

Re:Start Ballantynes Contemporary Lounge

130 Cashel Street, Christchurch

Black White

Chicago

Following the devastating February earthquake, newly formed Re:START the Heart Trust, together with Leighs Construction, The Buchan Group and Structex Harvard, were charged with the creation of a new 'temporary' retail environment for inner city Christchurch. The major stakeholder, Ballantynes, approached The Buchan Group to resolve the interior Design of their relocated Contemporary Lounge store.

Housed within twelve Re:START containers, 349 square metres in size, the brief was to provide a simple layout which retained the original retail atmosphere. The objective: create a unique, low risk, low cost interior to complement their quality brand.

Ballantynes requirement for an inexpensive and fast tracked fitout tipped the interior design towards retention of as much of the original container form as possible. Structural rails and posts were left exposed and complemented with simple plasterboard wall linings and a painted ceiling and MDF floor in Resene Chicago. Change rooms and storage spaces were formed within the container structure from timber framing and lined with painted MDF. Resene Lumbersider was used and spray applied to all surfaces as they needed a product that was hard wearing, easily applied and quick to dry.

Large areas of natural light from glazing inset in the container walls supported

by cassette air conditioning created a controlled ambient retail environment with activated edges for changing shopfront display. With limited budget, the brief included using existing undamaged joinery/ displays taken from the damaged retail space. Taking six days from the initial client meeting, the brief was defined, onsite measure undertaken, concepts and details confirmed and construction on site started.

A centrally divided space separating female and male product lines provides a balanced layout allowing easy retail flow. With a low ceiling, Resene Black White was painted on wall and ceiling surfaces to lighten the space and highlight the product.





