



GLOW-IN-THE-DARK VISIBILITY FOR NEW ZEALAND PETROL STATIONS

TITLE	Challenge Service Stations
DESCRIPTION	Service station canopies
LOCATION	New Zealand
COMPLETED IN	1999
FABRIC AREA	6,048m ²
FABRIC TYPE	PVC – Seaman 8028 Tedlar
ARCHITECT/CLIENT	Alex Ross & Associates / Fletcher Construction

CHALLENGE SERVICE STATIONS NEW ZEALAND

The challenge – distinctive canopies delivered in a short timeframe

As a newcomer to New Zealand's retail fuel market, Challenge wanted a distinctive look for its service stations – something that would give the new brand high visibility from the outset. The company also needed the first 10 stations completed within three months.

The architect for the project recognised that a dramatic tensile membrane canopy would turn the Challenge stations into local landmarks. Structurflex was appointed to design, fabricate and install the canopies.

The solution – sleek tensile membrane structures that pay homage to Arabian design

The largest structure at every Challenge service station is a white PVC canopy over the pump islands. Each canopy forms four peaks over a lightweight tubular steel frame. The fabric allows transmission of natural light to eliminate the need for artificial lighting during the day. At night, concealed lights project upwards to reflect off the fabric, enhancing the conical shapes and creating a striking and distinctive glow-in-the-dark structure that can be easily seen from a distance.

Structurflex installed each structure in just three days, easily meeting the deadline. The aesthetic roof structure has become a powerful marketing tool for the Challenge brand, turning the company's service stations into highly-recognisable landmarks.

