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- 01 General Portfolio
 - 02 Fashion
 - 03 Boutique Retail
 - 04 Beauty & Wellness
 - 05 Property Development

06 Wayfinding & Spatial Design

Design Portfolio **2025**

ARTETRA

Welcome to ARTETRA.
We align strategic clarity
with timeless design to
craft brands that endure,
connect, and inspire.

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We're a globally focused interdisciplinary design studio helping purpose-driven businesses to transform through aligned storytelling, timeless design, and immersive brand experiences.

We create brands, visual communication and graphic design, as well as products and experiences that nurture meaningful connections with their audiences.

We merge insight with imagination to craft brands that endure, connect and inspire in key cultural sectors such as:

Fashion
Culture & Arts
Boutique Retail
Beauty & Wellness
Property Development
Spatial Design



Wayfinding & Spatial Design Portfolio N°.06

We hope you enjoy a
sample of our projects in
the Wayfinding & Spatial
Design industry sectors.

Our experience encompasses projects ranging from public civic centres and government departments to residential apartments and global luxury hotels.

Wayfinding is the art of developing signage and information systems to effectively guide people through a space, as well as creating a unique sense of 'place' and identity for that environment through the implementation of effective spatial design.

Our Six Portfolios

- 01 General Portfolio
- 02 Fashion
- 03 Boutique Retail
- 04 Beauty & Wellness
- 05 Property Development
- 06 Wayfinding & Spatial Design

Have another project in mind?
Contact us to receive any other
sector-specific portfolios.

How we can help.
Strategic clarity
+ 2D & 3D
interdisciplinary
skills = a deeper
brand experience.

Audit & Wayfinding Strategy

We conduct site audits and research into user flows to design a visitor journey that is clear, intuitive and visually engaging.

Site Research
Site Analysis
Wayfinding Strategy
Location Naming

Place Identity

We develop a location identity to create a unique sense of place and strengthen the identity and experience of an environment through spatial storytelling.

Brandmark
Location Identity
Brand Assets
Brand Language
Signage Guidelines
Signage Rollout

Concept & Design

We create a cohesive visual language that bridges the gap between brand, architecture and experience. We can integrate digital media to enhance the experience.

Signage Design
3D Modelling
Video & Motion Graphics
Digital Media Design
3D Modelling
Super Graphics
Custom Typography
Image Making
Illustration

Project Management

Collaborate with architects and developers to ensure alignment from early planning.

Regulatory Compliance
Municipal guidelines
Accessibility Standards
Safety Standards
Municipal guidelines
Implementation
Production

Spatial Design

Deliver bespoke wayfinding systems that blend aesthetics, clarity and utility. Create site-specific solutions that reflect local context, culture, and brand narrative.

Signage & Wayfinding
Placemaking
Retail Branded Experiences
Installation Design
Event Design



Get in touch.
We'd love to hear
from you and discuss
how we can help.

Contact

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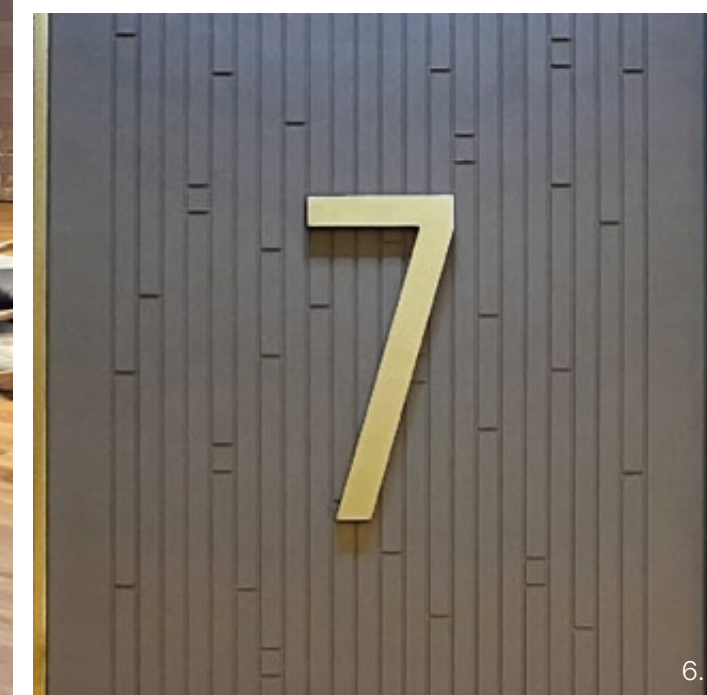
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Refined Brands.
Timeless Design.
Memorable Experiences.
CRAFTING TIMELESS FUTURES

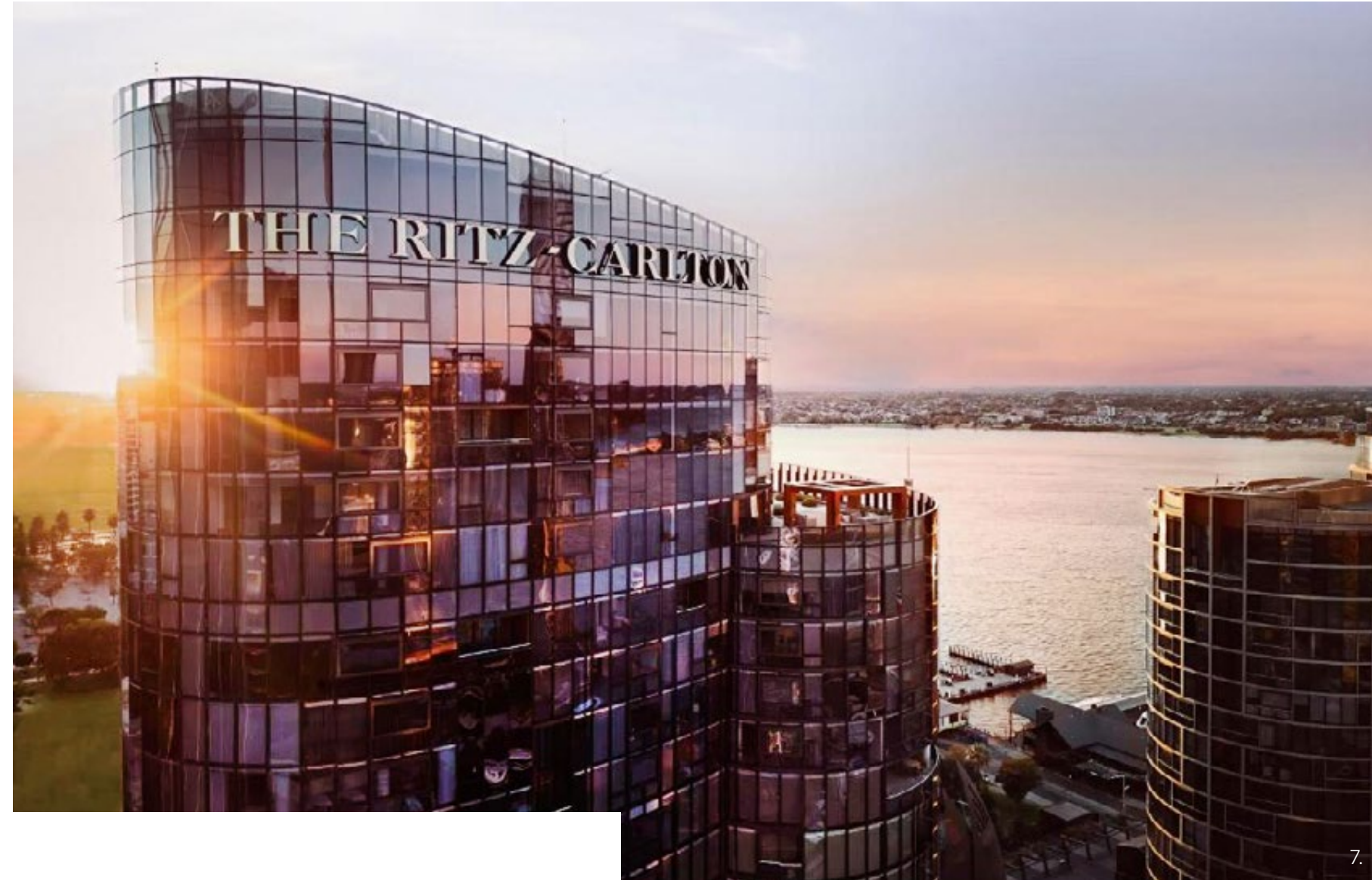




The Ritz-Carlton
Perth, Western Australia

The Ritz Carlton Perth is a premium luxury hotel overlooking Elizabeth Quay. Working with renown architects Cottee Parker, ARTETRA was asked to prepare a strategic master plan for the integration of signage over the entire site and developed an external signage package for the hotel and retail outlets within the quayside precinct.

1. The Ritz-Carlton towers
Elizabeth Quay
Perth, Western Australia.
2. Reception sign.
3. Level directory sign.
4. Level directory sign.
5. Main lobby directory.
6. Level directory sign detail.

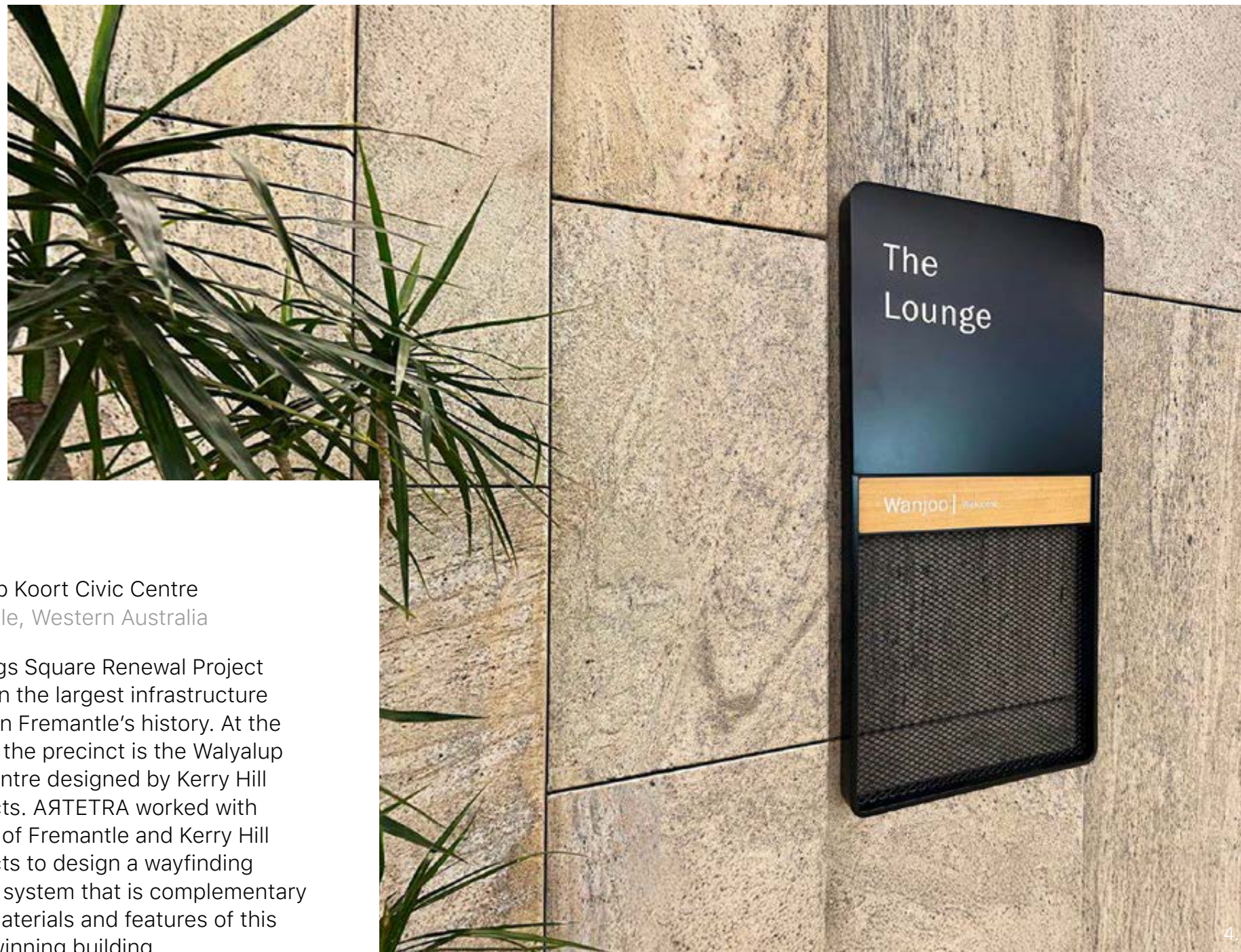
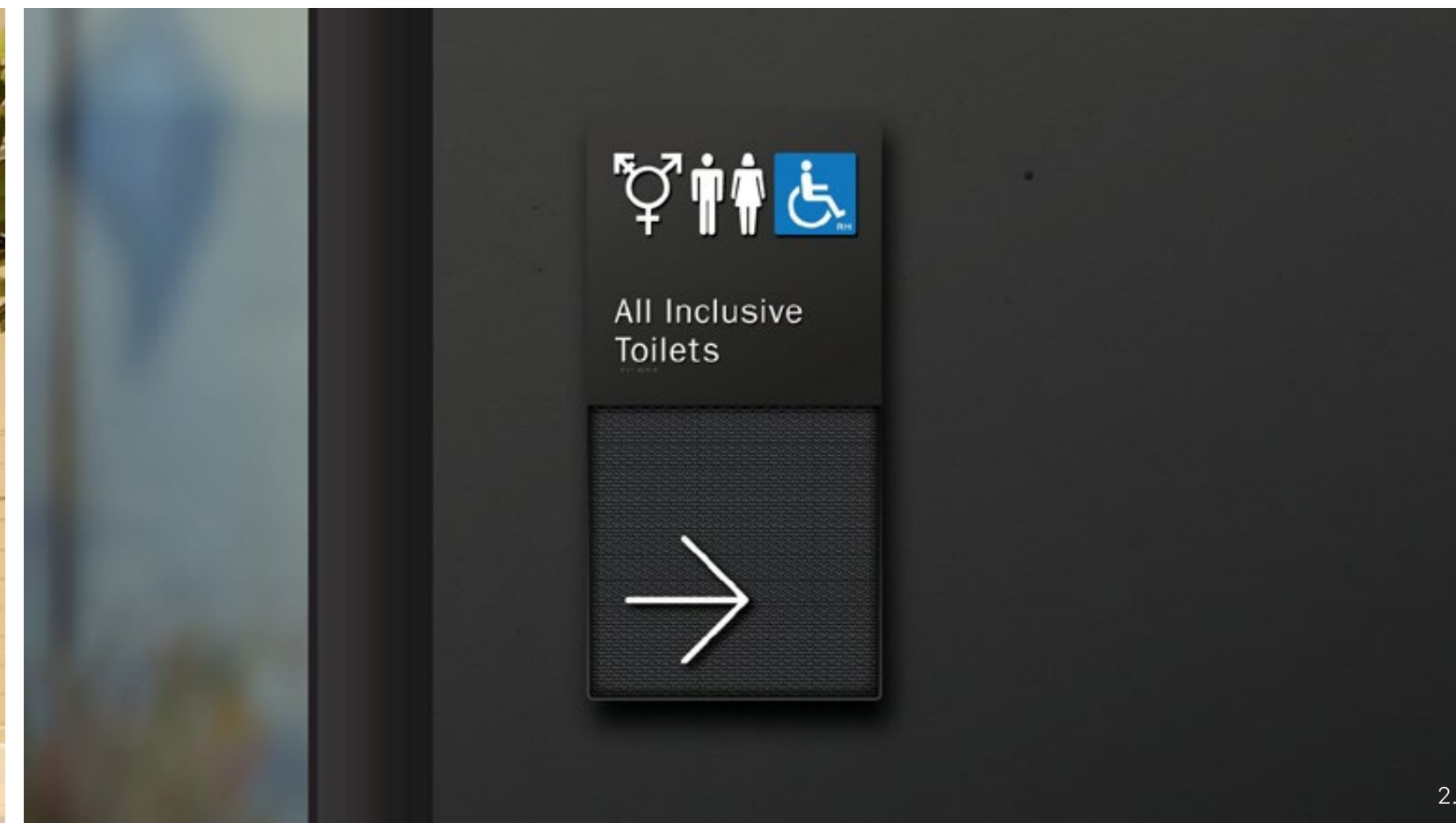


The Ritz-Carlton
Perth, Western Australia

The internal wayfinding signage for the hotel was designed to harmonise with the interior themes resulting in a combination of engraved textural dark bronze plaques accentuated with brass elements and lettering. The scope of work also included speciality signage for the 'Hearth' restaurant, 'Songbird' bar and 'The Towers' apartments.

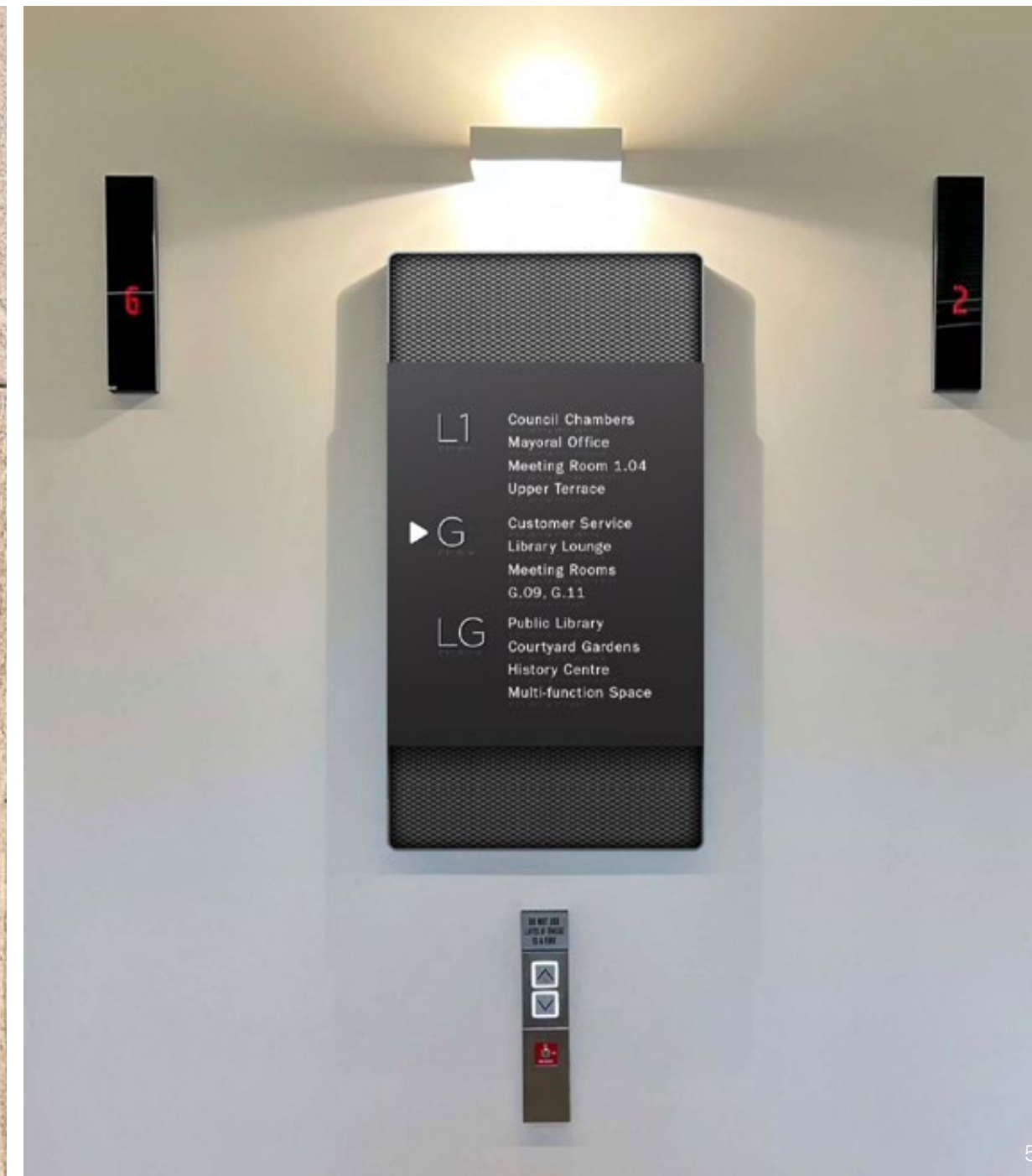


- 7. The Ritz-Carlton tower Elizabeth Quay
Perth, Western Australia.
- 8. Hotel room numbers.
- 9. 'The Towers' apartments entrance signage.
- 10. 'Songbird' bar entrance sign.
- 11. 'Hearth' restaurant entrance signage.



Walyalup Koort Civic Centre
Fremantle, Western Australia

The Kings Square Renewal Project has been the largest infrastructure project in Fremantle's history. At the heart of the precinct is the Walyalup Civic Centre designed by Kerry Hill Architects. ARTETRA worked with the City of Fremantle and Kerry Hill Architects to design a wayfinding signage system that is complementary to the materials and features of this award-winning building.



1. Walyalup North Entrance
2. Internal Statutory Signage
3. Customer Service counter
4. External Signage
5. Internal Lobby Signage
6. South Entrance



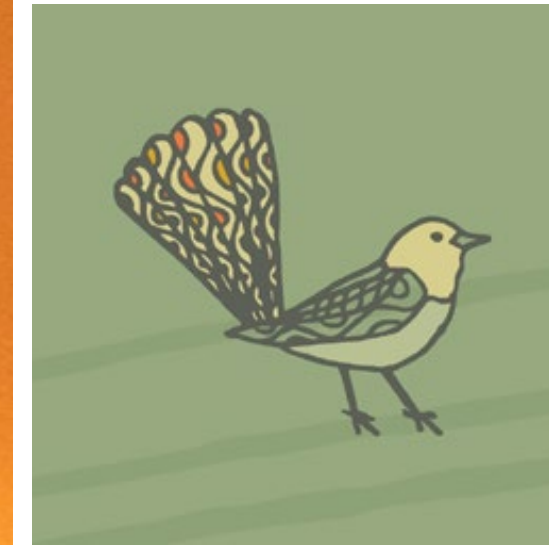
1. Exterior facade building signage.
2. Entrance foyer and reception.
3. Lift lobby locations signage.
4. Main entrance bronze plaque signage.
5. Bronze cup lettering detail, entrance foyer.
6. Exterior facade building signage.
7. Hotel lobby room numbering signage.
8. Solid brass, water jet cut lettering



InterContinental Hotel
Perth, Western Australia

Premium interior and exterior hotel
signage and wayfinding design for
the InterContinental Hotel in the
Perth city centre, Western Australia.

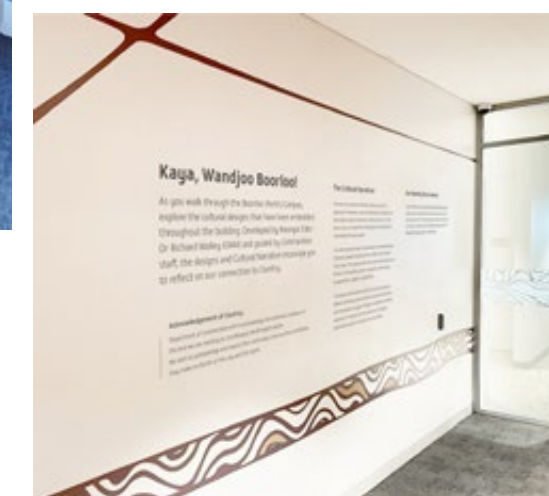




Communities CBD
East Perth, Western Australia

The land surrounding the Boorloo (East Perth) Campus was once a tapestry of freshwater creeks and wetlands channelled from the Derbal Yerrigan (Swan River) which served as a central water source, an important meeting place and campsite for the Whadjuk Noongar people.

Drawn by Dr Richard Walley, a Noongar man, and guided by Communities staff, ARTETRA was engaged to develop the line drawings into wall graphics to be applied throughout the building. The designs interpret the wetlands, freshwater lakes and bird life that once thrived in the area.

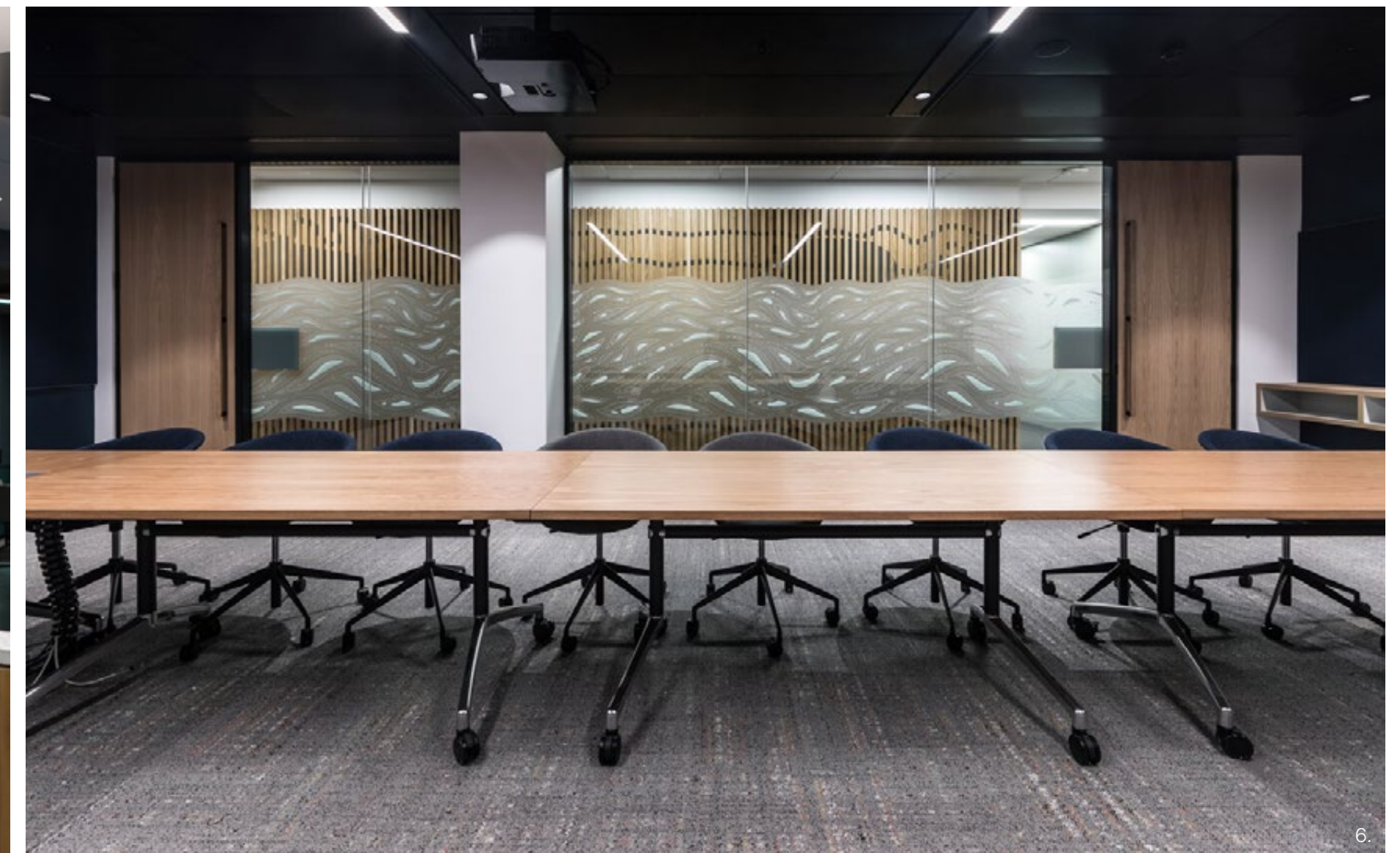




1. Wall graphics and integrated signage.
2. Glazing graphics.
3. Interchangeable meeting room sign.
4. Meeting room sign.
5. Level directional signs.
6. Glazing graphics.

Government Offices Fremantle
Fremantle, Western Australia

ARTETRA recently completed a wayfinding and environmental design project for the repurposed Myer building at Kings Square, Fremantle. Signage and wall graphics were designed for the Department of Communities and the Department of Transport. The signage materiality complements the interior finishes and the design of the wall graphics combines cultural references to visually connect with our indigenous heritage.





Parmelia Hilton
Perth, Western Australia

The iconic Parmelia Hilton Perth has been refurbished and recently reopened. The hotel's lobby has been completely reimagined with COX Architects engaged to create the new entrance and lobby, providing a contemporary guest experience.

1. Porte cochere entry sign.
2. Main entrance lounge area.
3. Internal directional sign, halo lit.
4. Internal directional sign, halo lit.
5. Executive lounge halo lit letters.



Parmelia Hilton
Perth, Western Australia

The restrained materials and neutral palette provided the perfect backdrop for the design of the wayfinding signage. Our solution was to create subtle, classic and elegantly crafted signs which perfectly complement the premium hotel brand.

6. Internal directional sign, halo lit.
7. Internal wall sign.
8. 'Samuel's' restaurant sign, halo lit.
9. Semaphore directional sign.
10. External plaque sign.
11. Toilet signage.



Department of Primary Industries
and Regional Development
Fremantle, Western Australia

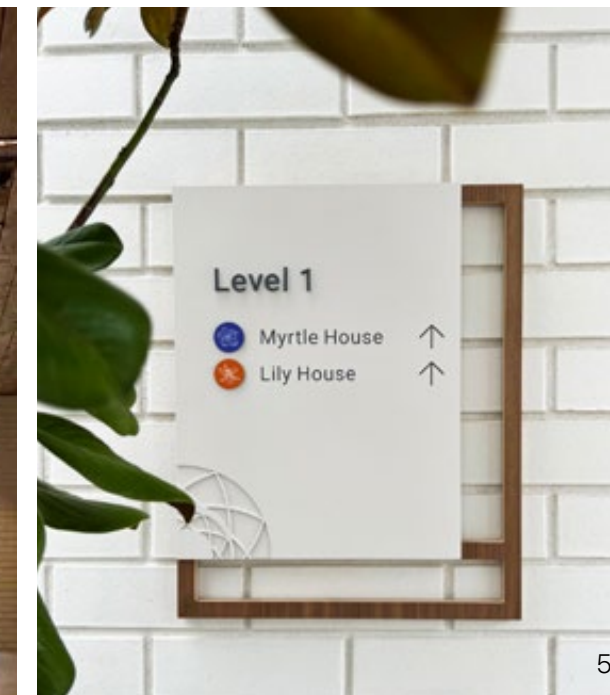
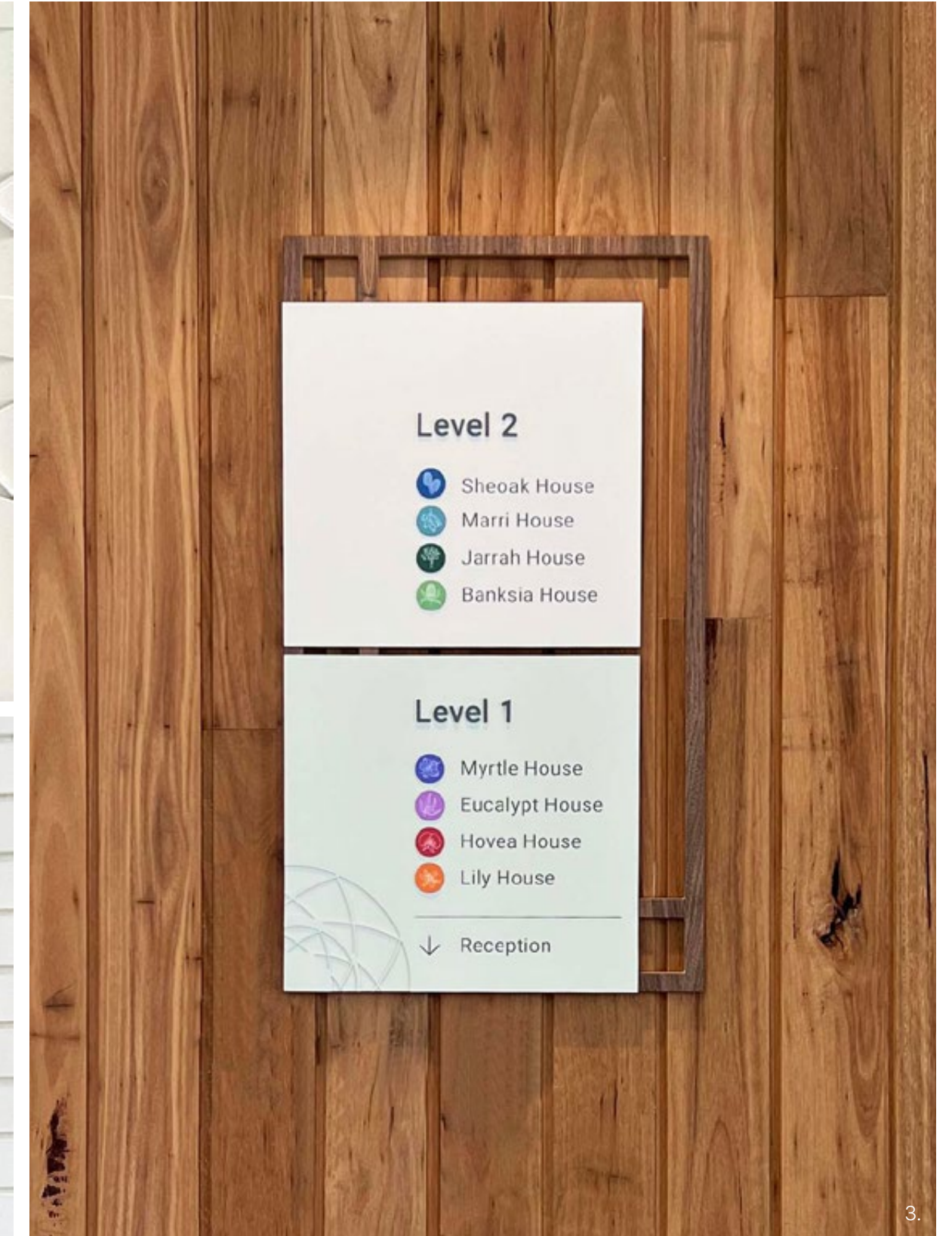
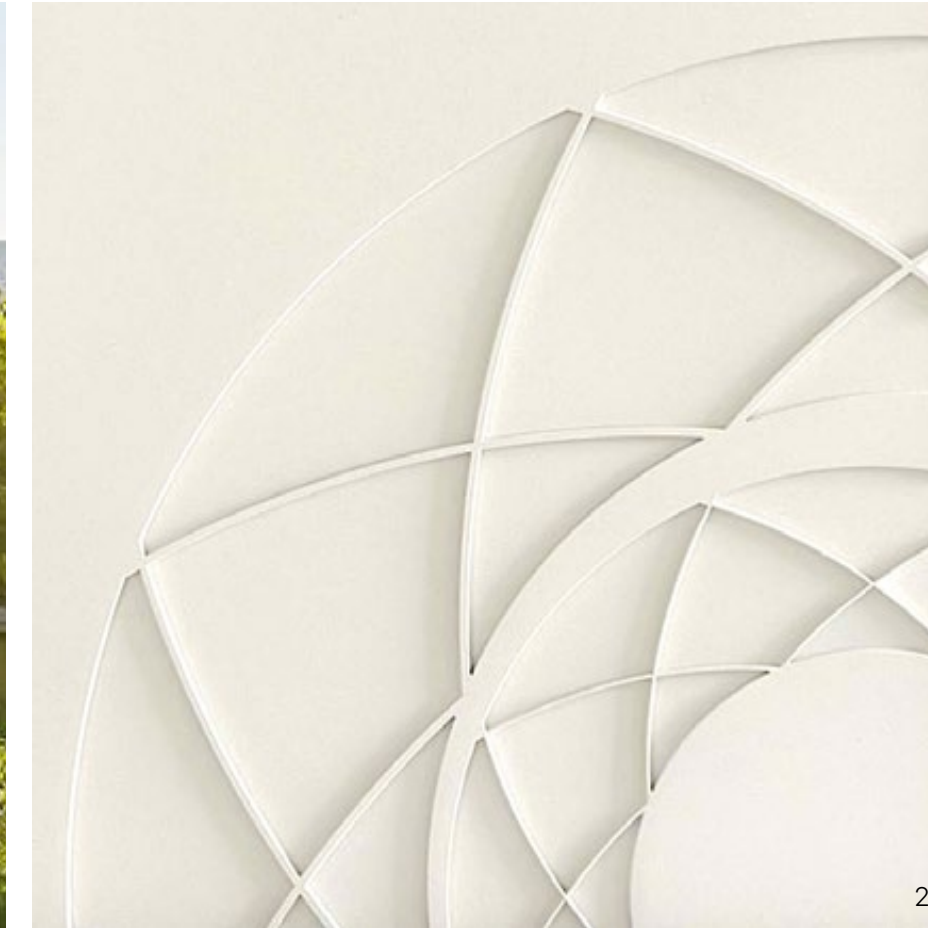
Relocation of the DPIRD offices created an opportunity to design a workspace that reflected their mandate to protect Western Australia's agriculture, food sector and aquatic resources.

ARTETRA was commissioned by Parry & Rosenthal to develop wall graphics from line illustrations drawn by Dr Richard Walley OA. Working closely with the P&R interior design team and Richard Walley, we created a series of wall graphics integrating the cultural narrative artworks with the interior colour palette. The designs were carefully constructed and separated to reveal the 4 levels of office space into areas representing subterranean, land, vegetation and sky: visual cues for residents and visitors.



1. Glazing graphics.
2. Glazing graphics.
3. Glazing graphics.
4. Lift lobby.
5. Wall graphics.
6. Wall graphics.
7. Room number signage.





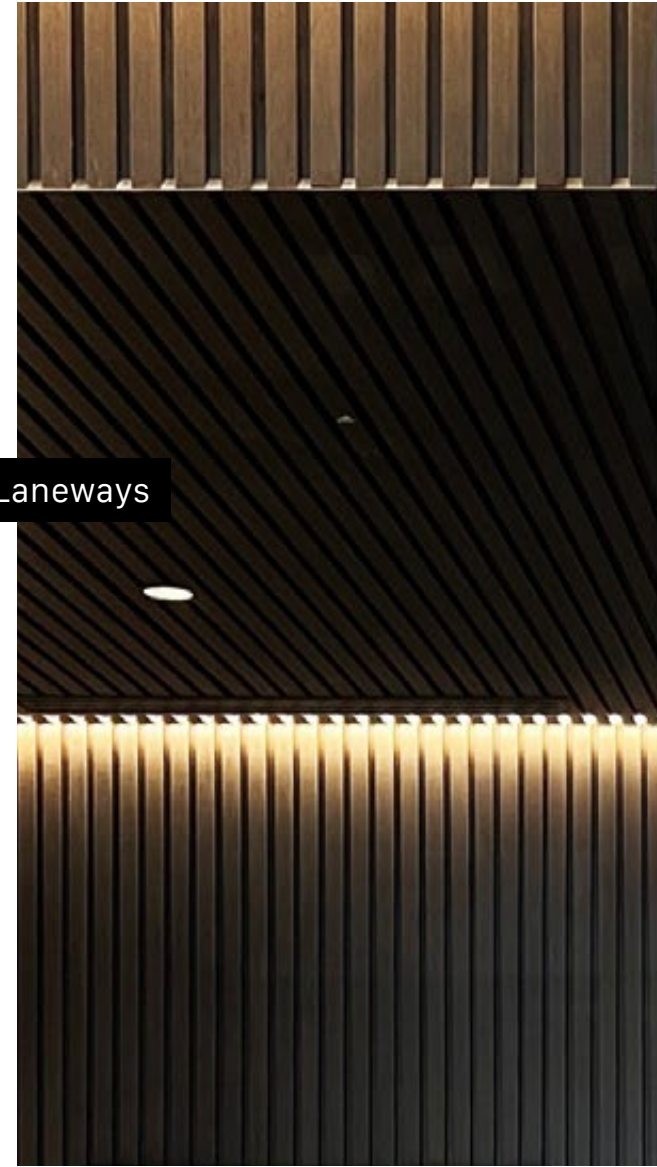
1. Brightwater Inglewood.
2. Logo relief signage detail.
3. Lift lobby signage.
4. Internal signage.
5. Locational signage.
6. Room numbers.
7. Locational signage.



Brightwater Inglewood
Inglewood, Western Australia

ARTETRA worked with interior designers MKDC to develop a signage strategy for Brightwater Inglewood. The property consists of the Brightwater corporate workplace and their flagship residential aged care facility.

The overall design concept references specific flora from a nearby local bushland. Combined with warm timber framework, the signage integrates with the interior environment and provides visual wayfinding cues for residents and visitors.



1. ONE Subiaco complex exterior.
2. Seddon apartments lobby sign.
3. Roberts apartments lobby sign.
4. Directional sign.
5. Rokeby lobby space.
6. Rokeby apartments lobby sign.

ONE Subiaco
Perth, Western Australia

Located on the site of the old Subiaco Pavilion Markets, ONE Subiaco comprises of three luxury apartment buildings, each with its own unique heritage and character, as well as a market village precinct on the street level.

ARTETRA created separate brands for the three apartment buildings which were then developed into bespoke locational and wayfinding signage concepts to suit the timeless aesthetic for each building. To reference the site's history and heritage, some of the signs were fabricated from recycled timber found on site.





7.



8.



9.



10.



11.



12.



13.



14.

CRAFTING TIMELESS FUTURES

