



Fujitsu

The Challenge

Following the move to a new office building in Homebush Bay, Fujitsu approached Claude Neon for a corporate identification solution.

Claude Neon was engaged to project manage the manufacture and installation of three signs on the south, east and north elevations of 8 Australia Avenue.

The team liaised with the Sydney Olympic Park Authority (SOPA) and the building owners to propose three illuminated facade signs that were each 35% larger than the single sign Fujitsu had originally been offered.

The Result

Working closely with the Sydney Olympic Park Authority, Claude Neon was able to obtain a (W75) modification to the building's existing DA approval.

The completed signs consist of aluminium fabricated letters with Opal acrylic faces, and use white LED illumination.

The letters were individually fixed to the Alpolic sheeting, to deliver a clean corporate signage solution without exposed visible rails.

Installed by abseil, the signs are mounted on to the parapet walls at level 6. The Infinity design component of Fujitsu's logo is set above the parapet height, and the power supply is run over 80 metres from Fujitsu's tenancy to the signage.

The project was successfully delivered on time and within budget, and is the third project Claude Neon has completed for Fujitsu.

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