



SCOPE UNLIMITED

Advertising Design Project Management
Level 6, 430 Mansfield St
St Kilda VIC 3182

Project: Three Dimensional Mural

Client: International Airports Corporation (Aust) Pty Ltd

Project Specification:

A major international airport corporation requires a 'floating 3 dimensional mural' to decorate the large above-head space in a new terminal building. The corporation will select the mural design from images of scale model murals.

While designers are encouraged to prepare original and imaginative designs, they are requested to present models and images that correspond to the following:

- Suspended from overhead steel beams
- Having capacity to rotate/move naturally
- Striking, innovative colours or finishes

General Information:

The architect has provided a guide to designers, and we provide a copy of her description here:

The mural we have in mind will fill the huge overhead space in the main terminal concourse. We need to convey a feeling of excitement linked with air travel - shapes that portray effortless movement, speed, flying. We can imagine bright, iridescent, and striking shapes and colours. It will use modern colour finishes that change depending on the angle the light strikes the mural. I look forward to seeing your designs, and making a selection for this great project.



Artist impressions of the new terminal concourse

Designers are encouraged to discuss design concepts and clarify any questions as they develop their ideas.

Contact: Merv Edmunds Project Manager merv@plasform.com.au



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