





Wild Pair Queen Street

Auckland

As the Wild Pair Queen Street store neared its 20th anniversary the store owners wanted to update and refurbish it to keep it in line with their current fit-out model. They also wanted to give it a slightly 'rawer' edge than their typical mall shop as well as combine it with their Lippy brand. The two-storey shop (located in a 100 year old building) had to be refitted in a very short time-frame on a very tight budget with only a one week shutdown.

Studio Gascoigne took aspects of the latest Wild Pair/Lippy model, such as the use of various 'found' objects and memorabilia but adapted a more pop-up aesthetic. Old furniture was sourced and purposed to the point that most of the fit-out is recycled or from Trade me. Ceiling panels (covering a dodgy surface) were covered in old 'girlie' magazines while old photos, various religious icons and risqué images were scattered around. The idea was to create an interior that

would feel genuine to customers rather than just another shop full of taken 'old stuff'.

The ottoman was re-upholstered in op-shop jeans. All new joinery units were made on site from boxing-grade timber and positioned semi-randomly. The fabulous plaster ceiling was painted and up-lit. Old rough-sawn rimu tongue and groove covers old counters.

Every detail was carefully considered to make this a genuine collection of stuff that would resonate with the customer and had meaning for the client, as well as being low cost. Second hand angle-poise lamps act as cheap directional spotlights and along with joinery secured by G-clamps allows the client to constantly remake the store.

While it is tempting in this 'pop-up' type of fit-out to simply go with neutral finishes and very raw surfaces we

wanted to add some fun to the interior with minimum cost. We felt that colour was the best way to achieve this so we chose a variety of bright Resene colours – **Resene Hive, Resene Smitten, Resene Reservoir, Resene Zephyr and Resene Pursuit** - that clashed and complemented the memorabilia we had assembled. We confined this to clearly defined spaces so as not to overpower the merchandise. We tried to make the use of colour quite random and unexpected to enhance the eclectic mix of merchandise, memorabilia and the store's original features.

Wild Pair had a beautiful 100 year old ceiling which was uncovered, in a very poor state, during the original fit-out. We patched this (although we couldn't afford to restore it, as the quote for this was more than the entire fit-out budget) so we simply painted it white, up-lit it and let its texture speak for itself. The patched floor was then stained white.





Building contractor: Irmac Builders

Client: Wild Pair www.wildpair.co.nz

Interior designer: Mark Gascoigne, Anau Milton, Sarah Paul, Studio Gascoigne Ltd www.studiogascoigne.co.nz

Photographer: Matt Gascoigne

