



# Re:STA



All pictures by: John Suckling

The ambitious, audacious, awesome shipping container precinct in Christchurch's Cashel Mall is all of that – and much more.



**Above** The new Christchurch city.

**Opposite** Fun, funky and often tongue-in-cheek, the precinct logo reflects the candy colours of the cool-looking containers.

It's easily apparent that both locals and visitors are thirsty to return to the inner city and shop among many of their favourite retailers.

"We said the people of Christchurch needed and wanted it. And they do. Supported by ASB and the Canterbury Earthquake Appeal Trust, Re:START is a heartening example of what can be achieved when we work together towards a common goal," says its chairman John Suckling.

**Re:START the Heart Trust** was formed to help revive the inner city as soon as possible rather than having to wait for new buildings.

It was to be "a bridge between non-existent central city retailing after the earthquake to retail in new buildings in the future – within, at least, one to two years after the

quake. Re:START has proved that retail can be re-established in the central city – despite the doomsayers," John says.

"They said it would be hard, and it was. They said we'd be hard-pressed to get it finished on time. And, yes, we were working until the very last minute.

"I'd love us all to remember how much can be achieved through the power of collaboration and partnerships.

"My experience on this project gives me confidence that, looking ahead, if we have a clear vision and we have a commitment to work together, we can rebuild a Christchurch of which we will all be proud.

"We remember and acknowledge the past, but we must also look to the future." ■



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**Top** The containers are bolted together – and to substantial concrete foundations – with specifically engineered connections.  
**Above** Something for everyone.  
**Right** Christchurch’s “hottest little lingerie boutique.”



**Above** Minnie Cooper is another newcomer to Christchurch. Re:START offers a golden opportunity to be part of a great idea for regenerating central Christchurch, says owner Sandy Cooper.

**Top left** Twenty-seven retailers are spread amongst two shopping precincts. The overall container system – including the top containers – has been designed to the very latest earthquake standards for new buildings in Christchurch.

**Bottom left** The Crafted Coffee Company is one of two cafés in Re:START – where business is always brisk. For owner Carl Sara only a small part of the decision to be in Re:START was a business decision. A lot of it was being involved with the rebuild, he says.

## TENANT LIST

- ASB
- Ballantynes
- Barkers Clothing
- Contemporary Lounge
- Cosmic Corner
- Crafted Coffee
- Dfusion
- Hapa
- Hot Damn
- Hummingbird Coffee
- Hunters & Collectors
- Infinite Definite
- Johnson's Grocery
- Kathmandu
- Kooky
- Kingan Jones
- MAHER Shoes
- Mimco
- Minnie Cooper
- Plush
- RUBY
- Scorpio Books
- Simply New Zealand Ltd
- Storm
- Toi Toi
- Trelise Cooper
- 3 Wise Men
- Yoobee Ltd



**Left** Hummingbird Coffee has created a special coffee blend to celebrate its presence in Re:START. It is giving 30 cents from each 200-gram pack of Re:START blend to the rebuild of the Court Theatre, Christchurch.

**Below** Infinite Definite ... back in the heart of Christchurch.

**Bottom left** Shoppers are enjoying being back in-inner city Christchurch.

**Bottom right** Dfusion founder Bianca Waghorn has the experience and knowledge to know exactly what her customers are looking for.

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Kingan Jones is new to Christchurch. Designer Claire Kingan-Jones is very excited to be a part of this unique and innovative opportunity in supporting Christchurch business.

## Re: START

After watching the all-too-brief television coverage of the re-birth of the Christchurch CBD, NZRetail couldn't wait to speak to John Suckling, the chairman of Re:START the Heart Trust and long-time supporter of this publication. The great photographs, all taken by John, tell the story better than words.

## Re: START

Design: Buchan Group  
 Construction: Leighs Construction  
 Engineering: Structex Ltd

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