

OASIS AT ELIZABETH SHOPPING CENTRE SOUTH AUSTRALIA GRAPHICS

The Oasis entertainment area at Elizabeth shopping centre is a new destination for the people of Elizabeth. Outdoor dining, a new Tavern and a Movie Theatre, have activated this part of the shopping centre at night.

This new precinct has been differentiated using large format graphics that announce the esthetic and vibrancy that the destination offers. Large format entry graphics are balanced by a series of smaller graphic panels that lead the viewer into the heart of the space.

An overall branding concept was designed to capture the activity of the area, the concept combines a palm leaf (a symbol from an oasis) and overlays it over the texture of a disco ball (depicting entertainment). A burst of light emanates from the middle of the Oasis logo text to create energy and excitement into the precinct.

CLIENT: Gandel Retail Management
VALUE: \$67M
COMPLETED: 2005

