

 Resene Curiosity

Café Botannix St James

Wellington

The Botannix St James project was the insertion of a 200 square metre café, (100 square metre interior and 100 square metre exterior) within the larger 1,000 square metre Planet Garden Centre. The project brief was to provide an inviting, high quality hospitality environment that while distinctly different, also engaged with the surrounding retail offer. The provision of a successful food offer was critical to extend average shopping duration and therefore average customer spend, and to encourage female visitation.

Garden Centre cafes are traditionally very popular because of the naturally inspirational surrounding and they wanted to ensure that they capitalised on this natural advantage while ensuring a top class menu-service experience that the typical garden centre café tended to fail to attain.

The solution was to place the café geographically centred within the overall footprint, at the intersection of the main 'traffic routes' where the foot traffic is at a maximum. In this 'front-and-centre' location it is provided with, and in turn provides, maximum vitality and has the best chance of success, becoming the 'heart-of-the-home'.

The café is provided with an eclectic mix of furniture, seating types and opportunities. Custom booths are located at its edges to define its extent while maintaining a flow between the retail and the hospitality spaces. Lighting is also used as a prominent design feature, with one metre square flower pendants and traditional coach lights suspended in clusters.

The colour scheme aimed to produce a feminine environment that was aesthetically differentiated from the surrounding Planet environment. The colour direction was therefore made richer, moving away from the primary colour palette of Planet for more complex, sophisticated colours, materials and textures. 'Natural light' provided via adjacent bifolds and generous roof plane windows were also a very important part of the colour scheme.

The chosen colour palette was applied to all aspects of the interior finishes, using **Resene Pompadour**, **Resene Anticipation**, **Resene Poprock**, **Resene Half Barista**, **Resene Putty** and **Resene Double Dutch White**.

These colours were also generated in unique and playful ways with other elements such as the William Morris linen 'Jasmine' fabric used on the counter fronts that was to be reminiscent of a Kiwi tea towel, and the custom made tartan carpet, matched to Resene Poprock and Resene Half Barista that was to be a stylised version of a typical Kiwi picnic rug. A custom designed and custom coloured (matched to the Resene paint colours) botanical styled mural was also included in the colour scheme to become an iconic Botannix element. The intent is to provide familiar comforting elements, even if only at a subliminal level. The overall colour scheme works together very well and has contributed to a highly success café with high turnover.





Architectural specifier: F+D=A www.architecturefda.co.nz

Building contractor: Livingstone

Client: Garry Stone, Palmers Planet

