



Fish Box

Wellington

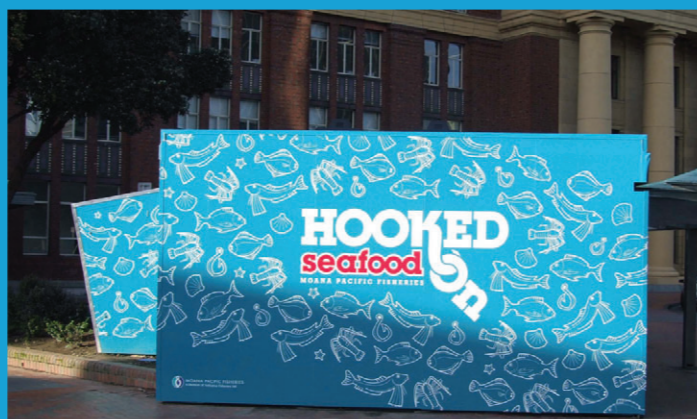
A dramatic transformation of a faded Wellington icon has injected new life into the forecourt of Wellington Station. The new structure which envelops the original pie cart makes reference to packaging and re-use through the form of an unfolding box.

The overhaul of this structure signals a new beginning for the site. Hooked on Seafood is an upmarket takeaway outlet specialising in gourmet fresh-caught seafood, and it was vital that the Fish Box gave the business a bright, vibrant image to match with the high quality product being sold.

Nestled in the corner of the Wellington Railway Station forecourt, the Fish Box draws curiosity from passers-by with its vivid blue exterior. The structure butts into an existing glass walkway canopy, creating a sheltered promenade and waiting area.

Architecture and graphic design are closely integrated throughout. Strong complementary colours allow the company logo to take centreplace on the end façade, slowly dissolving around the corners. Splashes of red on the aqua blue exterior link the box's packaging with its contents. The box becomes activated when black cover panels are removed to reveal the bright red interior.

Colour was a key component to this design right from the initial stages. Given the small size of the building within its environment, the use of strong colours and graphics are the primary means for drawing attention. The use of aqua blue makes obvious reference to the nature of the product, meaning the Fish Box is both an object of interest and an advertisement for Hooked on Seafood.



Architectural Specifier: Angela Foster, Foster Architects

Building Contractor: Gill Spencer, Spencer Construction

Colour Selection: Angela Foster, Foster Architects and Stacey Macfarlane, SD Design

Painting Contractor: Kieran Kelly Painters and Decorators

Products Used: Resene Lumbersider, Resene Lustacryl

Colours Used: Resene Black, Custom colour Foster's Blue and Memphis Red colour match

Resene Snap

