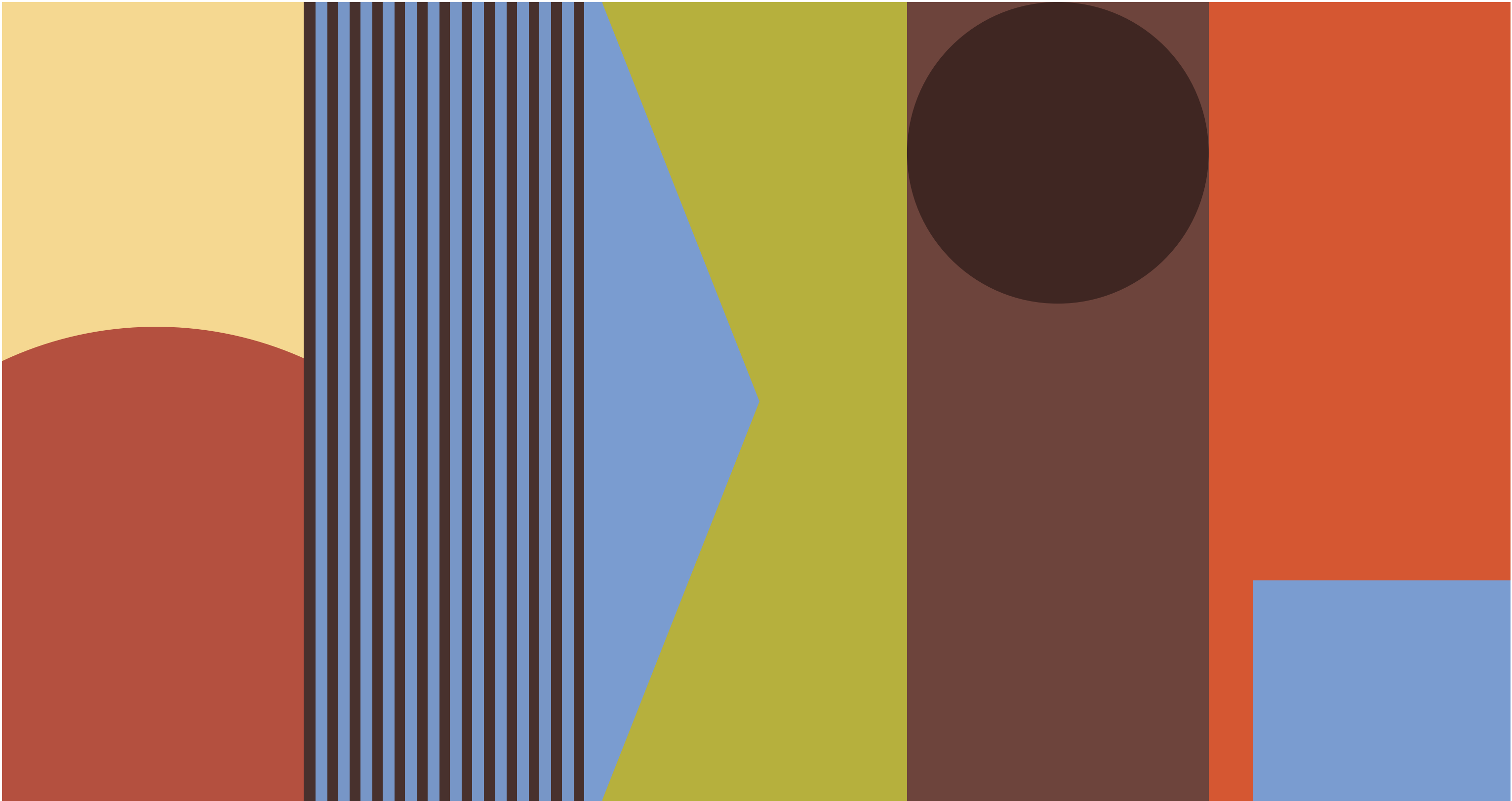


Point Samson Entry Statement

Final Concept Design

Final Concept Design
17 October 2025
City of Karratha

CREATIVE SPACES



Final Concept Design

Design Notes

The finalised design integrates valuable community feedback with essential structural considerations, resulting in a harmonious and visually welcome sign for the Point Samson Community. Each design layer has been carefully refined to enhance both aesthetic appeal and functional integrity. The large letter forms gracefully echo the natural curvature of the waves beneath them, creating a dynamic sense of movement while providing a solid, secure foundation for installation and long-term durability.

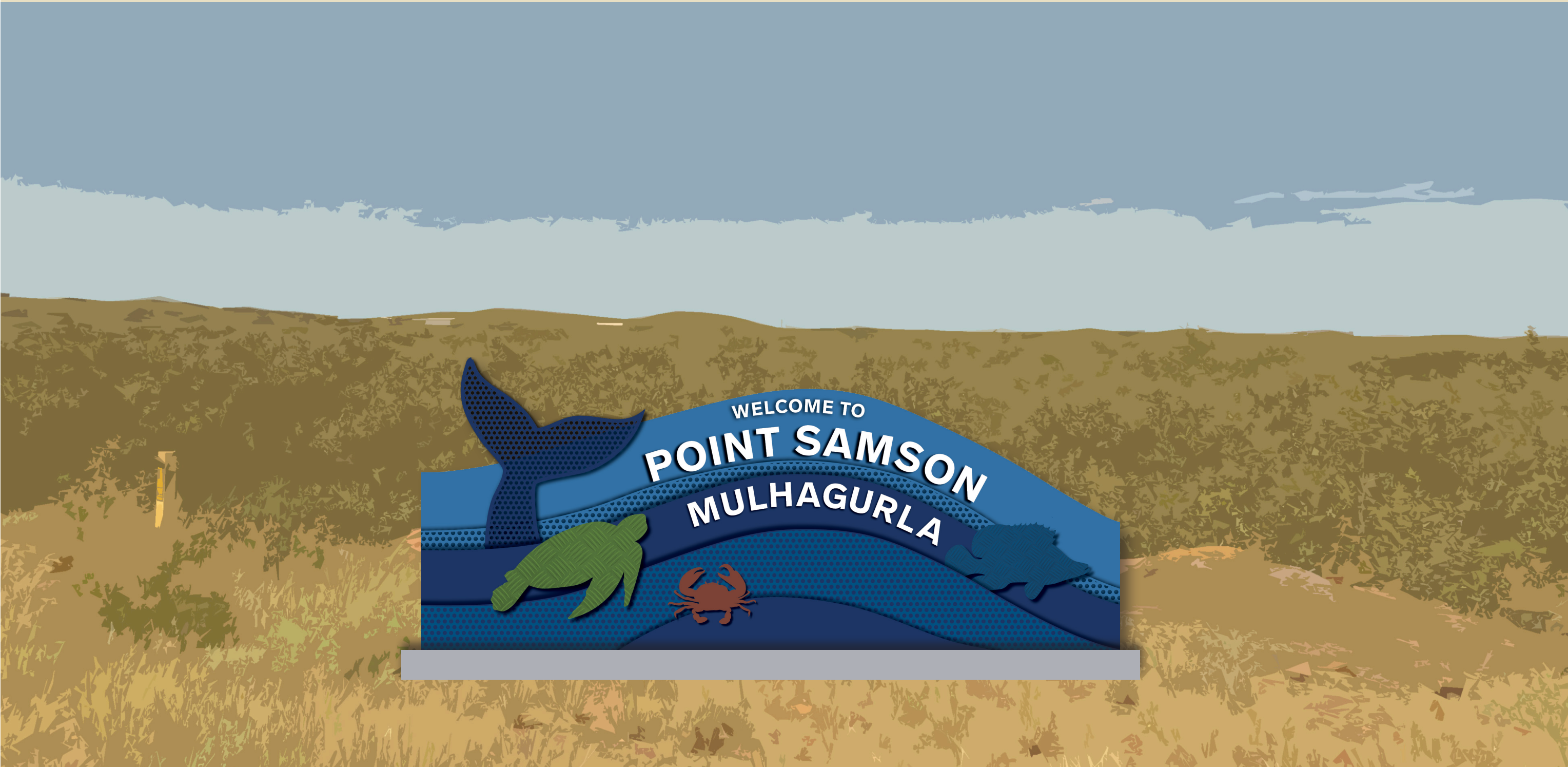
The addition of the turtle and the crab broadens the representation of fauna, celebrating the area's rich biodiversity. These new elements introduce a wider spectrum of colors, making the sign more vibrant and eye-catching. The design stands as an inviting, meaningful landmark that reflects the unique spirit of the community and the landscape it inhabits.

Other key considerations included:

- Ensuring structural suitability for environmental conditions such as floods and cyclones.
- Condensing the overall sign length for improved proportion and to ensure it will fit within the preferred location next to the Info Bay.
- Incorporating dual naming.
- Use of whale tail, barramundi, turtle & crab icons, based on community feedback.
- Prioritising practicality and functionality in the final design.
- Colours have been chosen to match available powdercoat ranges.

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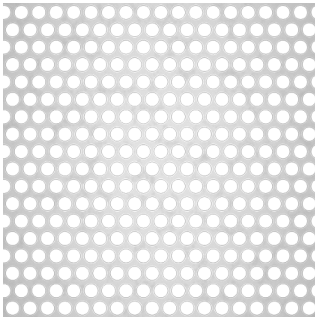


Final Concept Design

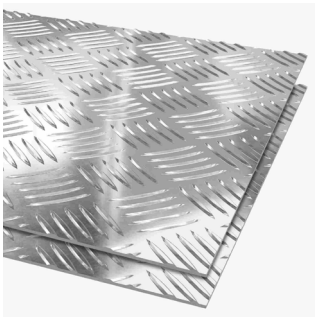
Materials

Structural requirements & visual aesthetics have influenced the choice of materials:

- Powder-coated aluminium
- Perforated aluminium
- Powder-coated aluminium chequer plate
- Powder-coat colours have been selected from the Interpon range



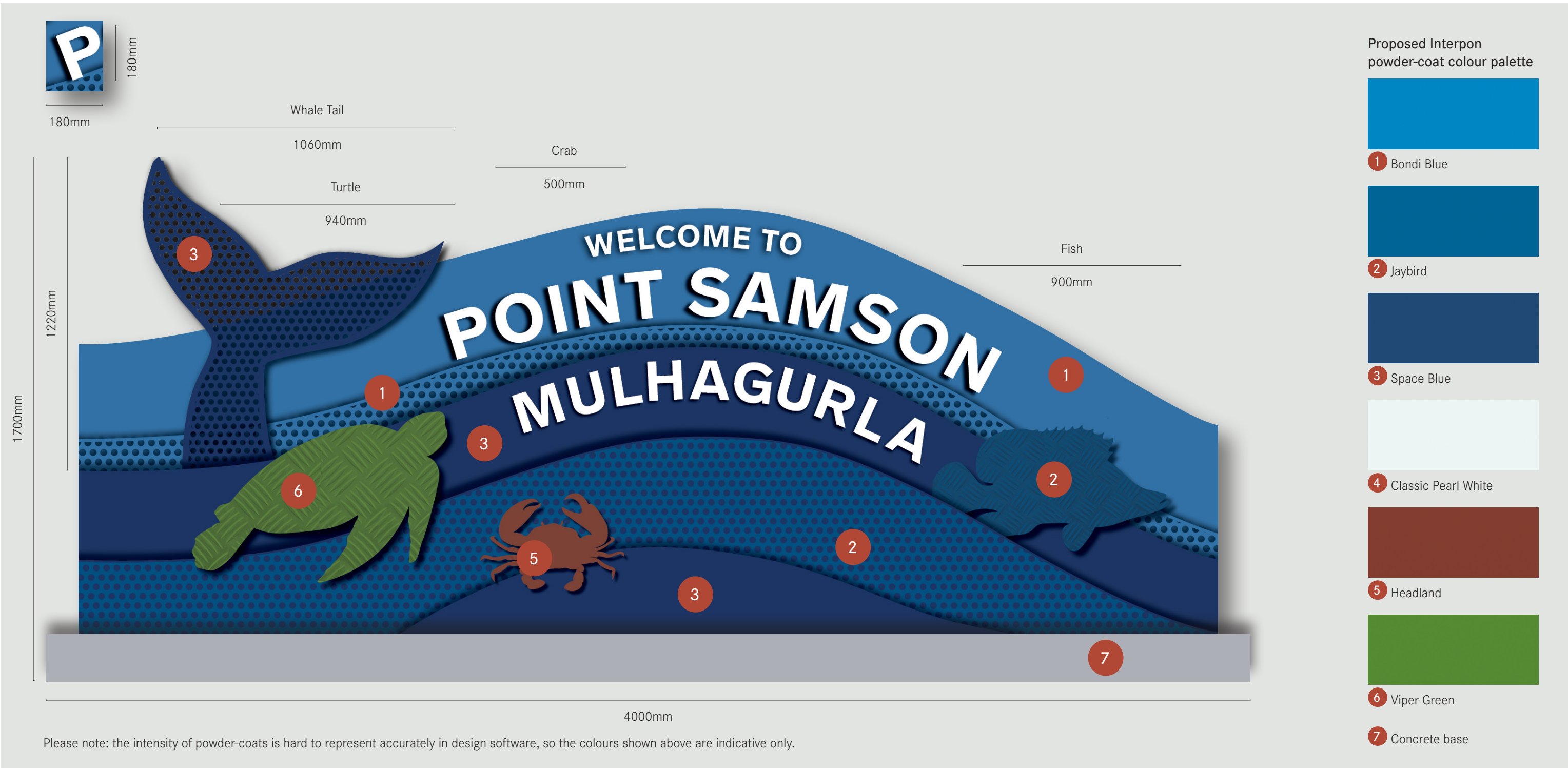
Example of perforated aluminium



Aluminium chequer plate

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Proposed Location

The Entry Statement could be located somewhere within the pink areas highlighted below.
The Statement will sit perpendicular to the road and face visitors entering the town.

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7/1 Almondbury Rd
Mount Lawley WA 6050
08 9227 9396

creativespaces.com.au

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