

EPPING PLAZA EPPING VIC

The design for Stage 3 of Epping Plaza responds to the aspirations and needs of a fast-growing region of families and home owners. Two new malls provide a quality retail precinct characterised by natural light, transparency, space and elegance and dominated by simple, high shopfronts.

Environmental graphics designed by The Buchan Group introduce fresh new branding to both the interior and exterior, while referencing the original eucalypt leaf motif created for the centre.

New entries have been designed as transition spaces with a garden courtyard theme. Facades, street furniture, pergolas and glazing have been used to create a streetscape language that invites and welcomes.

CLIENT: Pacific Shopping Centres Australia



THE BUCHAN GROUP

EPPING PLAZA STAGE 3 VIC GRAPHICS

The Epping Plaza leasing brochures were produced to communicate to prospective retailers a major extension to the existing centre.

The brochure focused on the unique architectural elements and graphic themes which enhanced the centre's overall image. A set of three brochures were developed as part of the leasing collateral, representing centre information and statistics, feature design elements and the new retail precincts.

The environmental graphic theme developed for the internal and external architecture was implemented as a key design element for the brochure's overall look and feel.

The computer generated 3D perspectives, produced by The Buchan Group and used as hero images throughout the brochures, played an integral role in communicating the finished retail environment to perspective tenants.

CLIENT: Pacific Shopping Centres
COMPLETED: December 2005

