



Santos Blue Cube

The Challenge

Following their move from the tallest building in Adelaide to a brand new "5 star" GBCA rated building on Flinders St, Santos required a corporate identification fixture to elevate their presence in the Adelaide CBD to a new level.

Claude Neon literally added an extra floor to the building with the manufacture and installation of the Blue Cube, a cutting-edge LED illuminated sign unlike any other in Australia.

Designed by Red Mustard and engineered by Wallbridge & Gilbert, Claude Neon was engaged to ensure the successful execution of the building's centrepiece.

The Result

The key to the timely completion of the project was managing the road traffic 14 floors below and employing specific techniques to allow installation in the plant room while people were working in the building.

The result is a distinctive corporate icon that is both energy efficient and visually transcendent.

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