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Resene
Total Colour
Awards 2010



Seedling Kids Store

347 Remuera Road, Remuera

In early 2010 we opened an amazing new flagship store at 347 Remuera Road, in the heart of Remuera Village. The store is down the lane beside Paper Plus and is quite large although only a glimpse can be seen from the main street. The goal was to create an interesting and exciting environment for both adults and children with a dual function for retail and interactive activity spaces.

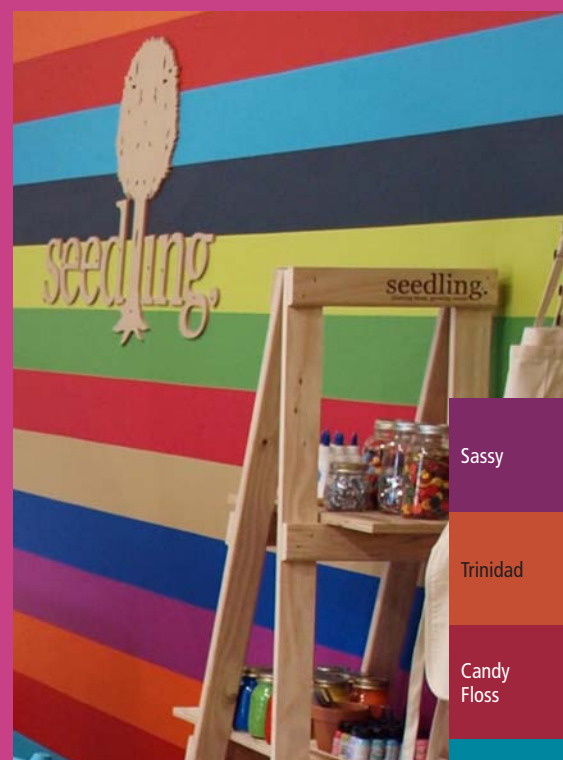
We love that Resene colours are vivid and child-friendly while still sophisticated and attractive. For our look we wanted to stay away from the traditional primary colours that are found in so many children's stores and products but still use vibrant, exciting colours that would invite and inspire children and adults alike.

In previous projects we've used our ten Resene colours in a series of stripes, painted onto a wall or board either kept plain or used as a background for our logo at trade shows or in other stores. In our flagship store, the entire main wall behind the counter is painted in these trademark stripes. This wall is shared

with the birthday party room at the back of the store which sports large polka dots in the 10 colours combined with unique fabrics which are draped on the other walls.

With our new flagship store, we took the concept a step further sourcing second hand wooden furniture (chairs, tables and cabinets), coating it with Resene Waterborne Smooth Surface Sealer and then painting each piece in one of our selected Resene colours. The vibrantly painted furniture was then used for visual merchandising throughout the store. The furniture was stacked in levels, such as a chair on top of a coffee table on top of a dining table. This was then the structure used for displaying our product.

The products displayed are a mixture of Seedling activity kits and other exquisite children's gifts, books and clothes that we have sourced locally and from the rest of the world. The combination of the products with the vivid Resene colours of the furniture has created an appealing retail space and a stimulating activity space for our customers.



Colour Selection: Seedling NZ Ltd
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

