

CHELSEA WATERFRONT

Lots Road Residential

Case Study

xsign supplied and installed an internal and external signage scheme at the Lots Road Residential development along Chelsea Waterfront for main contractor, Midgard.

The external signage comprises a range of totem signs fitted with push through opal acrylic to appear brass during the day and warm white LED illumination; brass directional signs with direct digital print, and directional totem signs.

The internal signage includes a range polished brass directory signs in the lift lobby, gold-leaf effect signs in the car park and stainless steel signage on the apartment doors.





In the car park, signage helps to display floor levels in branded colours, with a gold-leaf effect.

Apartments feature cut numeral stainless steel signage to provide a long-lasting and high end finish.



External totem signs provide directional signage and are fitted to bespoke fabricated cages to ensure sturdy standing.