



Etihad Stadium

The Challenge

When Etihad Airways became the stadium's new major sponsor and naming rights partner, new signage was required on a tight schedule.

Melbourne Stadiums Limited awarded the job to Claude Neon on the basis of the company's extensive experience and ongoing relationships with major projects in and around Melbourne.

With the job awarded on the 21st of December 2008, Claude Neon was faced with a tight schedule. The stadium's new major sponsor was to be publicly announced on the 1st of March 2009.

Claude Neon worked directly with the client, Melbourne Stadiums Limited, to design, manufacture and install two new world-class illuminated sky signs for the stadium.

The Result

In considering the brief, Claude Neon recognised that major changes to the illumination were required for the sign to have maximum visual impact within the Docklands precinct.

Accordingly, the Claude Neon team redesigned the signs' neon tubing configuration, providing the client with larger long-term savings, while reducing the stadium's environmental impact.

Drawing on the experience of the project team, Claude Neon was able to deliver ahead of time.

The signs were unveiled on the 1st of March 2009, at the official announcement of the stadium's new major sponsor, and the first AFL game of the season.

With over two million stadium patrons annually, the new signage ensures Etihad Airways prominent exposure at one of Australia's busiest sporting venues.

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