

POWER DRESSING

Colour remains one of the most effective ways to create visual impact. For the IBM fit-out, the designers specified Resene Roadster



With a high-profile corporate company, there is

an expectation that the office fit-out will be similarly dynamic. The new IBM fit-out, designed by Creative Spaces and built by Hawkins Interiors, is a case in point. It is also testament to the power of colour.

The café features a bright red wall, painted in Resene Roadster. The vibrancy of the wall is reinforced by the choice of red chairs, and contrasted by a curved fence of dark-brown battens in Resene Diesel.

Resene marketing manager Karen Warman says red is a confident, stimulating colour – one that makes a powerful, positive statement about a company's business. It has maximum impact when used alongside white, black or dark brown. To contrast the dynamic red in this project, other battens and several walls

feature Resene Sea Fog from The Range Whites & Neutrals fandeck. This collection presents 300 whites and neutrals, including strength variations of Resene's most popular colours.

The walls are finished in Environmental Choice-approved Resene SpaceCote Low Sheen, a low-odour, waterborne enamel. Because the paint is fast drying, it is also well suited to refurbishments where the fit-out programme is tight.

Warman says in critical light areas, when combined with a skim coating of Resene Broadwall Surface Prep, or Resene Broadwall 3 in 1, the paint's reduced side sheen will minimise surface imperfections.

For details, visit a Resene ColorShop or phone 0800 RESENE (737 363). Website: www.resene.co.nz.

This page Vibrant red enlivens the new café in the IBM offices in Auckland.

Resene Roadster features on the rear wall, while Resene Diesel features on the battens. Other battens are painted in Resene Sea Fog.