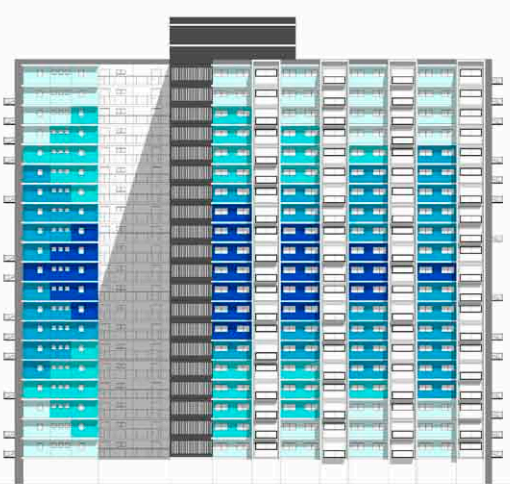


PROPOSAL - TOWER 2



PROPOSAL - TOWER 3



PROPOSAL - TOWER 4



Urban Renaissance + Atherton Gardens RE Commission Melbourne

Atherton Gardens is a 7-hectare territory within the inner-city neighborhood of Fitzroy, Melbourne. A housing commission project that was built in the 1960s, it has long since become a socially isolated ghetto with a reputation for violence and antisocial behaviour. Not surprisingly, most people avoid the area and it has become dislocated from a vibrant artistic, social and commercial local community.

Bold colour creates an emotional reaction, attracts attention and excites the senses. Colour has been eagerly incorporated into a broader student design project Atherton Gardens Re-Commission site that aims to overcome the challenges presented by the current design. By attracting more people to look, to talk about and to interact with this site, it breathes a new life into it. Moreover, the socially disadvantaged residents can feel proud of their amazing new homes

without the stigma of social housing.

This design is not shy in the application of colour. Reds catch the eye and draw attention to the low-rise new housing complex. Greens are used in the second low-rise complex to connect with the garden context of the site and to balance the overall design. Blues range brings beautiful sky and ocean tones to one of the currently drab commission towers. Neutral tones from the Re-Set range are used as base colours that tie the design together, enhance the other colours and give greater depth.

The colour palette is extensive:

- On the new apartment extension - Resene Pursuit, Resene Crash Hot, Resene Arthouse, Resene Chaos, Resene Cracker, Resene Pulse, Resene Feijoa, Resene Fun Green, Resene Eucalyptus, Resene Madang, Resene Australian Mint.

- On the Existing Commission Flat (tower 2) - Resene Hot Spot, Resene Golden Tainoi, Resene Golden Fizz, Resene Apple, Resene Picton Blue, Resene Ce Soir and Resene Classic Rose.

- On the Existing Commission Flat (tower 4): Resene Elvis, Resene Primetime, Resene Malibu and Resene Tranquil.

- Connecting the project: Resene Black, Resene Black Sheep, Resene Thriller, Resene Scarpa Flow, Resene Geysler, Resene Milk White, Resene Sea Fog and Resene Alabaster

The overall design, through the use of colour, transforms the four current (prison-like) commission flats into exciting urban living spaces with an explosion of excitement and impact. Let's be brave, have fun and take a chance with colour to change lives and regenerate this community.

Pursuit

Crash Hot

Arthouse

Chaos

Cracker

Pulse

Feijoa

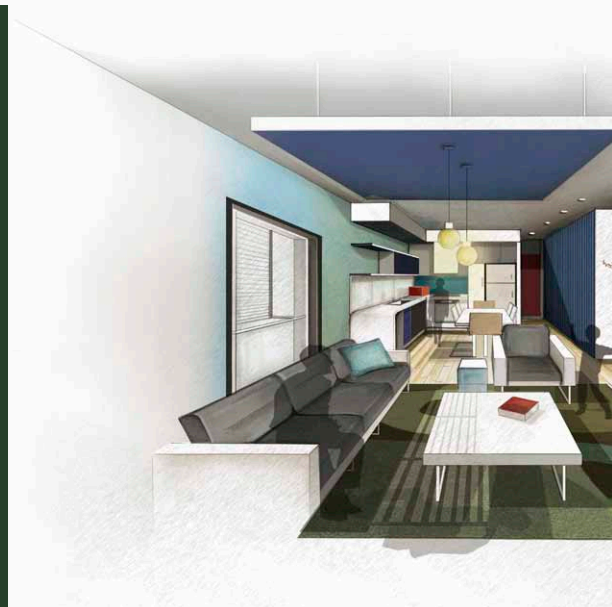
Fun Green

Eucalyptus



Resene
Total Colour
Awards 2012

- Australian Mint
- Hot Spot
- Golden Tainoi
- Golden Fizz
- Apple
- Picton Blue
- Ce Soir
- Classic Rose
- Elvis



Architectural Specifier: Elvin Tan






- Primetime
- Malibu
- Tranquil
- Black
- Black Sheep
- Thriller
- Scarpa Flow
- Geyser
- Milk White
- Sea Fog
- Alabaster





 Resene Forest Green