

The magic of makeovers

Issued by New Media 4 Apr 2014

On shelf since 24 March, *Plascon Spaces'* makeover issue enables its readers to revamp and revive their homes with Plascon's wide palette of hues.



click to enlarge

The new issue of *Plascon Spaces* is dedicated to the transformative power of paint. It is in this spirit of renewal that *Spaces'* design has undergone a radical transformation, the most notable element of which is the striking new masthead and cover image centred around the inspiration of the publication, paint. Complemented by beautifully styled photographs, the layout is fresh, eye-catching and modern, urging readers to linger on the pages. The content too, has been reimagined, focusing on reader-friendly, step-by-step instructions on how to create an exciting range of different looks, and features handy information on which Plascon products are best suited to specific projects.

For ease of use, the magazine is divided into two sections: Inspire and Create. Informed by the latest happenings in the décor arena, the upfront Inspire section features some of the hottest colour trends at the moment and offers a peek into gorgeous aspirational spaces that were given makeovers courtesy of Plascon's versatile, durable range of paints.

First up in the Inspire section, the Pantone Colour of the Year, Radiant Orchid, comes into the spotlight, and is showed off in all its evocative guises throughout the house. Other colour transformations include that of popular South African cartoonist Zapiro's studio, a Cape Town-based office space, the sought-after Top Billing Dream Home apartment and a contemporary Johannesburg-based home - all supplemented by before and after pics. Perhaps the most prominent of all the makeovers featured is that of the World Design Capital, Cape Town, which has seen an array of designers and shop owners all doing their part to keep the official colour, yellow, front of mind.

The Create section offers readers easy-to-follow makeover instructions, simple step-by-step DIY projects and plenty home-improvement advice and tips. In the feature, One Room, Four looks, the bedroom is given four divergent moods with a palette including deep plum, neutrals and sunny yellow. The kitchen, too, sees a grand transformation, enabled with a few tips and tricks using Plascon paint. Add to that news on the latest Plascon products, and useful advice from *Spaces'* resident paint expert, and keen DIY-ers and novices alike have a truly educational and inspiring read ahead of them.





- New Media celebrates 13 nominations at the 2024 Eddie & Ozzie Awards 27 Aug 2024
- "Swipe iX celebrates 10 years with renewed focus and leadership team 30 Jul 2024
- "Judging commences for the 2025 Eat Out Woolworths Restaurant Awards 29 Jul 2024
- " Woolworths Taste says farewell in print, embraces digital-first future 15 Jul 2024
- "New Media report unveils trends shaping video marketing in SA 19 Jun 2024

New Media



New Media is a world-class digital agency with a reputation for powerful storytelling. We build emotional connections between brands and their audiences. And thanks to our innovative tech, the compelling content we create is strategic, measurable and a proven return on investment. Partner with us and transform your business through the power of storytelling and technology.

Profile | News | Contact | Twitter | RSS Feed

For more, visit: https://www.bizcommunity.com