

ROCHE SALON

Washington, DC

Size

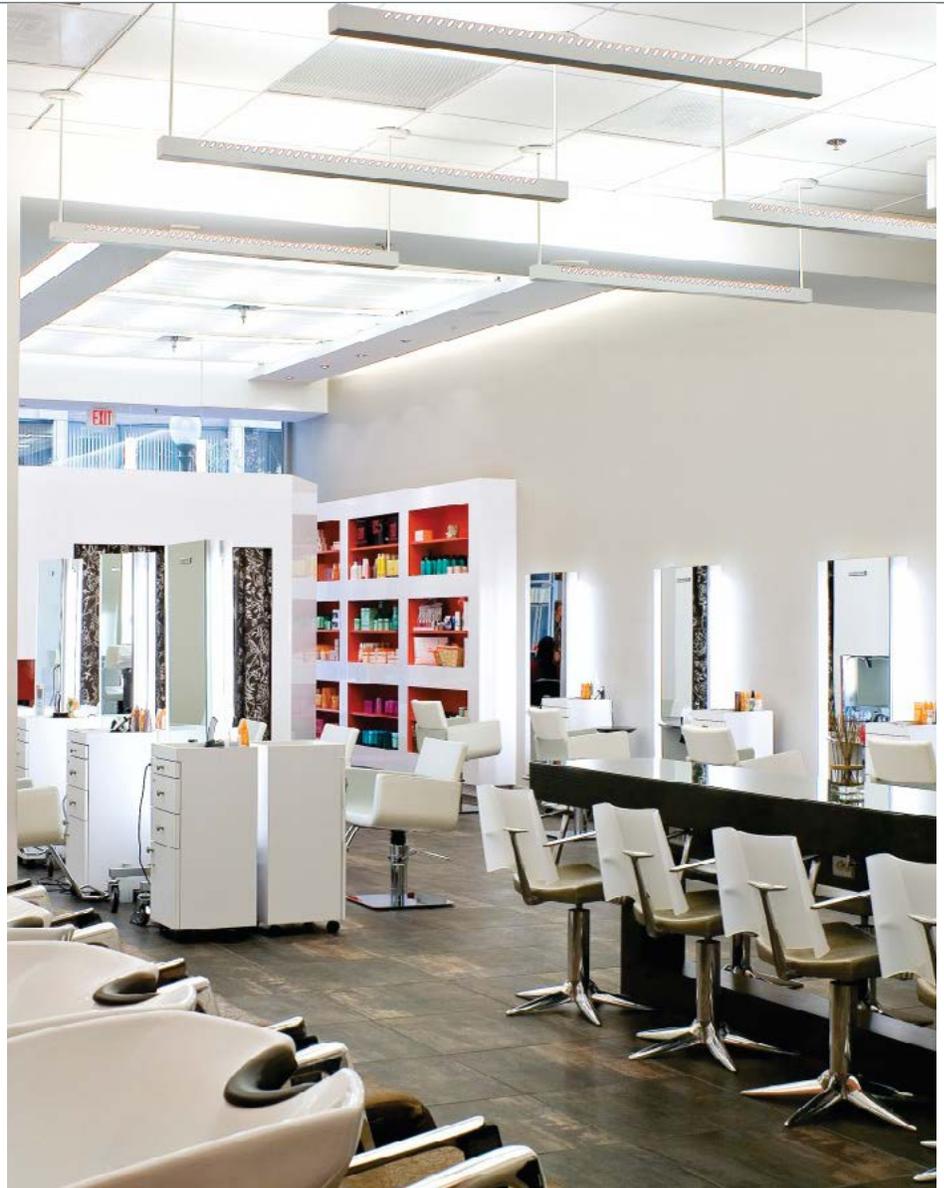
3,000 square feet

Project Highlights

Development of standards used for all future salon locations; Design seamlessly incorporated state-of-the-art technology within the space; Reception area doubles as retail product area; Awards: NAIOP Mid-Atlantic/DC Chapter Award of Merit - Best Floor Use; North American Hairstyling Awards - Best Salon Design Finalist

Services Provided

Full service interior design and architecture





This project involved the design of a new, high-end salon located on the first floor of 3000 K Street in downtown Washington, DC.

The design involved the development of standards for all future salon locations and needed to accommodate multiple salon functions while maximizing the retail area. The overall space layout allows for a very fluid circulation throughout the salon. The reception area creatively displays products for sale as well as incorporates the latest advertisements. The use of lighting was critical in this space as it needed to be supportive of the salon's functions while also providing the right tone indicative of a salon experience. Additionally, attention to the acoustics and a state-of-the-art audio visual system further enhances the calm and serene vibe of the space.

It was important that all of the work spaces be easily maintained yet still have very clean, contemporary lines. The design supports all the functions of a modern day, full-service salon including changing rooms, styling, pedicure and manicure stations, private clinician rooms and back-of-house functions such as kitchen, product storage, and washer/dryer stations.

The original narrow space of the salon was opened by taking advantage of the architectural bones of the base building design (i.e ceiling height, column spacing, etc), lighting, and street level location. This created a powerful and dramatic reception area that draws people in from the side streets. The display area highlights merchandise through the use of color, voids and solids in the architecture.

The final design solution created a light and tranquil environment befitting a high-end, urban salon. The design created for this space was mirrored in additional, future locations.