



# Whiter shade of pale

To create this flagship office for a fashion magazine publisher, the architect specified textured layers of white-on-white, which include a customised white from Resene



Fashion is all about making a statement – initiating trends rather than following the pack. It’s a concept that carries through to the design of fashion company offices, as this project illustrates. Magazine publisher and fashion designer Paula Ryan commissioned Andre Hodgskin Architects to design the new interior of the Simply You offices. Hodgskin says the company needed a highly flexible space that would be a flagship for the Simply You brand.

“Paula loves white, so we started there

and really used it to the extreme,” he says. “The layering of white textures gives the space a richness.”

Resene AHA – an untinted white produced for Andre Hodgskin Architects – provides the wall and ceiling colour, which is a base for the project.

“The office needed to be a showpiece,” says Hodgskin. It also needed extreme flexibility to allow it to also be used for entertaining clients and showing the range to buyers.”

A central core for services includes a

boardroom with sliding panels that are top-hung so there are no tracks on the floor. To further emphasis the purity of the white, the room is fitted with Philippe Starck Ghost chairs.

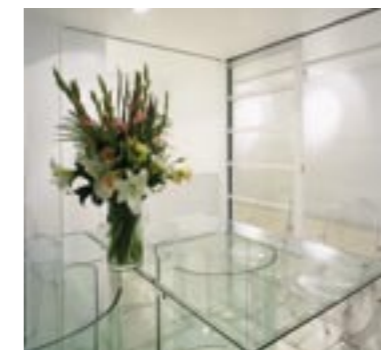
Hodgskin says his company uses Resene paints for several reasons.

“We appreciate the service and know what we are getting. The product is tried and tested, so we can always depend on the quality of the colour matches. We have a strong liking for pure white and use this customised shade frequently.”

To make the selection of whites and neutrals easier, Resene has released a new fandeck – The Range Whites and Neutrals. This is a companion to The Range collection, which is updated annually.

The Range Whites and Neutrals fandeck features colour chips flush to the right edge of each page, making it easy to match with other swatches.

For more information, visit your nearest Resene ColorShop, or phone 0800 RESENE (737 363). Website: [www.resene.co.nz](http://www.resene.co.nz)



**Facing page:** White-on-white is the theme of the new Simply You office in Auckland. Designed by Andre Hodgskin Architects, the interior features white walls and ceilings, painted in Resene AHA, an untinted white formulated for the company.

**Above:** The boardroom is part of a central core, or island, within the office. Sliding wall panels enable a high degree of flexibility of use.

**Left:** The furniture was chosen to give the appearance of floating over the floor. Hodgskin says this enhances the illusion of space.