

From: Indesign [info@indesign.net.nz]
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To: Richard
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In This Issue

- o [A few words from Mark...](#)
- o [Avanti Plus Waipuna - "Award Winner"](#)
- o [Dymocks Book Sellers](#)
- o [Aaah Nourishing Tea](#)
- o [Dirty Soap](#)
- o [Goldfields Pharmacy & Photo Centre](#)

Meet The Team

With over 20 years experience, we have a team of designers whose varied skills and expertise will help you to create both innovative and functional environments.

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2008 Retail Design Awards

On Saturday 21st June the 2008 Retail Design Awards were held at The Wharf in Auckland.

We all had a fabulous night celebrating our win with the design of Avanti Plus Waipuna.

To see the other winners click on the link below.

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Indesign Staying In Touch - June 2008

Hi Richard

A few words from Mark...

We are very excited to tell you about a few changes at Indesign in recent months.

Firstly, you will notice a new look and format to our newsletter. Designed to help Indesign 'stay in touch' with our clients and colleagues and share items of interest and work that we are proud of. We hope you enjoy receiving them,

We are also very proud to announce that Indesign celebrated its 10th birthday in May. Thank you to everyone for your support. It has been an exciting 10 years with a huge variety of work and a lot of great people along the way.

At the 2008 Retail Design Awards last Saturday, Indesign were delighted to win an award in the leisure sector for Avanti Plus Bikes Waipuna. See the link below for more pictures of this fabulous store. Better yet go visit it for yourself. Congratulations also to our client and Sure Style Shopfitters.

And lastly, our website has had a major overhaul over the last few months. We have added an amazing amount of content, a huge variety of work and most of it from the last year or two. As you will see, we have been very busy.

We hope you enjoy the following and please stay in touch.

Avanti Plus Waipuna - "Award Winner"

Serious Brownee...

As you know the best opportunity for business growth is referrals from satisfied clients and colleagues.

Refer some one to us and if it results in us gaining a wonderful new client, we will send you some Serious Brownee.

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Free Initial Design Consultation

If you are looking at a renovation or a new shop fit out for your store or know someone that is, call us for a free initial consultation.
Call (09) 849 2140 or email mark@indesign.net.nz

Contact Details

Phone: 09 849 2140
Fax: 09 849 2640
info@indesign.net.nz
www.indesign.net.nz



At 646sqm, this "flagship" store is based in Mt. Wellington, Auckland. The shop houses over 250 bikes, a workshop, bike storage and a "state of the art" bike fit area. Special attention was also placed on featuring cycling clothes, apparel and bike accessories.

Our challenge was to take a very large concrete shell and create a customer friendly retail space. Firstly we defined areas within the layout for the wide range of products, then encouraged good customer flow throughout. Each area is well merchandised and combines a number of changeable display zones to further promote sales. This is further supported by key elements of the design, from fixture shape to colours and finishes.

A strong circular theme is reflected in walls, fixtures and suspended canopies, along with soft flooring zones and seating. Contrasting colours of white, red and blue reinforce branding and highlight key areas of the store. Extra large graphics support the overall feeling of space and adventure while more subtle signage has been used throughout the store for key areas and merchandise.

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Dymocks Book Sellers

Indesign were first introduced to Dymocks late last year at which time we helped them with two stores in Hamilton and Tauranga.

We are currently working on two new exciting stores to open later this year. So watch this space.

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Aaah Nourishing Tea



Aaah Nourishing Tea is a 37sqm specialist tea store located in Elliott Stables, Auckland CBD.

A more contemporary approach to the traditional tea shops of yesteryear.

The store design needed to reflect the diverse range and specialist knowledge of teas. With ample space for merchandising, display and servery. As well as a demonstration and tasting area.

Drop by and see Leanne sometime for a special brew or a tea smoothie.

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Dirty Soap

Dirty Soap is a kiosk that we designed at Sylvia Park, Auckland. These colourful soaps, handmade in NZ with crazy names like Minty Toe Jam, Sweet As and Beach Bum, needed a simple but eye catching design to showcase their product. Contrasting black and white fixtures with highlights in lime green, plus feature kick and uplighting help to display a huge variety of product. A feast to both senses of sight and smell.



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Goldfields Pharmacy & Photo Centre



Located at Goldfields shopping centre, Thames. This new pharmacy had the challenge of a corner site with huge frontage. With careful layout planning to incorporate an efficient dispensary and photo lab area the main focus was on maximising customer flow and exposure to merchandise.

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