

# Seedling

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planting ideas,  
growing minds.  
available here!

JUNIOR

Seedling New Zealand  
Auckland Autumn Gift Fair



Being designers and manufacturers of an innovative product, we struggle to source innovative solutions when it comes to the visual merchandising of our brand. With this in mind, we took matters into our own hands and created a unique style using a Resene colour palette that ties into our brand.

We have previously used Resene colours to create a strip pattern that we designed for our store walls and in shows in Auckland, Christchurch, Melbourne and Canada, but this year we decided to take it a step further and using an entirely different dimension. Using the ten Resene colours, we up-cycled old furniture first coating it in Resene Waterborne Smooth Surface Sealer and then the selected colour. These dining tables, chairs, coffee tables, ladders and plant stands were then stacked to make a display over two metres high to showcase our product. This display was loved and admired by all at the show, this concept will now be used at the Autumn Gift Fair in the UK this September as well as gracing our three Auckland stores. The reaction in stores has been fantastic with people being inspired to redesign their own old furniture using the same techniques.

The most captivating aspect of these displays is the intensity of the Resene paint which causes an instant visual impact when mixed with the intricate detailing of the up-cycled furniture. The reaction is instant and appealing while still maintaining the function of displaying our product. The goal was to find a way to display the product that was as creative and inspiring as the product itself and judging by the reaction, the result was a success.

**Colour Selection:** Seedling NZ Ltd  
**Photographer:** Seedling NZ Ltd  
[www.seedling.co.nz](http://www.seedling.co.nz)

**Colours Used:** Resene Bahia, Resene Bright Red, Resene Candy Floss, Resene Dark Knight, Resene Eastern Blue, Resene Papier Mache, Resene Sassy, Resene Space Cadet, Resene Trinidad  
**Products Used:** Resene Lustacryl, Resene SpaceCote Low Sheen



Sassy

Trinidad

Candy Floss

Eastern Blue

Dark Knight

Bahia

Bilbao

Bright Red

Papier Mache

Space Cadet