



**Sydney
Festival**

**The Thirsty Mile
SIGNAGE
PROPOSAL**

SIGNAGE OVERVIEW

- **Ground Decals**
 - Main entrance ground decals
 - Wayfinding ground decals
 - Ferry wharf ground decal
- **Hanging Corflute Signage**
 - Venue signage
 - Staircase signage
- **Corflute Wraps**
 - Bollard wraps
 - Column wrap
 - Wall maps
- **Vinyl Hanging Banners**
- **Triffids & Illuminated triffids**
- **Window Decals**
 - Venue window decals
 - Hickson Rd window decals
 - Lift Well window decals
- **Flags**
- **CCB Scrim Socks**
- **1.5m Fencing Scrim**
- **'S' Structure**
- **Gobos & Illumination**
- **Other Signage**

Install dates: 2 – 4 January

Removal dates: 29 January

GROUND DECALS

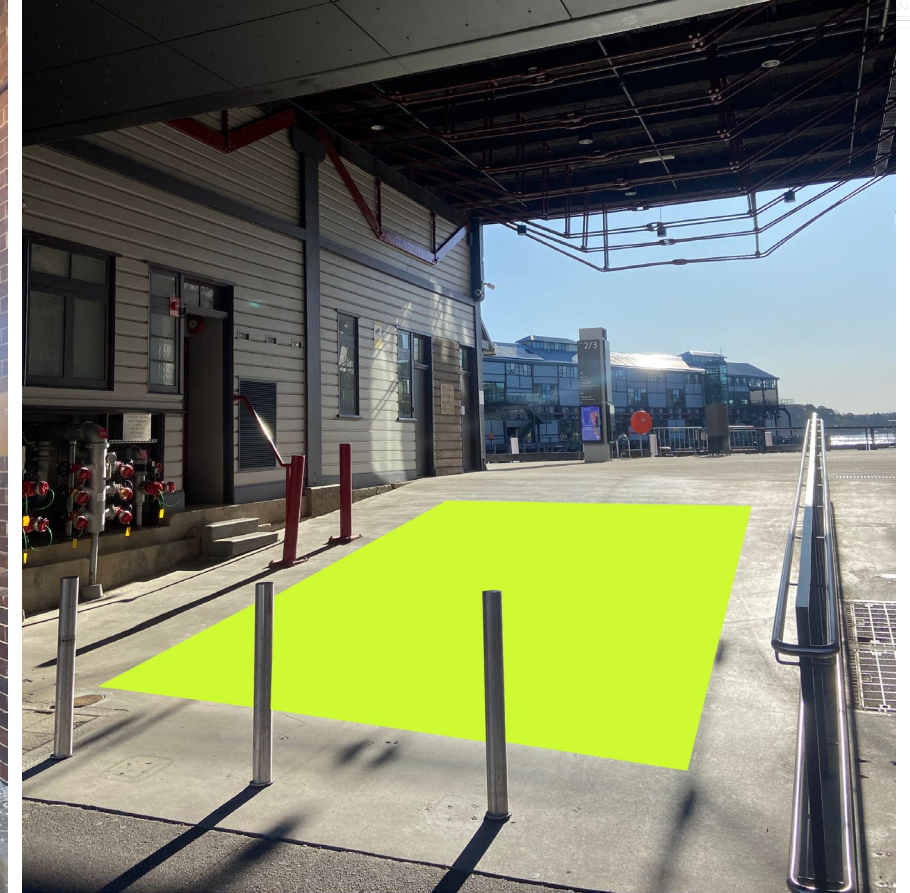
Main entrance ground decals

Content: Sydney Festival and The Thirsty Mile branding, nearby venue names for wayfinding purposes

Material: digital print using latex inks on slip-resistant conformable adhesive aluminium film (suitable for asphalt, aggregated concrete, non-aggregated concrete and outdoor applications)

Specs: Custom specs to suit entrance main entrance ramps to Wharf 3/4 and Pier 5/6.

Quantity: 2



GROUND DECALS

Wayfinding ground decals

Content: Sydney Festival branding, venue names for wayfinding purposes

Material: digital print using latex inks on slip-resistant conformable adhesive aluminium film (suitable for asphalt, aggregated concrete, non-aggregated concrete and outdoor applications)

Specs: 800mm x 800mm cut to shape

Quantity: 10 – 30 (???)



GROUND DECALS

Proposed wayfinding decals placement



GROUND DECALS

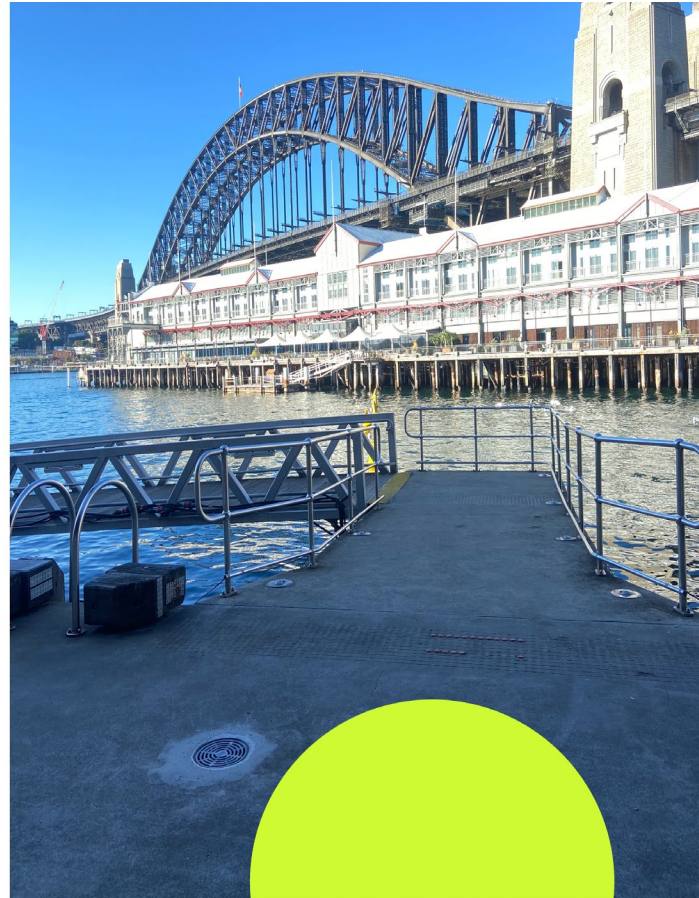
Ferry Wharf Decal

Content: Sydney Festival branding, Ferry wharf signage for wayfinding purposes

Material: digital print using latex inks on slip-resistant conformable adhesive aluminium film (suitable for asphalt, aggregated concrete, non-aggregated concrete and outdoor applications)

Specs: 1500mm x 1500mm cut to shape

Quantity: 1



HANGING CORFLUTE SIGNAGE

Corflute venue signage

Content: Sydney Festival and The Thirsty Mile precinct branding, adjacent venue/event names for wayfinding purposes

Material: digital print on self-adhesive laminate, mounted on 5mm corflute. Hung from architecture with cable ties or similar.

Specs: Custom specs designed to fit each end of open passageways at Wharf 3/4 and Pier 5/6

Quantity: 4



HANGING CORFLUTE SIGNAGE

Corflute staircase signage

Content: Sydney Festival and The Thirsty Mile precinct branding, adjacent venue/event names for wayfinding purposes

Material: digital print on self-adhesive laminate, mounted on 5mm corflute, cut to shape. Secured to fencing with cable ties or similar

Specs: Custom specs designed to fit staircases at wharf 3/4

Quantity: 2



HANGING CORFLUTE SIGNAGE

Corflute Wall Maps

Content: Sydney Festival and The Thirsty Mile precinct branding, adjacent venue/event names for wayfinding purposes

Material: digital print on self-adhesive laminate, mounted on 5mm corflute. Hung from architecture with cable ties or similar.

Specs: Custom specs designed to fit walls at each end of open passageways at Wharf 3/4 and Pier 5/6

Quantity: 2



CORFLUTE BOLLARD WRAPS

Corflute bollard wraps

Content: Sydney Festival and The Thirsty Mile precinct branding

Material: digital print on self-adhesive laminate, mounted on 5mm corflute. Can be lifted to remove from bollards as needed.

Quantity: 5 – 10 as required



CORFLUTE COLUMN WRAP

Corflute column wrap

Content: Sydney Festival and The Thirsty Mile precinct branding

Material: digital print on self-adhesive laminate, mounted on 5mm corflute.

Specs: Custom specs designed to fit large column at entrance to

Quantity: 1



VINYL HANGING BANNERS

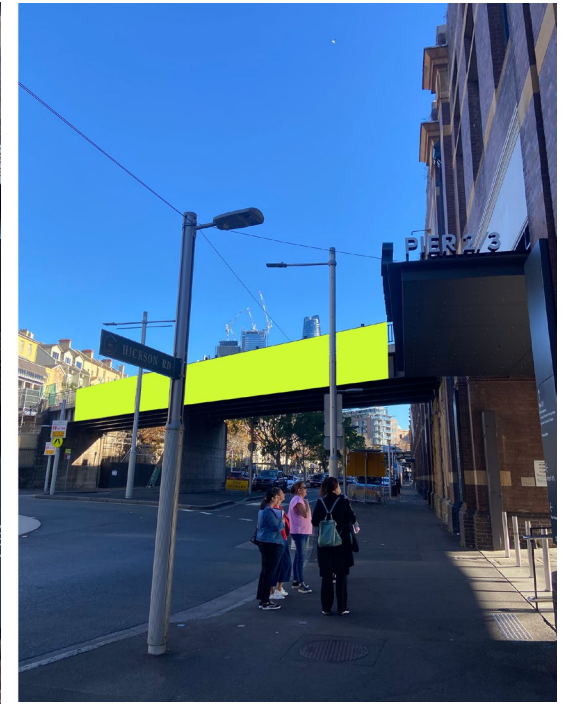
Vinyl hanging banners

Content: Sydney Festival and The Thirsty Mile precinct branding

Material: PVC, with eyelets

Specs: Custom specs measured to fit pedestrian bridges at Wharf 2/3 and Pier 5/6.

Quantity: 2 – 4 (depending on whether we do both sides of the bridge??)



TRIFFIDS & ILLUMINATED TRIFFIDS

Triffids & Illuminated Triffids

Content: Sydney Festival and The Thirsty Mile precinct branding, venue and event details for wayfinding purposes

Quantity: 4

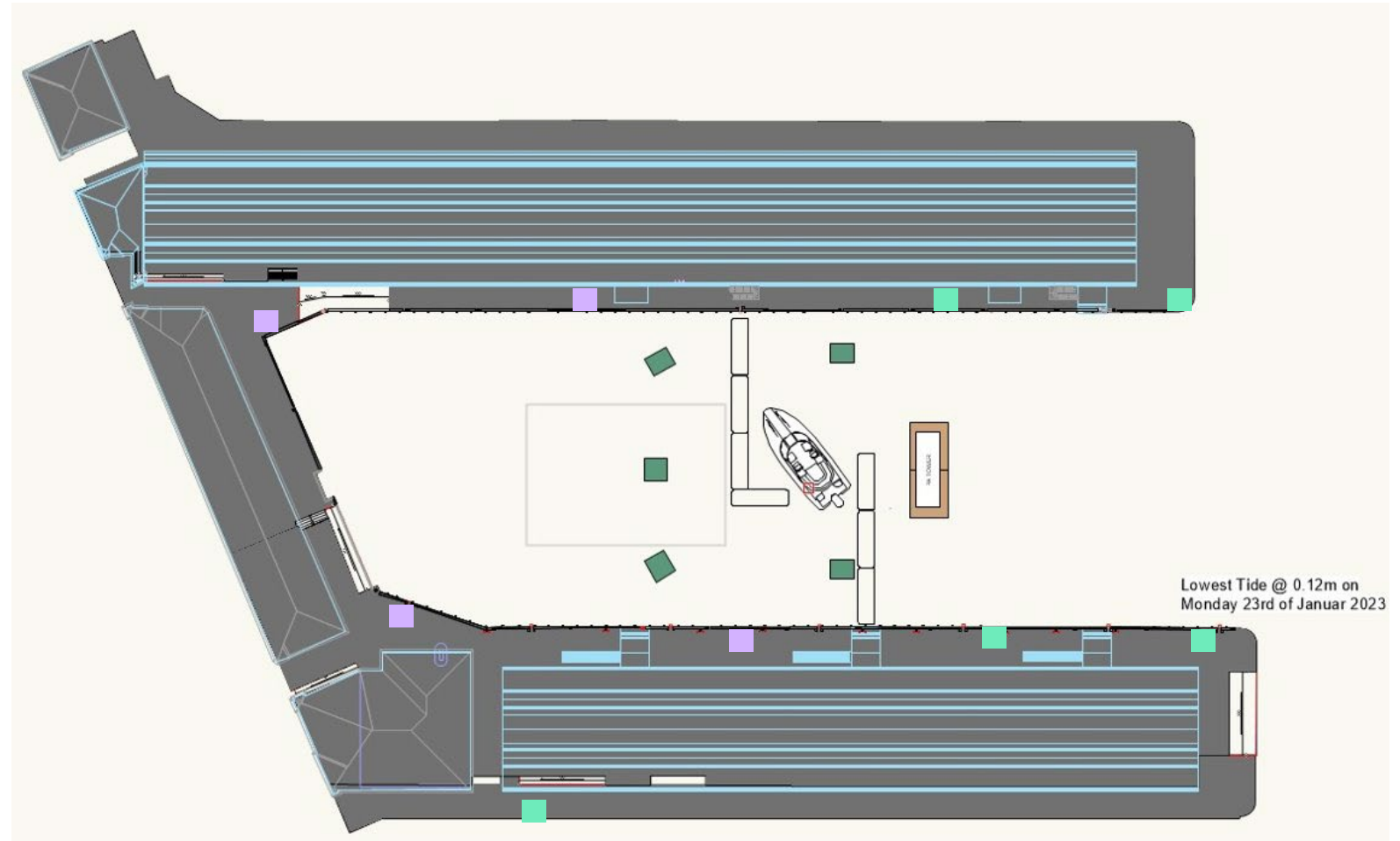


TRIFFIDS & ILLUMINATED TRIFFIDS

Proposed triffid and lightbox placement

Triffids

Illuminated triffids

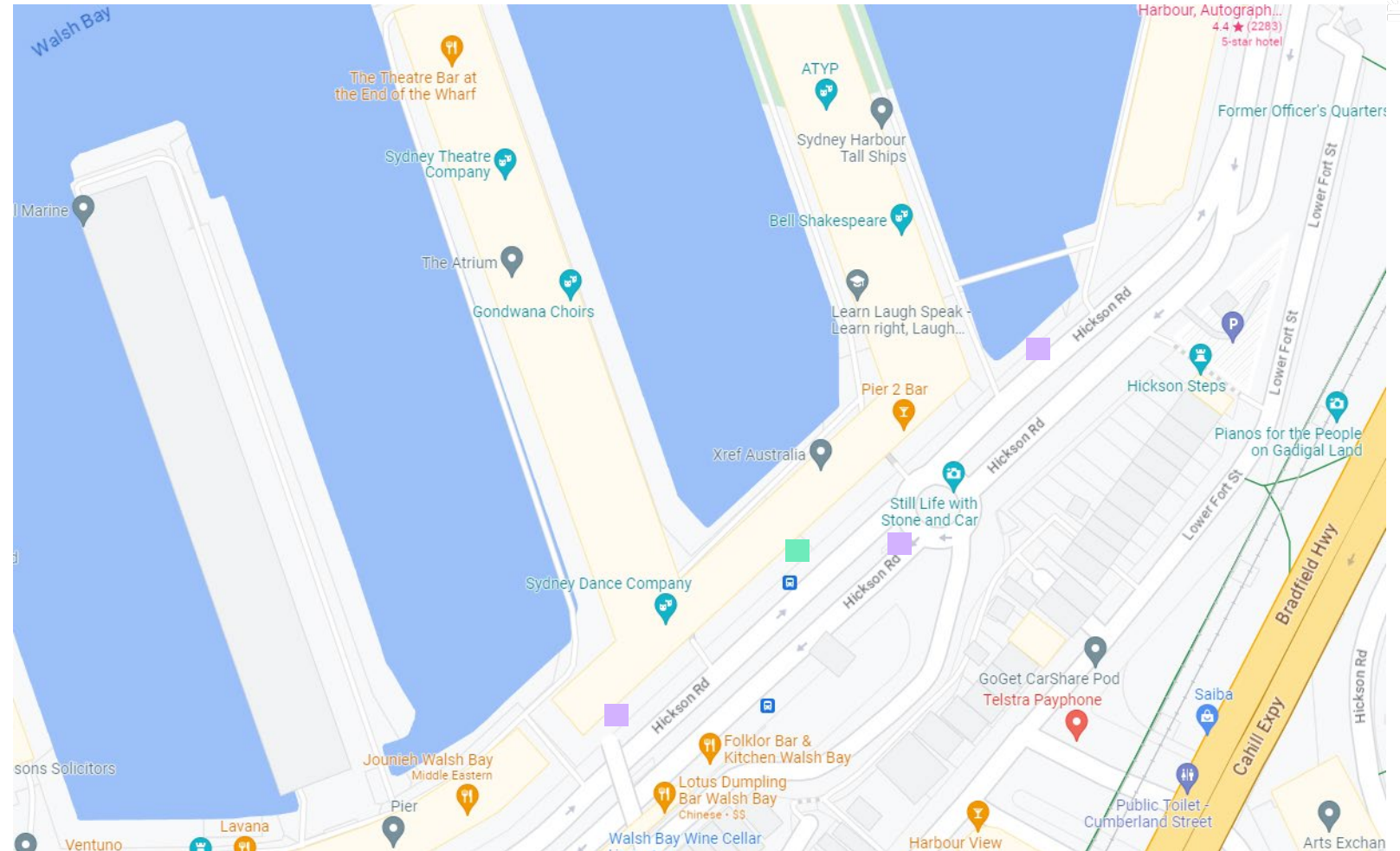


TRIFFIDS & ILLUMINATED TRIFFIDS

Proposed triffid and lightbox placement

Triffids

Illuminated triffids



WINDOW DECALS

Venue Signage Window Decals

Content: Sydney Festival branding and venue/event names for wayfinding purposes

Material: Digital print on self-adhesive vinyl with two-way vision

Specs: Custom specs measured to fit architecture as required

Quantity: TBC



WINDOW DECALS

Precinct Signage Window Decals

Content: Sydney Festival and The Thirsty Mile precinct branding

Material: Digital print on self-adhesive vinyl with two-way vision

Specs: Custom specs measured to fit doors outside of function space, facing Hickson Road

Quantity: 1 placement comprised of 8–12 individual panels



WINDOW DECALS

Lift Well Window Decals

Content: Sydney Festival and The Thirsty Mile precinct branding

Material: Digital print on self-adhesive vinyl with two-way vision

Specs: Custom specs measured to fit exterior lift wells

Quantity: 4 placements comprised of 8 individual panels



FLAGS

Freestanding feather flags

Content: Sydney Festival branding

Specs: 2m, 3m and 4m high flags,
teardrop shape

Quantity: 10 – 20



CCB SCRIM SOCKS

CCB scrim socks for any 1m high fence panels used on site during bump-in, bump-out or in season.

Content: Sydney Festival branding

Material:

Specs: 2500 x 950mm

Quantity: TBC



1.5M FENCING SCRIM

1.5m fencing socks for any fence panels used on site during bump-in, bump-out or in season.

Content: Sydney Festival branding

Material: Mesh banners

Specs: 2400mm x 1600 mm

Quantity: TBC



'S' STRUCTURE

Sydney Festival 'S' Structure to be placed at end of Wharf 3/4

Material:

Specs:

Quantity: 2

