



Gracewood Community Kellyville

Display Marketing Apartment

Baptist Community Centre (BCS) are in the process of constructing over 200 independent living units and a community centre as part of 'The Gracewood Community' development in Kellyville. Gilmore Interior Design in conjunction with McFadyen Architects is involved in all stages of the development.

The brief involved designing a display marketing apartment within an existing house on the Kellyville site. The aim of the apartment was to showcase the upcoming development to prospective residents.

Gilmore Interior Design was given the

instruction to design the apartment to be welcoming and colourful with a contemporary feel.

Resene Half Sisal is the general paint colour throughout and provides a neutral base to enhance the brighter colours utilised in decorative finishes and soft furnishings.

Darker neutral tones in a custom colour match and Resene Cougar were used in the lounge and bedroom respectively as feature colours. Resene Chalky, a warm sunshine yellow was selected for the foyer: kitchen and marketing suite – to create a welcoming feel for prospective

buyers enter the display home.

Splashes of colour can be seen in the furniture, soft furnishings, artwork and decorative items throughout in midnight blues and grassy greens. While the kitchen and bathroom finishes are in neutral hues. A thick wool residential carpet was specified to create a feeling of warmth.

The end result is a beautifully furnished display apartment that will help prospective buyers visualise their future homes, which will greatly assist BCS in marketing and selling the Independent Living Units.

Half Sisal

Cougar

Chalky






Architectural Specifier: McFadyen Architects
Building Contractor: Zadro Constructions
www.zadro.com.au
Colour Selection: Gilmore Interior Design
www.gilmoreid.com.au
Photographer: Geoff Ambler geoffambler.
photoshelter.com







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