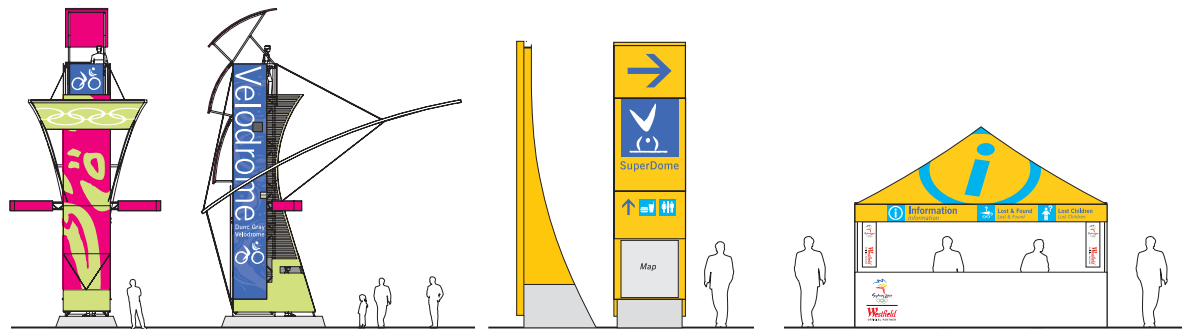


SYDNEY 2000 OLYMPIC GAMES AND PARALYMPIC GAMES

Client **Sydney Organising Committee for the Olympic Games** Timeframe **1998–2000** Scope **Design wayfinding strategy and graphic standards for the Look of the Games. Applications to venues, Sydney Olympic Park and sporting fields of play.** Production budget **\$15 million** Project team **Original Graphic Design – FHA Design Structures Design – Lahz Nimmo Architects Photography – Brett Boardman**



Over a period of two years, Dot Dash worked closely with the Olympic designers and other designers working in architecture, landscape, lighting, wayfinding and graphic design to develop a Kit of Parts signage system for the Games. This incorporated a wayfinding strategy, temporary wayfinding signs, celebratory elements, graphic standards. Included in the kit is a major marker structure (shown above) designed by the architects with graphics by our firm.