

HIGHPOINT SOUTHERN EXTENSION VIC

The \$50M Southern Extension of Highpoint Shopping Centre has introduced four new precincts to the Centre, including two new 'streets' of externalised, large format retailing, sixty new specialty shops over two levels, a new-generation food court and a large 'piazza' with artwork and landscaping.

The development has taken the centre from 112,500m² to 127,500m² and has confirmed Highpoint's position as one of the most successful shopping centres in Australia.

CLIENT: Highpoint Property Group P/L
GFA: 15,000m²
COMPLETION: November 2005



HIGHPOINT SOUTHERN EXTENSION VIC GRAPHICS

A vivid ribbon of glass curving through the new South Entry to Highpoint Shopping Centre combines with solid architectural forms and flowing environmental graphics to act as a beacon to the new carpark at the south entry.

The ribbon is a key element of the environmental graphics designed by The Buchan Group for the new Southern Extension in a brief that also included wayfinding signage for the development and the naming and branding of two new "streets" of large format retailing: South End and L2 Living.

A master plan was developed for new signage locations and information. Simple forms and finishes were designed to integrate with the architecture of the development, and a highly flexible, interchangeable signage system was created that allows for further expansion. A signage style guide for the entire Centre was included in the project.

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