



RMIT Design Hub

The RMIT Design Hub in Melbourne was recently completed by award winning Architect firm 'Sean Godsell Architects' and is an iconic building that has won countless international awards.

The Challenge

Designing an LED signage solution to provide key brand exposure for RMIT that would not jeopardize the architectural integrity of this building was no easy task. Sean Godsell engaged Claude Neon as we shared the his vision and immediately began extensive research & development and proposed a design and construction solution.

The design brief stipulated that the LED sign should:

1. Be visible by night when illuminated.
2. Not impact visual aesthetic of the award winning building.
3. Be highly configureable with multi

The Result

The LED Signage solution that Claude Neon provided rendered the sign invisible by day yet illuminate amazingly by night – an amazing sign for this award winning building.

Claude Neon built a Rope LED sign utilising RGB LED

technology allowing the sign to display in any colour of the RGB spectrum at the click of a button (when required). The sign was also built in multiple sections allowing the sign to animate.

The unique bracket and slim line designed by Claude Neon allowed the sign to appear as if it were floating behind the glass facade and be completely invisible during daylight hours.

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