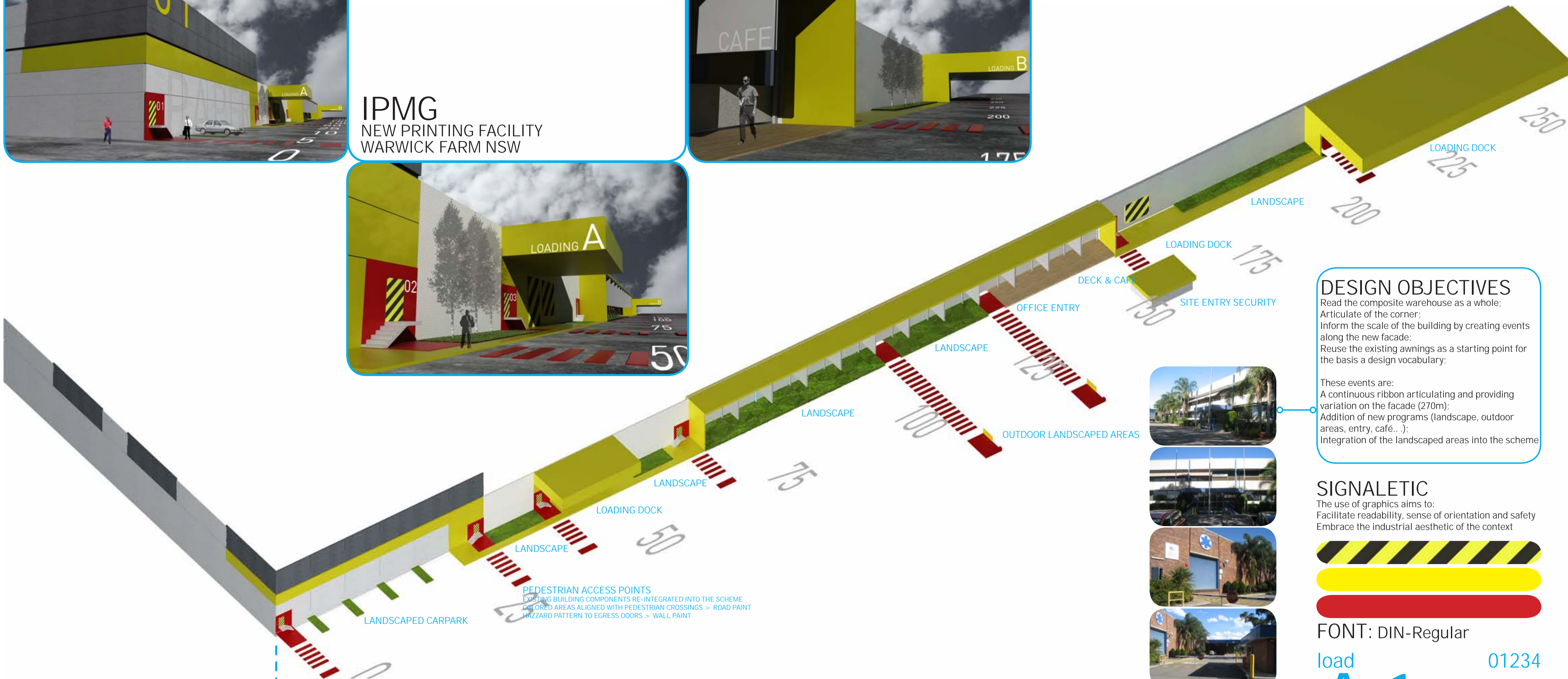




continuous ribbon

IPMG
NEW PRINTING FACILITY
WARWICK FARM NSW



DESIGN OBJECTIVES

Read the composite warehouse as a whole;
Articulate the corner;
Inform the scale of the building by creating events along the new facade;
Reuse the existing awnings as a starting point for the basis a design vocabulary;

These events are:
A continuous ribbon articulating and providing variation on the facade (270m);
Addition of new programs (landscape, outdoor areas, entry, cafe...);
Integration of the landscaped areas into the scheme



SIGNALETIC

The use of graphics aims to:
Facilitate readability, sense of orientation and safety
Embrace the industrial aesthetic of the context



FONT: DIN-Regular

load 01234
A1 LOAD56789

PEDESTRIAN ACCESS POINTS
EXISTING BUILDING COMPONENTS RE-INTEGRATED INTO THE SCHEME
COLORED AREAS ALIGNED WITH PEDESTRIAN CROSSINGS > ROAD PAINT
HAZZARD PATTERN TO EGRESS DOORS > WALL PAINT

PROGRAM		LANDSCAPED CARPARK	LANDSCAPE	LOADING DOCK <small>EXISTING DOCK RE-INTEGRATED IN THE SCHEME</small>	LANDSCAPE	OFFICE ENTRY NEW GLASS FACADE + SUN CONTROL	SITE ENTRY SECURITY	LOADING DOCK <small>EXISTING DOCK RE-INTEGRATED IN THE SCHEME</small>	LANDSCAPE	LOADING DOCK <small>EXISTING DOCK RE-INTEGRATED IN THE SCHEME</small>
GRAPHIC SIGNALETIC	Horizontal	LINES + LARGE NUMBERS ROAD PAINT GARDEN BEDS: LOW SCALE PLANTING / NATIVE GRASSES	SELECTED EDGE MEDIUM SCALE PLANTING	AWNING RE-CLAD ROAD PAINT LIGHTING	SELECTED EDGE MEDIUM SCALE PLANTING	COVERED TIMBER DECK CAFE GARDEN BEDS: LOW SCALE PLANTING / NATIVE GRASSES	AWNING RE-CLAD ROAD PAINT LIGHTING	ROAD PAINT LIGHTING	SELECTED EDGE GARDEN BEDS: MEDIUM SCALE PLANTING / NATIVE GRASSES	AWNING RE-CLAD ROAD PAINT LIGHTING
	Vertical	TYPOGRAPHIC: LARGE SCALE TEXT: SHIFTED, CROPPED CAST IN PRECAST WALL PANELS		HAZZARD PATTERN TO EXISTING ROLLER SHUTTER DOORS WALL PAINT		TEXT ON GLASS / COMPANY LOGO TRANSLUCENT VINYL		HAZZARD PATTERN TO EXISTING ROLLER SHUTTER DOORS WALL PAINT		HAZZARD PATTERN TO EXISTING ROLLER SHUTTER DOORS WALL PAINT

