

EVOCATIVE IMAGERY

Colour plays a key role in conveying a message. The interior of this city council customer services centre is enlivened by walls painted in three Resene colours

Forget the drab council offices of old. City council

premises today are much more lively, inviting and people friendly. And increasingly, colour is used to reinforce iconic branding.

When Chow:Hill Architects designed the Tauranga City Council Customer Service Centre, the company focused on the council's desire to create a more community-oriented and user-friendly service hub in the CBD.

One of Chow:Hill's designers, Kate Amor, says the colour scheme and imagery needed to reinforce the idea that Tauranga is a great place to work, live and play. Resene Wasabi, Resene Inside Back and Resene Half Pearl Lusta were specified to provide muted tones of green, blue and white, which reflect the coastal environment.

"The colours are paired with natural walnut timber panelling that creates an atmosphere of relaxation and friendliness," Amor says. "We also incorporated lots of evocative imagery that belongs to the council."

Resene marketing manager Karen Warman says many councils and businesses are also specifying Resene paints for their environmental benefits.

"Resene has a long history when it comes to pioneering moves to more environmentally friendly paints," she says. "The company introduced water-borne paints in the 1950s, and undertook the removal of lead in all paints in the 1970s. In 1996, the company took a further step forward, joining the Environmental Choice programme."

Warman says joining the programme gave Resene the impetus to solve the common problem of customer headaches caused by strong-smelling paint. Resene chemists removed virtually all odorous material from Resene Zylone Sheen, Zylone 20 and Ceiling Paint.

Today, Resene Zylone Sheen VOC Free paint is commonly specified for interior broadwall areas. This low-sheen acrylic is completely free of volatile organic compounds (VOCs). This translates to improved air quality, which can help prevent headaches, asthma, nausea, respiratory complaints and allergic reactions. It also provides a better working environment for the professional or amateur painter.

For more information, visit a Resene ColorShop or phone 0800 RESENE (737 363). Or visit the website: www.resene.co.nz.



Above Tauranga's unique coastal environment influenced the design of the Tauranga City Council Customer Service Centre. The walls are painted in Resene Wasabi, Resene Inside Back and Resene Half Pearl Lusta.