



Frucor Beverages

Wellington

After upgrading their staff café, Frucor came back to Spaceworks Design Group wanting to upgrade the rest of their premises. The brief outlined their desire for a kiwi bach relaxed theme with the addition of their bright and bold brand value colours: green, blue, yellow, orange and magenta, but it was to still have a polished and professional finish.

Not only did the staff need to be more open plan, but there was also a need for breakout and collaboration areas within each department. Among the desks, these areas allowed the freedom to inject their bright value colours, along with framing the surroundings with pops of additional

colours, whether they were bright brand value brights or crisp neutrals.

Frucor had already established their brand value colours, but they were sporadically sprawled around the building. There needed to be a more harmonious connection throughout the space of these core values, which all the staff were aware of but needed reminding of in a bold and exciting way.

This site was very large and each space required individuality while remaining on brand. The designers seized the opportunity to make different colours the hero colour for each different wing, allowing a distinction

of each space and their team, while creating a unity within the brand.

Reception and meeting room exteriors were finished in **Resene Bird Flower** with open plan feature walls in **Resene Hyperactive** and **Resene Half Ironsand** complemented by **Resene Alabaster** as a backdrop neutral hue on remaining walls, all in Environmental Choice approved **Resene Lumbersider** low sheen paint. A Resene colour match to Process Blue C was added to the office and meeting room doors. And as a finishing practical and fun touch, feature open plan walls were finished in **Resene Write-on Wall Paint** so staff can write all over them without damaging the walls.



 Resene Bright Lights

Architectural specifier: Spaceworks Design Group
www.spaceworks.co.nz

Building contractor: Practec www.practec.co.nz

Client: Frucor Beverages Ltd www.frucor.co.nz

Photographer: Allen Nicholson

Supplier - carpet: Irvines www.irvines.co.nz

Supplier - furniture: Crestline www.crestline.co.nz

