

HITO OFFICE FIT-OUT

HAIRDRESSING INDUSTRY TRAINING ORGANISATION (HITO) – WELLINGTON



The Hairdressing Industry Training Organisation (HITO) required a fresh look for their offices and asked for ‘a bit of magic’. Our design needed to reflect the flamboyancy of the industry, and to give them a functional new space while incorporating additional storage to house their equipment.

We took inspiration from HITO’s rebranding – the organic brushstroke graphic of their logo, and vivid green accent. This inspired a freeform centrepiece. Bringing their brand to life on a large scale created both an exciting sculptural element for the interior and a strong visual identity for their team and visitors.

To contrast with the curved form, an ordered wall of brushed aluminium was created as the backdrop to the counter. This wall passes from the meeting room, behind the reception counter and into the open-plan office space to visually connect and unite the spaces. To achieve the additional storage requirements, we exploited the unused space between partitions by building in floor-to-ceiling joinery units.

The finished result is an expression of the industry’s unique character, using movement and colour to add vibrancy to an otherwise practical office space.

