

## Visual communication for the built environment wayfinding • placemaking • interpretation • celebration



### The long and the short of Dot Dash

It was with a dot and a dash—or a “dit” and a “dah”—that a man named Morse proposed an inventive new mode of communication. One that could span vast distances, cut through noise, and deliver its message.

And so when Mark Ross and Despina Macris started their small, can-do design studio in Brisbane in the late 80s, “Dot Dash” seemed like a pretty good call sign.

Dot Dash began transmitting in 1988, doing a little bit of everything. In recent years, the studio has sharpened its focus to specialise in visual communication for the built environment:

#### Wayfinding

Helping us to find our place, follow our path and reach our destination in an increasingly complicated landscape.

#### Placemaking

Defining, expressing and branding the character, culture and spirit of a place. Placemaking may communicate one central idea, or integrate many separate elements.

#### Interpretation

Contributing to the understanding and appreciation of a place by communicating the stories and histories or the social and cultural context behind it.

#### Celebration

Capturing and expressing the spirit and vision of a significant place or major event.



**Visual communication that enhances the experience and accessibility of the places we inhabit.**



## From your local library to the Olympic Games

Today, Dot Dash has studios in Sydney and Brisbane, servicing projects Australia-wide. Dot Dash has also completed projects in New Zealand, Hong Kong, the United Arab Emirates and Greece.


Dot Dash has delivered visual communication programs for a wide range of large and complex built environments ...

- health care
- urban precincts
- parklands & open spaces
- commercial & retail
- major events & festivals
- sports stadiums
- cultural & civic
- education & research
- transport
- residential
- corporate interiors

## People like you working with people like you

Dot Dash clients include government authorities, councils, major contractors, project managers and property developers. The studio is regularly referred by—and collaborates with—other design professionals, such as architects and landscape architects.

The Dot Dash team comprises design professionals from diverse backgrounds—graphic design, industrial design, architecture and engineering. The studio's services include:

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- 1 strategic planning
  - 2 design
  - 3 documentation
  - 4 production supervision

Dot Dash is a member of international design communities:

- Society of Environmental Graphic Designers, USA
- Sign Design Society, UK



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### Health Care

North Lakes Health Precinct. Pine Rivers Shire. QLD. Current.  
Wellington and Kenepuru Hospitals. New Zealand. Current.  
Herston Hospitals Complex. Brisbane. 2004.  
Greenslopes Private Hospital. Brisbane. 2002.  
Princess Alexandra Hospital. Brisbane. 2002.  
St Andrews War Memorial Hospital. Brisbane. 2001.  
Townsville Hospital. QLD. 2001.



### Urban Precincts

Noosa Shire. QLD. Current.  
Ipswich Mall and D'Arcy Doyle Place. QLD. 2006.  
The Rocks. Sydney. 2005.  
Kelvin Grove Urban Village. Brisbane. 2005.  
City of Bankstown. NSW. 2004.  
Liverpool City Centre. NSW. 2004.  
Manly City Centre. Sydney. 2004.  
South Bank Precinct. Brisbane. 2003.  
Queen Street Mall. Brisbane. 2002.



### Parklands and Open Spaces

Moreton Bay Cycleway. South-East QLD. Current.  
Riverway. Townsville. Current.  
Sutherland Shire Open Spaces. NSW. Current.  
The Parklands at Sydney Olympic Park. Current.  
Centennial Parklands. Sydney. Current.  
Brisbane Active and Healthy Parks. 2003.  
Cairns Esplanade. QLD. 2003.  
Sydney Catchment. NSW. 2003.  
Rocks Riverside Park. Brisbane. 2003.  
Roma Street Parklands. Brisbane. 2001.  
Royal Botanic Gardens. Sydney. 2000.



### Commercial and Retail

The Village. Upper Mount Gravatt. Brisbane. Current.  
Nundah Village. Brisbane. Current.  
Calamvale Village. Brisbane. Current.  
Queen & Albert. Brisbane. Current.  
Brisbane Square, Exterior. 2006.  
Royal Brisbane Hospital Food Court. 2003.  
BP Travel Centres, South East Queensland. 2001.  
Robina Town Centre. Gold Coast. 1996.  
The Pier, Cairns. QLD. 1990.





### Major Events and Festivals

12<sup>th</sup> FINA World Championships. Melbourne. 2007.  
The Ideas Festival. Brisbane. 2006. 2003. 2001.  
Melbourne 2006 Commonwealth Games.  
ATHENS 2004 Olympic Games. 2003.  
Sydney 2000 Olympic Games and Paralympic Games. 2000.  
Goodwill Games Brisbane. 2001.  
Red Festival, Brisbane. 2001.



### Sports Stadiums

Sydney Cricket and Sports Ground. Current.  
Gold Coast Stadium. Queensland. Current.  
Brisbane Cricket Ground. Woolloongabba. 1999 and 2005.  
Suncorp Metway Stadium. Brisbane. 2003



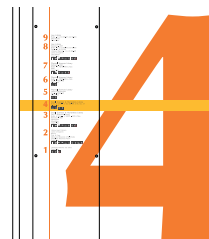
### Cultural and Civic

Darwin Convention Centre. NT. Current.  
Ipswich Magistrates Courthouse. QLD. Current.  
Queensland Gallery of Modern Art. Brisbane. 2006.  
Queensland State Library. 2006.  
Brisbane City Council Library and Customer Centre. 2006.  
Cairns Convention Centre. 2005.  
Queensland Performing Arts Centre. 2005.  
Sydney Theatre. 2003.  
Brisbane Powerhouse. 2000.



### Education and Research

South Bank Education and Training Precinct. Brisbane. Current.  
Education City. Springfield. 2006.  
University of NSW Faculty of Commerce and Economics. 2006.  
University of Queensland. 2005.  
University of NSW Library. 2005.





## Transport

Inner Northern Busway. Brisbane. Current.  
Busway Signage Standards. Current.  
Brisbane Airport International Terminal Expansion. Current.  
Translink Bus Stations. South East Queensland. 2006.  
Brisbane City Transport. Brisbane 2005.  
Cairns Transit Centre. QLD. 2004.  
Queen Street Bus Station. Brisbane. 2004.  
South East Busway. Brisbane. 2000.



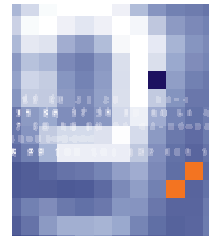
## Residential

Desert Towers. Abu Dhabi. Current.  
Hammondville. Sydney. Current.  
Ephraim Island. Gold Coast. 2005.  
Viridian Noosa Resort. QLD. 2005.



## Corporate Interiors

KPMG Offices. Brisbane. 2007.  
Suncorp Offices. Brisbane. 2006.  
Brisbane City Council Offices. 2006.  
Macquarie Bank Call Centre. Brisbane. 2001.



## Interpretation and Celebration

Festival Records Building. Sydney. Current.  
Eleanor Schonell Bridge. Brisbane. 2006.  
Melbourne 2006 Commonwealth Games. Venue Fields of Play and Festive Elements.  
Darlinghurst Road Interpretive Strip. Sydney. 2004.  
Cairns Esplanade Interpretive Nodes. 2003.  
Nudgee Waterholes Interpretive Signs. Brisbane. 2003.  
2001 Goodwill Games Brisbane. Venue Fields of Play and Festive Elements. 2001.  
Red Festival. Banners and Sculptural Elements. Brisbane. 2001.  
Theiss Centre. Illuminated Photomural Exterior Screens. Brisbane. 2000.  
Sydney 2000 Olympic Games. Venue Fields of Play and Festive Elements. 2000.  
The Cliffs Boardwalk. Tiling Patterns. Brisbane. 1997.  
The Pier Cairns. Tiling Patterns, Banners, Sculptural Elements. 1990.

