



MOUNT BULLER SUMMER TRAIL

HEINE JONES

In 2003, Mount Buller Resort Management Board engaged Heine Jones to design a custom sign solution for the new summer walking trail designed to attract visitors to the mountain beyond the popular winter ski season.

OVERVIEW

HeineJones developed a custom sign solution for Mount Buller's Summer Trail and a wayfinding system for the village. This walking trails system has been designed to suit both vehicular and pedestrian traffic. The incorporation of trailhead identity signs created a sense of place and enabled resort management to initiate a summer program to attract visitors to Mount Buller during their off-peak season.

Simple, strong directional signs were erected in particularly relevant locations along the trail, as was a series of tough, box-shaped interpretive signs. HeineJones created impermeable, removable interpretive signage, which can be removed for the winter ski season.

Both informative and practical, this sign suite addresses a communicative need for the mountain and its visitors.

Printed collateral for The Summit Nature Walk



KEY FACTS

Client: Mount Buller and Mount Stirling Resort Management

Scope: Trail identity and removable interpretative signage

Timeline: Delivered on time: September to December 2003

Location: Mount Buller, Victoria

Team: Mike Heine, Kim Beckers and contractors engaged and managed by HeineJones: Glass Metal Industries, illustrator Helen Timbury.

CREATIVE APPROACH & METHODOLOGY

HeineJones consulted closely with Mount Buller and Mount Stirling Management Board to determine communication needs, wayfinding strategies and informational design concepts.

The walking trails program presented special challenges. Used for skiing in the winter months, the trails required removable signage due to lack of visibility and the potential for injury from obscured visuals due to snowfall. The signage needed to be easily reinstalled for the warmer months to provide information to visitors. HeineJones understood the need to design removable signs, and responded appropriately, investigating materials that can withstand the extreme alpine temperatures, resist vandalism, be easily moveable and store safely during the winter season.

To ensure a visually engaging experience for visitors, HeineJones recommended a complementary colour palette suited to the summer alpine environment and included illustrations to enhance the signs' textual messages. Their design solution extended to marketing material and supplementary trail documents, such as walking maps. Basic sign types consisted of interpretive and trailhead signs which articulated a clear message. Liaison with suppliers, including an illustrator, engineers and sign builders ensured every element of the project was addressed toward a cohesive identity for the trail.

CHALLENGES

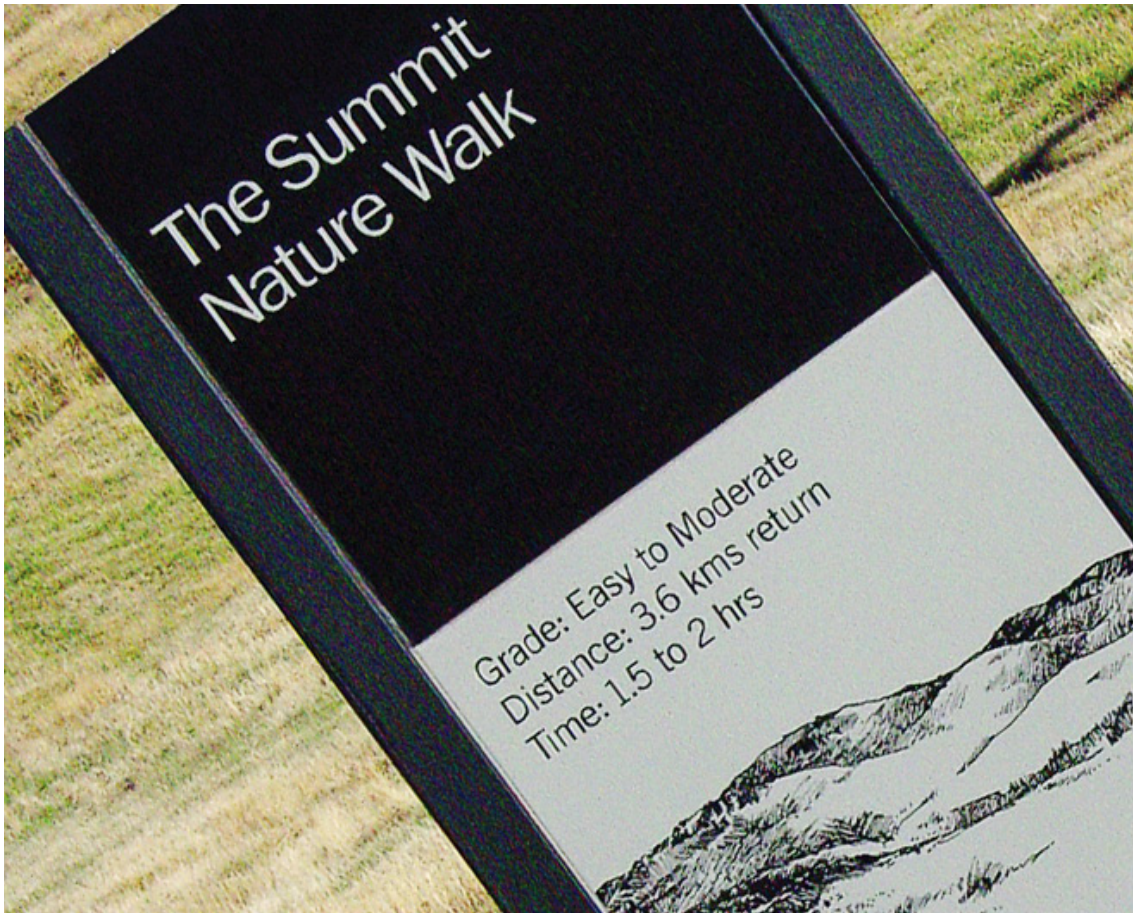
HeineJones worked through a range of challenges on this project:

- Audit, production and installation of signage needed to accommodate the seasonal nature of mountain activity;
- Client decision making was hampered due to demands of a busy winter ski season;
- Remoteness of location and challenging weather conditions factored into project timeline, specifically delivery date;
- Technical specifications required a precision fit between mixed materials: powder-coated aluminium housing and vitreous enamel sign facia;
- The provision of interpretive signage that was both practical and portable; and,
- HeineJones provided a unique bespoke solution to achieve the project objectives.

OUTCOMES

- A unique and innovative removable sign solution;
- A trail identity which encompassed signage, complementary colour scheme and support collateral, such as trail maps;
- Interpretive graphics and information reinforce a sense of place and illustrate the flora and fauna of the alpine environment;
- Robust solution that has proven to be resilient to the demanding alpine environment;
- Tough, low, freestanding interpretive signs and strong trailhead signs;
- Stackable signage which can be easily removed, shrink-wrapped and stored on a palette for winter period; and,
- Practical storage provisions: no special tools or training required to remove and store stackable signs over winter months.

Trail head signage



Trail head signage



VALUE ADD

HeineJones considered any ongoing need for seasonal installation of signage and durability including:

- Self installation with ease – no need for client to further consult
- A comprehensive understanding of the vitreous enamel manufacturing process allowed HeineJones to work effectively with this material in partnership with other metals;
- Extensive knowledge of current Australian and international signage standards;
- Considerable experience with alpine climate conditions and relevant material specifications;
- HeineJones employed a team of manufacturers and suppliers to develop components independently; and,
- Skilled project management ensured all components were delivered on time and to specification.

FORWARD BENEFITS

The Mount Buller Summer Trail project demonstrates key strengths HeineJones brings to the tourism sector:

- Responsive and adaptable consultative and project management methods to timeline and budget contingencies;
- Long-term recommendations regarding ongoing installation and longevity of materials;
- Skill and experience in design layout of interpretive information – both textual and illustrative;
- Extensive brand knowledge enabling development of trail identity using visual language; and,
- Extension of communication to supplementary print collateral and marketing provision.

CLIENT REFEREE

Louise Perrin, Environmental Services Manager
 Mount Buller and Mount Stirling Resort Management.
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