



How to you breathe life into a 1970s icon?

Seymour Centre is brutalist in architecture, but not at all by nature. Happily sitting quiet on top of the hill of Cleveland Street for years, Boccalatte was invited to rebrand last year, placing the University of Sydney's performing art centre back on the map. Influenced by its history, we thought it made sense to go bold, round and punchy. The street signage can be seen for miles.

What they say

"Suzanne and her team at Boccalatte grabbed the opportunity to re-brand the Seymour Centre with incredible enthusiasm, matched in equal measure by their high level design skills. The results were exceeding the brief beyond our expectations.

Boccalatte are smart, they listen and above all, approach their work with a creative vision that is in tune with contemporary aesthetics. We are extremely happy with their work and the feedback from patrons and staff have been uniformly positive."

TIM JONES, ARTISTIC DIRECTOR, SEYMOUR CENTRE

CASE STUDY SEYMOUR CENTRE

