

PROCTOR & GAMBLE / WELLA SALONS

Global Roll-out

Size

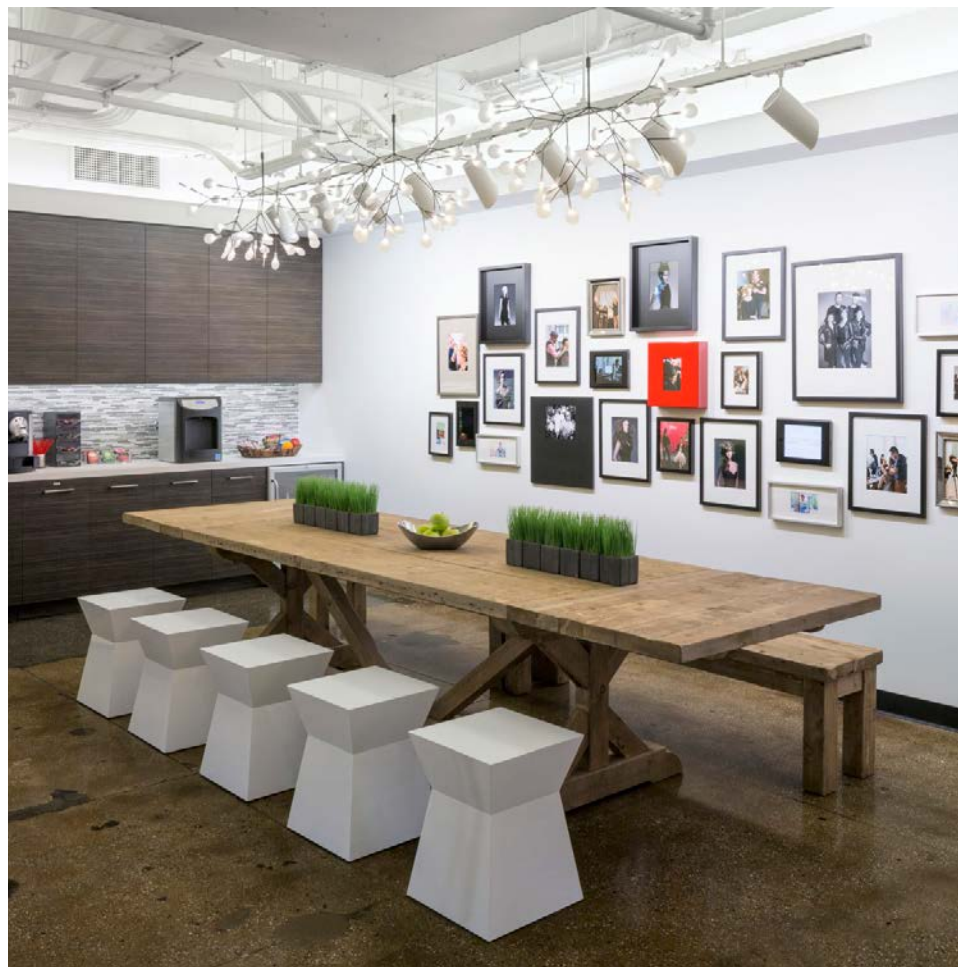
Varies, 5,000–30,000 square feet

Project Highlights

Global roll-out; Location-specific attributes; High impact storefronts; Training rooms; Specialty lighting and A/V requirements; R&D facilities

Services Provided

Full interior design and architecture;
Environmental graphic design





Procter & Gamble, the leading provider of branded products and services, retained IA to provide a global roll-out of their PP&G and Wella salons, including architecture, interior design, and branding services.

P&G's vision for their spaces was for open, collaborative workplaces and salons that reinforce their image and reflect their products for which they are well known such as haircare, skincare, and fine fragrances. With this in mind, IA designed spaces where, upon entering the reception area, visitors are greeted with a custom chandelier, bright colors, frosted glass, and large-scale advertisements of P&G and Wella beauty brands. Open, airy reception areas set the tone for the rest of the spaces, maximizing natural light and allowing for easy, intuitive circulation.

Special spaces include "huddle" rooms and lounges for smaller employee groups to meet and collaborate, as well as retail showcases, hair salon spaces, reception, and training areas. Training and development salons meld standards established for their other locations with elements unique to this function.

