



Lend Lease Digital Kiosks

Lakeside Joondalup Shopping City's major upgrade includes some slick, stylish and eye-catching wayfinding masts designed to help shoppers navigate their way around the recently expanded centre.

As Perth's biggest shopping destination, with over 300 retail outlets, there is potential for 'shopper confusion', so the input of wayfinding digital signage has been a vital addition to the centre's signage and navigation solution.

Signs & Lines were commissioned to manufacture, supply and install nine fabricated mast structures with illuminated graphics, up to 3 metres high to house the digital signage touchscreens.

Using concept artwork supplied by The Buchan Group meant that we had to find a workable solution with the materials specified – critically ensuring adequate space for touchscreen and LED wayfinding components.

The design and manufacture focussed on "future proofing" the masts as the client specified that all masts should be versatile enough to easily incorporate double touchscreens at any stage down the track.

During in-house manufacture, the router and fabrication teams constructed the masts out of aluminium framework with 2mm and 4mm aluminium sheet that was laser cut to design specification. Our paint department ensured an exceptional finish and then the sign makers strategically placed internal LEDs to light up the signage from within. Logos and watermarks representing the Lakeside branding were applied in house with the finishing addition of a polished stainless steel panel.

Base plates were formed in house and positioned on site by Lend Lease. Whilst some masts were installed in new development areas of the Shopping City, four were installed in existing malls which provided additional challenges for the installation teams as the flooring had to be removed and re-laid over the baseplates in these areas. The team worked out of hours to ensure minimal impact to shoppers and the retailers.

As a wayfinding kiosk, the content and directions all had to be correctly aligned according to the placement and orientation of the signs. Power and data to each site was coordinated with the builder, different trades and touchscreen provider, Abuzz. Once the digital screen had been inserted into the kiosk our team applied the finishing touches of an aluminium cladding frame and stainless steel panels to give a high quality appearance.



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Our project management team ensured tight scheduling of the installation in coordination with other trades. The team needed to adjust and reassess the works programme to ensure that we could continue to move forward with the project – we call it our solution orientated approach! With clear communication between the project manager, lead

installer and the site supervisor we were able to create a solution to achieve the best result possible.

This project required clear information between all stakeholder parties and high quality work at all stages through manufacture and installation. Using a systematic approach to the project as a whole, any member of our team could pick the job up at any stage and understand the steps that had come before them, what their job required and what was expected, and the necessary steps that would follow on.

Working with Abuzz for the digital signage and content elements, the touchscreens feature wayfinding maps, store locators and train information to direct customers to the amenities, food courts, fashion promotions and much more.

With another order for the wayfinding masts already in production, we are confident that this project had a very positive outcome!



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To discuss your own digital signage strategy
please don't hesitate to get in touch.

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