



The Star

The Challenge

The rebranding and refurbishment of Sydney's casino complex to become The Star was recently completed with the installation of new Claude Neon large scale signage.

The client, Tabcorp (under the management of Stowe Australia), selected Claude Neon for its proven track record in project management, design, manufacture and installation of large scale signage.

The Result

The Star now consists of three elevations of signage, the main sign on the harbour façade and two on the apartment building, facing east and west.

The main sign is 11m long by 5.8m high, with white LED internal illumination. The eastern elevation is 10.37m long by 5.1m high while the western elevation is 9m long by 4.4m high, also both internally illuminated with white LEDs.

RGB uplighting floods the rear of the signs and means they have the capacity to change colour for special events or occasions, such as green for St. Patrick's Day.

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