



Multistory

- Case Study

xsign partnered with creative agency f.r.a. on the signage project at Multistory - a dynamic destination for work, retail and leisure, in the heart of central Birmingham. The signage project includes a mix of internal and external sign types that help to showcase the excellent design and architecture.

Internally, we provided a varied scheme, including a bespoke tenant directory machined from 12mm thick speckled Durat Multicolour; a bespoke galvanised steel gridwall with chunky yarn geometric shapes woven in to the mesh; and a feature suspended sign with 5mm thick aluminium discs with an outer frame and 9mm thick Durat speckle letters.

Externally, we have supplied face and side-illuminated built-up letters on entrance to the building with 120mm deep returns, mechanically fitted to a metal framework. We have also supplied router cut aluminium signage in the car park and mask painted wall surfaces.





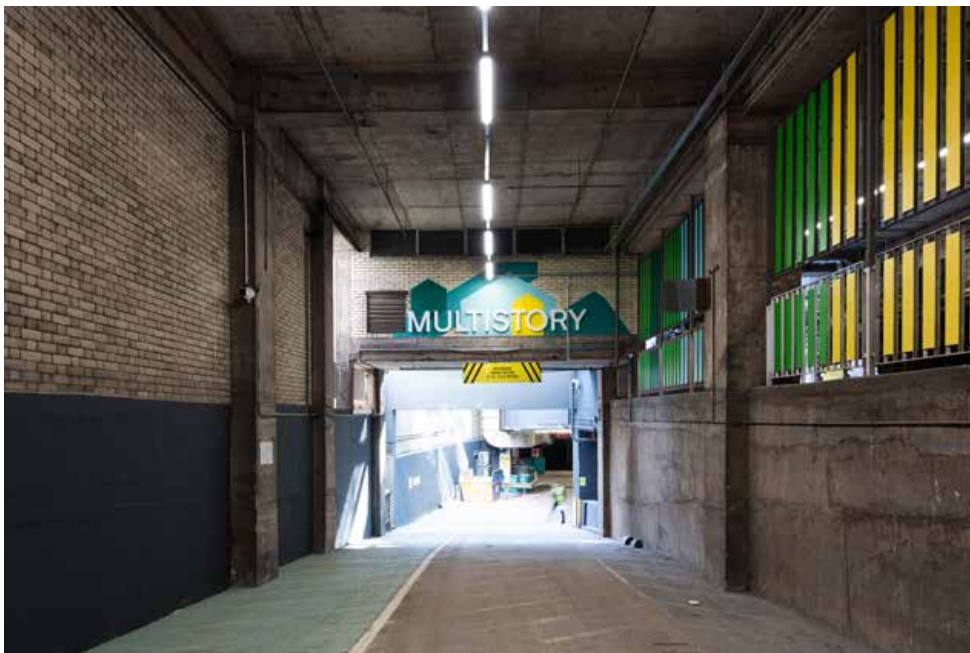
Multistory features two reception areas - Old Square and Colmore Square. In the reception areas we have manufactured 10mm thick laser cut aluminium letters coated in the branded RAL colours, with stud fixings to the substrate.

The Multistory social bar connects the two reception areas and the communal spaces. Opposite the social bar is a bespoke galvanised steel mesh gridwall. The gridwall is assembled in sections, with fitted wall brackets. Each mesh section features a bespoke hand-crafted chunky yarn pattern with geometric shapes.



Throughout the building we feature a range of iconography and cut letters from 12mm thick Durat speckled Multicolour to provide wayfinding to key amenities.

The external face and side illuminated letters are fitted to a bespoke aluminium framework to ensure secure fixing to the substrate above.



On entrance to the car park we have manufactured aluminium built up letters with 35mm returns, fixed to PVC foam carriers and mechanically attached with masonry screws. We have also supplied router cut aluminium ACM panels to provide a colourful visual entrance.

Throughout the scheme we feature mask painted walls as part of the brand scheme, making use of the colour palette.

