



A unique, colourful 3D sign for a colourful, inclusive venue!



An exciting new Gold Coast bar

In September 2021, a new bar opened at Broadbeach on the Gold Coast. The Chameleon Lounge Bar describes itself as “a Hetero Friendly LGBTQIA+ Lounge Bar located in Broadbeach providing a safe space for everyone in the community to come together and enjoy a drink and a show.”

Designing signage to suit the venue

To help promote the new venue, the owner asked Natureworks to create a sign that reflects the bar’s name and ethos. Rather than a simple painted sign, we created a 3D sculpture of a 2.5 metre long chameleon atop a log. The bar’s name is lit by LED lights that change colour – just like a chameleon!



The bar is at Broadbeach, Qld
chameleonbar.com.au



Designing the concept

Designing the concept for a sculpture like this is always the fun bit! We can let our imagination run loose, and create a custom piece that helps our clients' business really stand out from the crowd.

As for any custom project, we talked to the client first to confirm the project requirements and get a feel for what would suit their needs. Next, our artists created visual mock-ups for the client to review and approve before construction started.

Main features of the design

- multicoloured chameleon sculpture (2.5 metres long)
- rounded relief sculpture, to sit against a wall
- made of fibreglass, painted in bright colours
- lizard mounted on a flat log-effect backdrop
- the name of the venue is cut through the board for a 3D effect, with text illuminated at the rear
- multicoloured LEDs change colour gradually, like the revolving colours of a chameleon
- the brightly coloured chameleon and changing lights reflect the LGBTQIA rainbow vibe and embrace the diversity of the bar's clientele.



Concept art for the sign



Installing the sign



The colour of the sign changes while you watch, as shown in the three images above. We couldn't resist adding this touch!





Creating the sign

Sculpting the chameleon

After the design was approved, our sculptors carved the lizard shape in 100mm thick Styrene. We then epoxy coated this with fine gritty sand and added sculpting crete, so our artists could create the fine detail of textured scales. Now the body of the chameleon could be moulded using latex and plaster, with a fibreglass jacket.

Making the sign

The artificial log sign was also made of fibreglass. We cut letters into the log-effect mould to match the bar's branding, and backed the sign with opal acrylic sheet. Behind this, we placed 12V LED modules to glow through the letters. We supplied a controller with remote to make it easy to use.



Sculpting the lizard's scales



Applying fibreglass to the mould



Close-up of the sign mould



The log-effect sign takes shape

Looking for a unique 3D sign?

We can design and fabricate unique business signage to help your business stand out. Alternatively, we can add signage to many themed props and sculptures in our range.

Contact Natureworks to see how we can help!