



Resene Malibu



Telecom Victoria Street

Auckland

Telecom's new concept store in Victoria Street is a new approach to technology retailing. The new concept store marries high tech features with convivial approachability in a space that oozes colour, variety and character.

The aim was for Telecom to engage with its customers in a fun way while promoting the full range of Telecom's products and services.

Traditional shop fittings were all but eliminated in favour of bright, colourful casual seating spaces where customers can experience the technology or interact with staff.

The space allows the customer to visualise Telecom's products in their own environment at home, work or on the move.

The playfully eclectic space has clean, crisp elements to reflect the high-end technology on offer, however, these are tempered with soft textures to create a comfortable and fun way for customers to interact with the technology.

The 'white language' at the centre, halo ceiling, shop sign and illuminated phone displays are strategically placed and designed with the object of providing a clean backdrop to the technology on show.

The goal of humanising technology, is further enhanced, by the warmth of the timber flooring and the feeling of home is accentuated by the dark feature wall covered in decorative mouldings and frames.

Other unexpected quirky and fun brightly coloured elements, serve to create a talking point with the store, such as the bright yellow and green 'tait' chairs, the green moose head, misery hand painted chairs and Caravaggio pendants with their red shoelace like looped cords.

Alabaster

Foundry

Nero

White



Building Contractor: Format Ltd
Interior Designer: Clark Pritchard and Stacey Mitchell, Gascoigne Associates Ltd
www.gascoigne.co.nz
Painting Contractor: Jackson Ennor, Maintain It

Photographer: Patrick Reynolds
Other Key Contributors: Designworks
Colours Used: Resene Alabaster, Resene Foundry, Resene Nero, Resene White

