

The Façade

A captivating digital canvas that brings ECU City to life through light, motion and storytelling.

This is your opportunity to be seen at architectural scale. The programmable external façade turns the face of ECU City into a large-scale canvas for your motion artwork, campaign visuals and digital storytelling, seen across Yagan Square and Roe Street. Bold, high-contrast content lands hardest here, giving you a city-scale statement that stops foot traffic and travels on social. Fully adaptable and future-ready, it is a premium platform for visibility no billboard can match.





Ways to use the space



Architectural-scale
storytelling



High-impact
visual activations



Cultural and
seasonal content



Public audience
engagement

Features

- 1 Programmable, dynamic external façade
- 2 High-visibility across Yagan Square and Roe Street
- 3 Optimised for bold, large-scale visuals
- 4 Best suited to high-contrast, low-detail content

