

Suncorp shines on Sydney's skyline

Coinciding with their 10th Anniversary, 150 metres above the street on 4 sides of a Sydney high-rise building, one of Queensland's and nowadays Australia's most recognisable brands now shines – SUNCORP.

From December 2006 the New South Wales state office for Suncorp Metway Limited and GIO resides at 18 Jamison Street Sydney. Albert Smith Signs was charged with the responsibility for re-branding the building, at both ground and roof levels.

Believe it or not, the removal of the previous AAPT graphics and the installation of the new SUNCORP graphics, were undertaken from ropes! This was certainly a feat in itself, given the size of both the old and new graphics. It's funny how signs generally look smaller from a distance, especially if it is straight up the side of a 50 story building!

The steel structures that provide support for the new SUNCORP signs are designed to penetrate through the horizontal gaps in the decorative louvre system around the top of the building. Those structures in turn bolt to the smaller steel framework fabricated to graphic shapes. The fabricated aluminium SUNCORP lettering and logos in turn bolt to this framework. Exposed neon tubing mounted within the graphics provides the illumination.

And they look fantastic...



Thanks go to the Suncorp Design and Construction Manager, Stephen Shead and the team from Signmanager, who were involved in all of the lead up work required as well as the project management requirements for the signage contracts. A total of 7 months was invested in the Brand development and Sydney City Council Development Approval process. Albert Smith Signs completed the works in December, in time for the Suncorp and GIO tenancy possession of the building.

Mitchell Smith – Albert Smith Australia

