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## *Tonic Room*

Takanini Village

The client had a clear vision for more light within the space, so Material Creative took on the challenge to transform a dark and tired heritage space into a light, airy, warm environment for the newly rebranded Tonic Room. The branding for the store by Hardhat references ancient Alchemy and apothecary. The design was created to play on the ornamental patterns that adorn apothecary jars.

Looking back to the history of pharmacies, apothecary and chemists there was a common thread that ran throughout every store; floor to ceiling shelving displaying tonics behind the counter and a long counter with glass display running down the opposite side to the entry door; everything in order and connected.

The interior was stripped of all its ad hoc additions that had accumulated over the years, replacing all lighting, bleaching the existing floor with **Resene Colorwood Rock Salt** and adding a feature wall to bounce the light around the space and make it appear larger than it is. The floor to ceiling colour blocked shelving units

add height to the already voluminous space and reflects the brand's beautiful pastel colour palette with fine brass and timber details. The brand is reiterated in the detailing for the counter, where patterns are routed into the carcass and sprayed high gloss navy.

The whole space now has a sense of calm, order and warmth that glows from within.

Only a limited range of colours were available to the ancient potters of the Apothecary jars and all pigments were of mineral origin. Decoration was added from metallic oxides. This informed the decision to reference the patterns, colours and materials of the apothecary jars in the store fit-out in a way that is unexpected and beautiful.

With the use of brass details in the pins of the shelving the brown paper roll holder and brass wall giving a sense of luxury, the mineral colours were toned down to pastel like hues using **Resene Blanched Pink**, **Resene Foggy Grey**, **Resene Bleach White**, **Resene Sidecar**, **Resene Quarter Blanched**

**Pink** and **Resene Smoky Green** in all the shelving creating colour blocked strips on the **Resene Quarter Foggy Grey** walls. Paired with timber, a sense of nature creeps into the refined space.

The exterior was painted in **Resene Enamacryl** in **Resene Smoky Green**, which stands out against the sea of black and white shop exteriors on the street. It's also a nod to the colours inside. The entry partition wall wraps into the display window in **Resene Blanched Pink**, which is a subtle contrast to the **Resene Smoky Green** shopfront.

Cantilevered base cabinets with drawers for extra storage give the shop a sense of openness. To give the shelving stability, a timber plug detail was added at the top of the dowel runners that secures the shelving to the wall. The counter is also a feature in the store, so was designed to be considered from all angles. The joiners routed a CAD drawn pattern onto the MDF panels then finished it in **Resene Celestial Blue**. The pattern gives texture to the counter and screams to be touched.