



Resene Stonehenge

House of Travel

Remuera

Moving to new premises in Remuera, House of Travel wanted a completely new look for their store design. The new look was to be modern, incorporate more of their purple brand colour and move towards a retail fit-out focus; away from the traditional office style fit-outs currently prevalent in travel stores.

Resene Alabaster was selected as the prominent wall colour for its crisp bright shade of white; these walls were intended as white to enhance the feeling of space and replicate the impression of a gallery; providing a blank canvas for the large scale photographic destination images to take centre stage within the store. Brochure display frames were lacquered in Resene Double Sea Fog; the colour



provides a soft contrast to the Resene Alabaster wall behind, without detracting the focus from the brochures themselves.

Resene Zeus was applied to the wall on the right of the entrance doors. The use of a bold dark grey colour here adds visual interest to the entrance zone, contrasting dramatically against the crisp white walls and furniture surrounding it. The depth of this colour complements the House of Travel purple and also allows the silver lettering of the corporate signage fixed to this wall really pop out catching the eye of the customer.

Feature ceiling panels, finished in Resene Alabaster to match the walls, are suspended from the plasterboard ceiling in two locations. Combined with the

interaction of boldly coloured pendant light fittings, these features create aesthetic appeal in the ceiling.

Working to delineate the customer waiting areas and visually break up the long linear space, without creating a physical barrier that would block sightlines to the consultant desks behind, Resene special mix 'House of Travel New Blurple' paint was applied to the walls at the very rear of the store. The application of New Blurple to this area and the location of the slatted divider wall in front, in conjunction with the use of purple rugs and purple dotted world maps on the sales desks, allowed us to give the store a strong brand colour presence without overpowering the store in purple.

Architectural Specifier and Colour Selection: Christy Ormand, Spaceworks www.spaceworks.co.nz
Building Contractor: Focus Construction Interiors
Photographer: Grant Southam, Campbell Photography
Colours Used: Resene Alabaster, Resene Double Sea Fog, Resene HOT New Blurple, Resene Zeus



Alabaster

Double Sea Fog

HOT New Blurple

Zeus