

## ALDI

### Signage Honours Surfing Heritage

ALDI's architects approached SignManager with a unique design brief for their new Torquay store. Working with ALDI and engineers, our team calculated the feasibility of this bespoke project, and developed shop drawings and initial concepts. ALDI wanted to collaborate with local council to create a gateway sign for the Torquay region, that appropriately characterized its oceanic heritage. ALDI and the council aimed to capture the area's rich surf culture.

Through the development of the signage, SignManager worked with contractors to prototype materials and finishes that resulted in befitting custom signage across the site. With corten coatings and perforated wave panels, and lead by Project Manager Thoren Hadley, the signs continue to evolve with and inspire the community and landscape.

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