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Fresh

Family business Rhubarb Rhubarb is an organic grocer (you probably guessed that one!) that has been at the Preston Market for 20 years. When the time came to move spots and expand operations, the owners engaged Brave New Eco to design the fitout.

The transformation was a holistic one, spanning from meeting operational requirements to revamping brand identity. For the latter, Brave New Eco worked with Tim Baker from Studio Baker – drawing inspo from vintage fruit boxes. Then designer, illustrator and maker Beci Orpin joined in to create a mural for the shop exterior, brought to life by painter Abbey Rich.

The result is a space that radiates happiness and allows the produce take centre stage. Sources say the new and improved Rhubarb Rhubarb is a roaring success.

braveneweco.com.au

Photography: Emma Byrnes