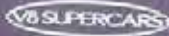

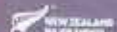


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Property Management

The Pink Flamingo

Auckland

When Iconicity needed a building repaint, it seemed a straightforward request. But after sending an estimator down to size things up, it was clear that due to access, extensive scaffolding and a council permit would be required. In went the CAR application for the permit, which came back stating it was on hold with a requirement for all scaffolding to be erected and dismantled before 6am, a seemingly impossible task in the dark of the night.

With an impending completion deadline in just a fortnight's time, the council luckily reversed the requirement and approval was granted.

After discussing the colour scheme with the property managers, the painting company, Auckland City Painters, was passed a business card with the request 'we want the building to match our logo', a logo that was very bright pink. The exact colour was not known, but **Resene Sassy** proved a good match.

The building was an older grey building in quite poor condition condition so **Resene Lumbersider** was chosen to help hide defects, rather than a gloss finish.

It was just what they wanted, to stand out on the street as well as tie in with their branding and provide a striking background for their signage.

In the end, the permitting and scaffolding turned out to be the bulk of the cost and time; when it came to painting it was just waterblast, cut and roll - completed in two days. From an old black and white television to a full colour HD - high definition impact!

Situated at a prominent intersection on Union Street at the junction for the northwest and southern motorways, the spot was ideal for a taste of colour explosion! This building can be seen from the motorway. It's like a pink flamingo dancing on the intersection. What better way to lift spirits and draw attention than with a shot of bold colour?



Client: Iconicity www.iconicity.co.nz

Painting contractor: John Pujol, Auckland City Painters

Photographer: John Pujol

 Resene Smitten

