

DFO N_o1 AIRPORT DRIVE BRISBANE, QLD

The Direct Factory Outlet (DFO) centre is part of the Brisbane Airport Corporation's N_o1 Airport Drive development, which was master planned by The Buchan Group.

Stages 1 and 2 of the 25 500 m² centre opened in 2005, and Stage 3 in early 2007. The centre comprises 130 factory outlet tenancies and food outlets configured around a loop mall.

A central concourse features a stepped, raking, raised roof over the semi-enclosed food court.

Environmental graphics are integrated into the architecture and interior design.



DFO No1 AIRPORT DRIVE GRAPHICS

The Direct Factory Outlet (DFO) centre is part of the Brisbane Airport Corporation's No1 Airport Drive development, which was master planned by The Buchan Group.

DFO's environmental and wayfinding graphics were designed to combine the tenant's established 'billboard' style with the centre's airport theme.

Major entrances have gate designations and icon graphics, which also frame the 'concourse' food area. Directional signage is also rendered in an airport style, and keyed to utility and environmental graphics using a 'baggage tag' motif.

