

Flashbank

Container Mall, Christchurch



Resene Limerick

Half Stack

Alabaster

The brief was to create a temporary self-contained space that would provide a quick and sustainable solution for retailers in Christchurch's post-earthquake environment, amidst a host of other pop-up retail. The overall idea was to 'give something back' to the people of Christchurch.

Inspiration for the design and layout came from the new prototype in Paraparaumu. Flashbank's simpler, sophisticated layout represents Kiwibank and New Zealand Post's new, modern approach to banking. A colourful addition to the area, the pop-up container branch featured floor length windows with plant graphics that reference the New Zealand outdoors, reinforcing the notion of our rural heritage and strengthening the bank's offering as being uniquely Kiwi. Subtle

illumination highlights the backdrop of natural materials like plywood and timber finishes – all of which are a nod to our New Zealand heritage creating a 'bach like' feel. In essence, speaking to the brand's position as 'the bank you own – in your own backyard.'

Resene Alabaster used for the graphic elements and signage, created a stark contrast against the Resene Kiwibank Green, Resene New Zealand Post Red and Resene Half Stack on the exterior – colours developed specifically for Kiwibank and New Zealand Post keeping in line with the brand colours.

The overall effect of the colour scheme helped create the sense of a bright and cheery fit out resulting in a pop-up store that speaks to a new vision in retail banking.





MARTIN & SARAH

kiwi bank

Cash

kiwi bank

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