

# Case Study: Wayfinding Signage Package Tender by ARC UK Technologies Ltd

**Client:** Battersea Power Station

**Projects Architect:** Parkfield

**Project Managers:**

**ARC UK** John Perrott, Daniel Ryan  
(Laser Cut Works) - Architectural Designer

**Scope of Works:**

High end Wayfinding, Manifestations, Design, Fabrication and Installations.

**Project value:** £195,000

The first package is £195,000. With more opportunities to follow on throughout the Development with SRM.

- Design, Consultancy
- Backlit Fabricated Signage
- Wayfinding Acrylics
- Manifestations

ARC prototyped each sign (see Technical drawings attached) and worked with the Architect and BPSDC against the timeframe to completion.

## ARC UK

We have been working with Battersea Power Station now for over 7 years - ranging from:

- Plan Printing
- Exhibition Printing
- Marketing Materials
- Environmental Graphics

We were approached at ARC to tender for the Wayfinding and Signage package on Phase 3, a Frank Gehry Project. 310 apartments within the BPS complex of 3300 Residential flats.

## CLIENT RESPONSE

“We are extremely happy with the quality and finished result of the first phase. At Battersea we knew that ARC could manage our print requirements, but we had no idea that we could engage them for Signage & Wayfinding as well. It made sense to award ARC the Signage Contract as there is a long standing relationship with ARC, as they have been on the Project for many years”

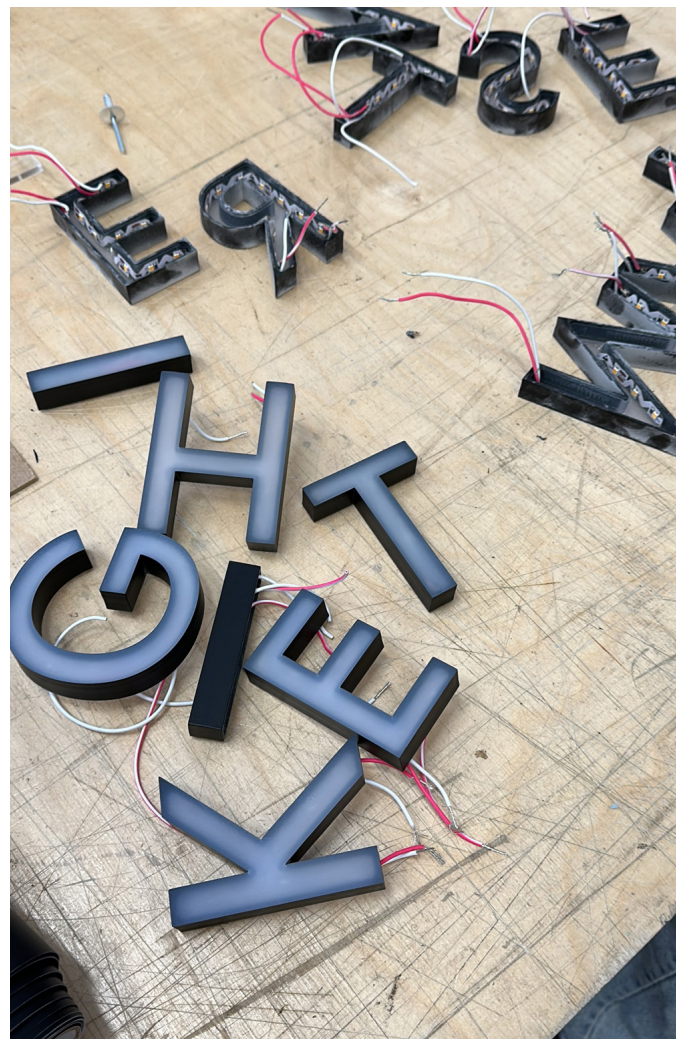
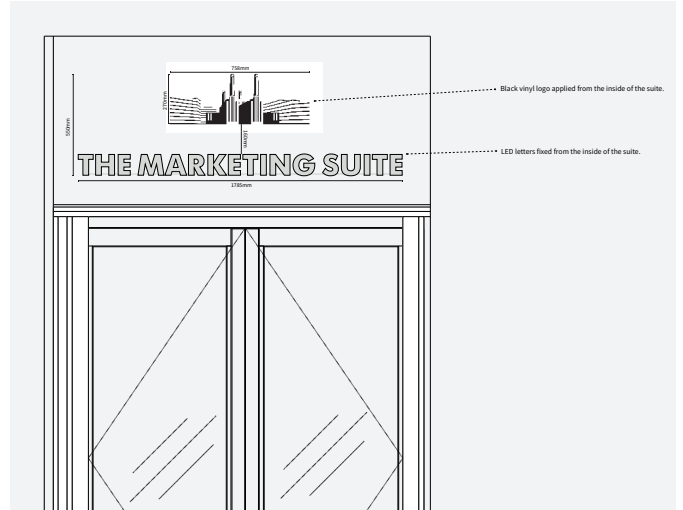
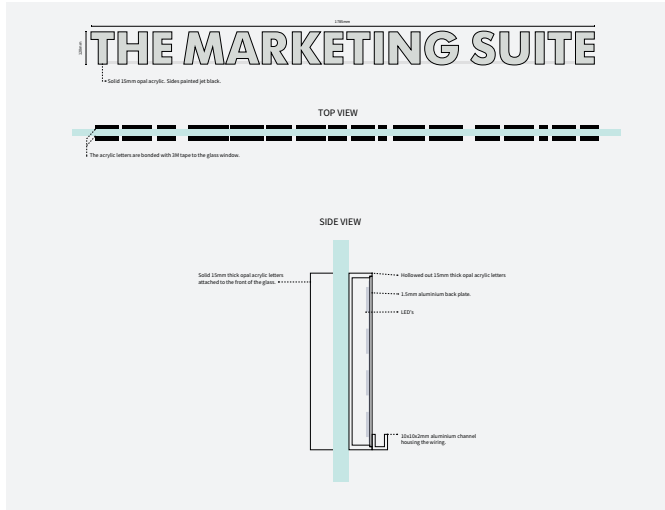
**Please see the following pages for examples of the work produced.**



In Q4 2022 - We competed against 3 other Signage companies.

In January 2023 we were successful and awarded the first phase which is made up various elements.

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