

# Dubai Outdoor Media - Starmast

Dubai Internet City, Dubai, UAE

**Project Manager**  
**Lead Consultant**  
**MEP Consultant**  
**Quantity Surveyor**  
**Area**

Merx  
Vertigo Asia Limited  
Young Engineering Consultancy Services  
Merx  
7 unipoles

The Merx logo consists of the word "merx" in a lowercase, sans-serif font, with a stylized white flame or spark icon above the letter 'x'. The logo is set against a solid orange rectangular background.

Dubai Outdoor Media (DOM) is an outdoor advertising company specializing in large format outdoor signage in Dubai. The company has been operating in Dubai for over 10 years, and has established themselves as a market leader in the installation and media sales of large format outdoor advertising. Vertigo Asia Limited is an Australian owned and managed company based in Hong Kong, specializing in the design and installation of innovative signage and lighting solutions that optimize exposure across diverse global environments. The company has been operating in Australia and throughout SE Asia since its inception in 1988.

DOM approached Vertigo to provide an innovative signage solution to a project they had secured to supply and install 7 unipoles in Dubai Internet City and Dubai Media City. Vertigo designed and engineered the revolutionary Star Mast and was contracted to supply and install the product. The Star Mast provided never before seen features in unipole design such as 360-degree signboard exposure with 6 faces for banner installation. Total height of the Star Mast is 27.5m. The contract for the project was valued at 4M UAE Dirhams, with a total project timeframe of 3 months.

## Merx's role in the project

Merx were engaged as the project manager by Vertigo Asia Limited to represent them in all aspects of the project. The key responsibilities were to procure specialist materials, engage sub-contractors and act as the liaison between the client to maintain the expectation of a high quality product delivery within the project time frame and within the project budget. A complex array of issues were dealt with by the Merx team including securing approvals for the design from the management authority in Dubai Internet City, clearance for works to proceed and dealing with a range of contractors for the various phases of the job which included civil works, fabrication and erection of the Star Mast, electrical work and installation of lighting for sign illumination, cladding and landscaping.

