



Sweet fade

Artist George Rose's ombre paint effect electrifies a Melbourne t-shirt shop.

Independent brick-and-mortar shops are up against a lot. With skyrocketing rents and inflation, increased competition from powerful retail chains, the rise of fly-by-night drop-shipping enterprises and the exodus of office workers from many downtown cores, it's no wonder many high streets that used to be bustling centres of commerce have gone eerily quiet. Even businesses that spent decades building a strong and loyal customer base have been forced to shutter up, and many of the ones who are left standing say they're precariously close to doing the same.

For designers, seeking out innovative ideas to help make our retail clients stand out has never been more important. Given that so many of the things small business owners are up against are beyond their control, implementing a unique concept with eye-catching designs that pique the interest of passersby becomes vital. As belts tighten, paint continues to remain an economically viable option for creating bespoke solutions that fit project budgets.

Artist George Rose is no stranger to using Resene products to transform ordinary spaces into something extraordinary, and that was precisely what she did when the Melbourne t-shirt store formerly known as Graniph




underwent a full rebrand. Changing their name to VIA Artists prompted a complete revitalisation of their QV Centre location, but it had to be done within a strict budget and tight timeline to keep the ship afloat.

George's main challenge was to find a way to revamp the shop's appearance with a fresh and distinctive atmosphere while maintaining the existing fittings. Eddie Zammit, who previously represented George in the pursuit of commercial art opportunities, ended up being her key collaborator for the project. While he worked through redesigning the branding, she set about finding an artistic solution for the shop's physical space.

One of George's previous projects, a stairwell for KSR Gallery in Melbourne's Rialto Precinct, was a resounding success that garnered a lot of attention. Her technique involved a rainbow-hued ombre effect that transitions through the spectrum from sunny yellow to powder blue. After its completion, George was approached by a number of prospective clients looking for comprehensive makeovers with a similar gradient effect applied to their own interiors. VIA Artists were equally taken with what's become known as her signature 'sweet fade' technique, so she designed a striking four-



opposite and left: When VIA Artists underwent a rebrand, artist George Rose transformed their QV Centre location into a can't-miss shopping destination with a jaw-dropping ombre paint effect. Ceiling in Resene SpaceCote Low Sheen tinted to Resene Geronimo, walls and fixtures painted in Resene SpaceCote Low Sheen and Resene Lumbersider Low Sheen tinted to Resene Geronimo, Resene Adrenalin, Resene Sunshade and Resene Quarter Turbo topcoated with Resene SpaceCote Clear. Floor in Resene Walk-on tinted to Resene Quarter Turbo. This project was recognised with a Resene Total Colour Commercial Interior Public + Retail Award for George's exceptional use of Resene paint, which has made the space a standout. Painting assistance by Jack Rowland, www.jackrowlandart.com. Rebranding art direction and artist representation by Eddie Zammit. Images by Holly Hawkins, www.hollyhawkins.com.

	Resene Quarter Turbo		Resene Adrenalin
	Resene Sunshade		Resene Geronimo



colour gradient that would infuse the location with a vibrant and captivating aesthetic.

Since the rebrand focused on the use of primary colours and the incorporation of light and bright complementary hues, George put careful consideration into selecting the right Resene colour palette to accompany it. Her intention was to resonate with a diverse audience while maintaining a refined and trendy ambience, ensuring the space remained fashionable and appealing to the modern sensibilities of customers. She ultimately landed on Resene Geronimo, Resene Adrenalin, Resene Sunshade and Resene Quarter Turbo to get the right balance of vibrancy and chroma to blend into a flawless ombre effect that smoothly transitions from red to yellow.

The entire refresh project was constrained to a tight timeframe of no more than 10 days – and it pushed George and her client's team to their limits as they tackled the immense task of dismantling and clearing the store, preparing surfaces, applying the paint and clear coating then meticulously reinstating the stock.

The store's fixtures posed a significant challenge, as they were immovable and created a complex maze that required careful manoeuvring. To ensure no paint particles circulated through the air conditioning system and the QV Centre, where the store is located, all of the vents leading to the store were sealed off. A combination of Resene SpaceCote Low Sheen waterborne enamel, Resene Lumbersider Low Sheen and Resene Walk-on flooring and paving paint was

ingeniously employed to take the effect across different surfaces and substrates. Luckily, all the finishes were waterborne, low odour and fast drying, which helped to minimise disruption and speed up the job. It was all hands on deck and, together, the team persevered through the demanding circumstances successfully to achieve their ambitious goals in time.

The space was professionally prepped and primed in Resene Waterborne Smooth Surface Sealer by an external supplier so that George had a well-prepared surface to ensure the final effect would look as flawless as possible. Once her colour coats were dry, she applied Resene SpaceCote Clear, a low sheen clear finish, as an extra layer of protection against wear and tear to maintain the outstanding appearance of a truly 'sweet fade'. **BW**

To see more of George's prolific portfolio, visit www.georgerose.com.au.