



Westfield on Sydney Tower

Sydney's skyline has an impressive addition with the new Westfield signage on the Sydney Tower, made and installed by the sky sign experts, Claude Neon. The Sydney skyline, one of the most iconic in the world, has a shining new addition with the recent installation by Claude Neon of Westfield signage on the top of Sydney Tower. The jewel in the Sydney skyline, Sydney Tower has been the focal point of the city for the past 30 years, and the new Westfield signage reflects the retail brand's recent move into the building.

On the Day

Claude Neon coordinated the installation down to the last detail. On a Sunday morning in June 2011, the Sydney CBD was shut down at Market Street, Castlereagh Street and the Pitt Street Mall.

That involved road closures, diversion of bus routes, and the relocation of hotel guests from a nearby hotel. Also evacuated were the top four floors of every building within the work zone and flight zone of the helicopter, including the 24/7 IT department of retailer David Jones, and of course the Tower itself and the Skywalk attraction.

The old signage was removed, and the new signage – each elevation manufactured in three parts to even the weight for the helicopter, We / stfi / eld – was lined up ready for lifting along Castlereagh Street. The helicopter was equipped with a 65 metre lifting rope to ensure it hovered clear of the Tower and its spire. Assisted by abseilers, each new section was secured in place.

All up, the installation took just over one hour of airtime for the twin engine helicopter – another safety aspect of the operation, ensuring that if one engine failed, the helicopter could fly the load and land safely.

Heritage Matters

One of the heritage-listed wooden flagpoles on top of the David Jones building was removed to ensure safe clearance for the helicopter blades.

An Immense Project

To complete a signage project of this magnitude, the client needed to appoint a sky sign company with proven project management skills. Street closures in the CBD, evacuations and a delicate helicopter installation were required to complete the mammoth task.

Claude Neon secured the contract ahead of seven other contenders, and began planning the operation to manufacture and install two new signs to the east and west elevations of the Tower.

Sign Statistics

The W measures than 6.36 metres in height and the length of each elevation is 22 metres – making this the biggest sky sign in all of Sydney.

In all, more than 3,000 red LEDs – 3,041 to be exact – light up the sign, which was manufactured in aluminium to keep its weight down to 2.5 tons. The letter faces are manufactured in polycarbonate and are secured to the aluminium frame. The signs were designed to withstand winds of up to 280km.

A week after the installation, once the testing and commissioning of power were complete, the new Westfield signs were lit the following Saturday.

The signage, now fully operational, is destined to become the best-known above the Sydney skyline.

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