

# Castleton and E A Shaw

Consultancy, management,  
implementation



**For over 100 years, E A Shaw has been the leading commercial and residential property adviser in Covent Garden. The firm is now equally active in the Soho, Midtown and South Bank markets.**

The Property and Estates Management division works on behalf of a wide variety of clients, ranging from individuals to large institutions. Properties range from single residential units, to retail centres, to large multi-occupied office buildings.

#### **The Services**

Castleton has been working with this division since 2003, supplying signage solutions to meet the differing needs of users, tenants, retailers and property owners.

A recent major project is Kingly Court, located on world-famous Carnaby Street in Soho. E A Shaw manages this vibrant retail mecca on behalf of its client, Shaftsbury plc. We were appointed to work alongside Shaftsbury's design

consultants and our remit covered all signage works, including surveys, technical drawings, manufacture, installation, and ongoing maintenance.

With a mix of individual boutiques, flagship stores, cafes, restaurants and nightclubs, the project presented particular challenges. Signage had to project the individual identities of the various brands, while also conforming to the centre's overall environment and corporate identity.

#### **The Benefits**

Our ongoing relationship with E A Shaw is one of providing consultancy advice and managing their overall signage requirements. This includes fast and problem-free implementation of quality

solutions across a broad spectrum of property environments, whether industrial, office, retail, or leisure.

With the Kingly Court project, our knowledge and expertise contributed to the successful implementation of a contemporary new signage scheme that is both adaptable and scalable, so new tenants can be 'signed' easily and efficiently when they join the centre.

#### **The Products**

Internal and external directories  
Building and corporate identification  
Wayfinding  
Digitally printed maps  
Individual retail unit signage  
Glass manifestations  
Sale and letting boards