO BEER
HOW DID THAT
WORK OUT

THE CAMFIELD

EST 2018



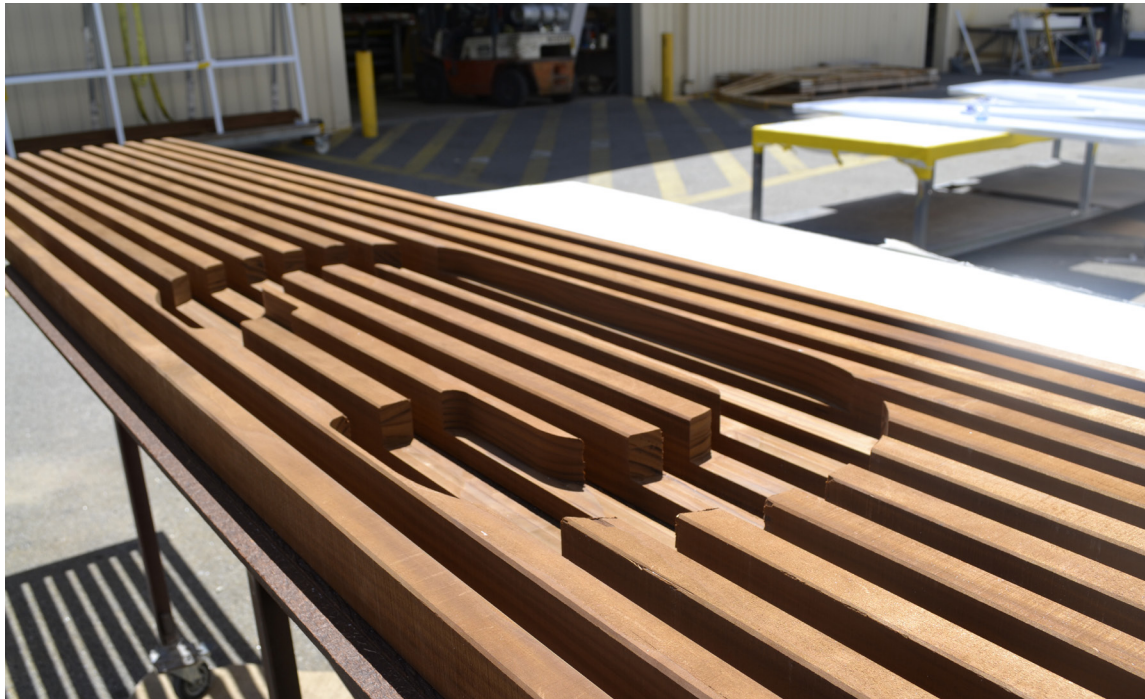


Timber Feature Signage

This signage is located on the North side of the building facing the Optus Stadium. The idea of the sign is to attract people who are standing over at the Optus Stadium and try and lure them over to The Camfield for some food and drinks.

This sign is more of a statement piece, with a sculpture like appearance. The sign is 6metres H X 6metres W and it is designed to fit in with the wooden housing surrounding the digital screen in the beer garden.

This signage was manufactured from specially treated pine timber, kiln dried to produce a specific colour which matched the weather text backing. The wooden lats are all 30mm wide with a spacing gap in between each lat of 30mm and all applied to the weathertext backing with the letters routed out to give a beautiful recessed effect.



THE CAMPFIELD





Statutory Signage

The statutory sign package included:

- Braille signs
- Directional signs
- Safety glazing
- Emergency signage
- Fire safety signs
- Toilet signage
- Car park signs







Coffee cart

Kingman wrapped this retro coffee cart for the team at The Camfield. This Van was purchased and wrapped in a matt black with the Camfield's typographic branding all over.

This little coffee cart will aid in delivering coffee to many patrons on busy game days, not to mention the incredible brand exposure an eye catching vehicle like this will generate.



 **KINGMAN GROUP**

450 Victoria Rd . Malaga WA 6090 | PO Box 2024, Malaga WA 6944
www.kingmangroup.com.au | (08) 9241 9300
abn. 56 009 389 164 | acn. 009 389 164

