



Southwater, Telford

City Centre Development Scheme

image



the story

As part of the £250million regeneration of Telford City centre, The Southwater development is the new heart of the city, with Restaurants, Cinemas and the new Lake destination.

We were able to successfully acquire the contract to supply the wayfinding directional signs for this initial area with a view to developing a city wide scheme.



the brief

Working with both the client and a design agency, the initial task was to provide 6.no 900 x 3000mm double sided information wayfinding signs, each unit was required to incorporate directional information for local amenities, and a pin-point location map.

3.no of the units incorporated a 50inch landscape interactive touch screen, displaying content for local companies to advertise as well as a map and wayfinding details.



the result

These information points were designed to provide maximum visual impact, whilst being constructed to stand up to the rigors of a busy town centre environment.

The materials included, Stainless steel, Stove Enamelled Aluminium, Toughened, anti reflective glass and tamper proof graphics.

As a result of this we are now rolling this design out city wide.

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