



Pumpkin Patch

Ponsonby

After years of dominating the childrenswear and baby apparel market, Pumpkin Patch decided to establish a stand alone flagship store in Ponsonby, traditionally the haven of 'designer' brands. The establishment of this store, in this iconic location, sees one of the first mainstream kidswear retailers making its presence known. The new flagship store was formed by recladding and extending of the former 'Pricecutter' store, already a well-known landmark, but tired and in desperate need of a revamp.

The essence of the new exterior is a simple, clean façade, reminiscent of a traditional bungalow with the residential weatherboard cladding, but with large shopfront windows, which serve to highlight product and merchandising in a traditional 'high street' style. All other surfaces are neutral – white, grey or metallic. Branded fabric awnings, tavern signs and flamed basalt paving complete the neutral yet smart, aesthetic.

The colour selection reflects the Pumpkin Patch brand direction, with the pure white exterior and subtle greys and metallics providing a neutral backdrop to the otherwise colourful clothing.

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The result is an attractive outpost, which is already the talk of Ponsonby.

Architectural Specifier: Colette McCartney, Gascoigne Associates
www.gascoigne.co.nz

Building Contractor: City Construction

Interior Designer: Clark Pritchard and Colette McCartney

Painting Contractor: CPW Creative Painting & Wallcoverings Ltd; Sign of the Times

Client: Elaine Joyce, Pumpkin Patch

Colours Used: Resene Black Haze, Resene Gravity

Products Used: Resene Enamacryl Metallic, Resene Sonyx 101



Black Haze

Gravity



Resene Trojan

