# NOUVEAU SALON & SPA

SALON+SPA

ANGELA GONZALEZ MELISSA BRICEÑO FALL 2019 | GRAD DESIGN 3 PROF . PHILIP ABBOTT

11m

# **INFORMATION GATHERING**



# **USER PROFILES**

THE KEY DEMOGRAPHIC USERS OF A SPA ARE EXECUTIVE AND **PROFESSIONAL EDUCATED WOMEN**, WITH A LARGE PERCENT OF THE CLIENTELE RANGING BETWEEN THE AGES OF 55-75. THIS MAKES THE LOCATION A PRIME AREA FOR A SALON-SPA, ATTRACTING **ROUTINE** CLIENTS WHO MAY LIVE OR WORK IN THE AREA.



# VISUAL MERCHANDISING

- PROVIDE SHELVING AND DISPLAY UNITS THAT SUCCESSFULLY LEAD THE
- EYE OF THE CLIENT TO **OBSERVE**.
- PROVIDE EASY ACCESS TO PRODUCTS
- USE CORRECT TYPE OF DISPLAY FOR THE PURPOSE IT WILL SERVE.



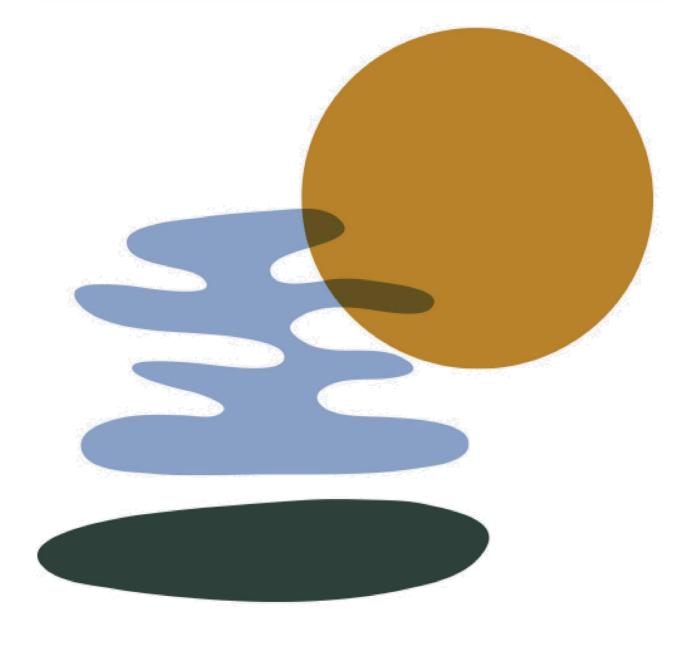
# SALON SERVICES

- MANICURE STATIONS REQUIRE VENTILATION EQUIPMENT THAT SHOULD
- BE ADDRESSED BY INTEGRATING VENTILATION PIPES. THIS SHOULD BE
- COORDINATED WELL TO FIND A FUNCTIONAL AND AESTHETIC SOLUTION. 0
- PERSONAL SPACE IS AN IMPORTANT FACTOR IN DETERMINING DISTANCE 0
- BETWEEN THE STATIONS.

# **PROGRAMMING EFFORTS**

# **ART PROGRAM**

CATHERINE LAVOIE IS A CANADIAN ARTIST WHO FOCUSES ON COLOR AND BALANCE THROUGH TRAVEL AND DAILY LIFE'S INSPIRATIONS. THE BALANCE AND MINIMALIST AESTHETIC THAT FLOWS THROUGH HER STYLE RESONATES WITH OUR DESIGN INTENT FOR A SIMILARLY REFINED, **REFRESHING AND LIVELY APPEAL.** 



# MATERIALITY

THE CONTRAST IN TEXTURES REVEALED BY ORGANIC AND RAW ELEMENTS OF NATURE PRODUCES A SOFT AND REFRESHING ENERGY THAT PLAYS A ROLE IN THE RELAXING FEELING OF THE SPACE.



# CONCEPT & BRAND

WEAVING NATURAL ASPECTS INTO THE FABRIC OF THE SURROUNDING URBAN ENVIRONMENT, NOUVEAU FOCUSES ON A **HOLISTIC APPROACH** TO BEAUTY AND WELLNESS. BY COMBINING ANCIENT PHILOSOPHIES AND MODERN METHODS TO PURIFY AND RESTORE, NOUVEAU REPRESENTS BRANDS THAT SHARE THEIR SAME ETHICAL VALUES OF PERSONAL CARE. THE HEALING PROPERTIES OF LOCAL AND PLANT BASED INGREDIENTS HAVE INSPIRED OUR APOTHECARIAN APPROACH TO THE DESIGN EXPERIENCE. THROUGH THE EXPLORATION OF NATURAL AND HEALING ELEMENTS, THE USER MAY BE TRANSPORTED INTO AN ORGANIC FLOW WITHIN THE SPACE THAT INVOKES A REFRESHING AND NATURAL SENSORY OF PLEASURE.



# **DESIGN GUIDELINES**

- INTRODUCE REFRESHING AND NATURAL ELEMENTS THAT WILL INVOKE A FEELING OF RELAXATION IN THE USER.
- PROVIDE CONTRAST WITHIN THE SPACE FROM THE HECTIC SURROUNDING ENVIRONMENT THROUGH HEALING ELEMENTS.
- ACHIEVE A DESIGN EXPERIENCE THAT FOCUSES ON THE WELLNESS THAT THE BRAND BELIEVES IN.

# EAU SALON & SPA

# **PROGRAMMING EFFORTS**

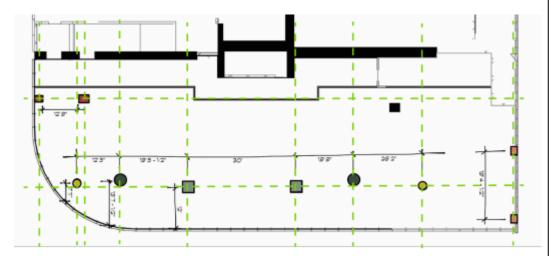
THE RETAIL-SERVICE DESIGN EXPERIENCE AT NOUVEAU IS TO DEDICATE A SPACE WHERE SALON AND SPA SERVICES ARE PROVIDED TO CUSTOMERS, WHILE ALSO PROVIDING OPPORTUNITY TO BECOME FAMILIAR WITH THE PRODUCTS THAT THE COMPANY STANDS BY.

THE SITE IS LOCATED ON THE SECOND LEVEL OF THE BRICKELL HEIGHTS CONDOMINIUM BUILDING AT BRICKELL CITY CENTRE. THE LOCATION AT TRACTS MANY TOURISTS TO THE AREA, ALTHOUGH MOSTLY YOUNG PROFESSIONALS AND LOCALS.

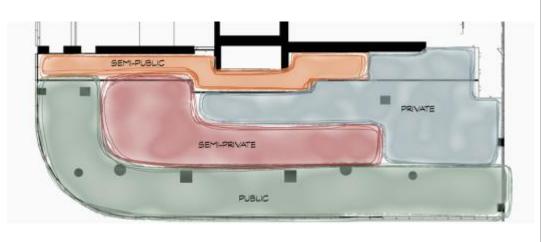


# SITE AND BUILDING ANALYSIS

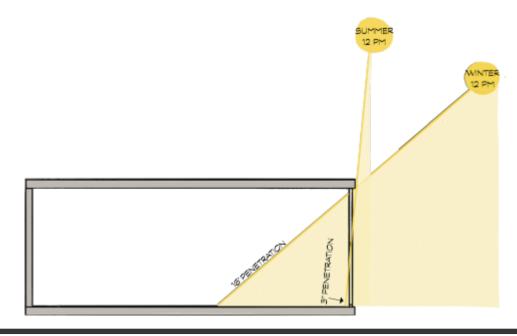
BRICKELL IS WELL KNOWN AS MIAMI'S CENTRAL BUSINESS DISTRICT. AND HAS BECOME A MAGNET TO YOUNG PROFESSIONALS ATTRACTED TO IT'S **CENTRAL LOCATION SURROUNDED BY HOTELS,** BANKS, RESTAURANTS, BUSINESSES AND MANY FORMS OF TRANSPORTATION.



PATHWAYS AND CIRCULATION.

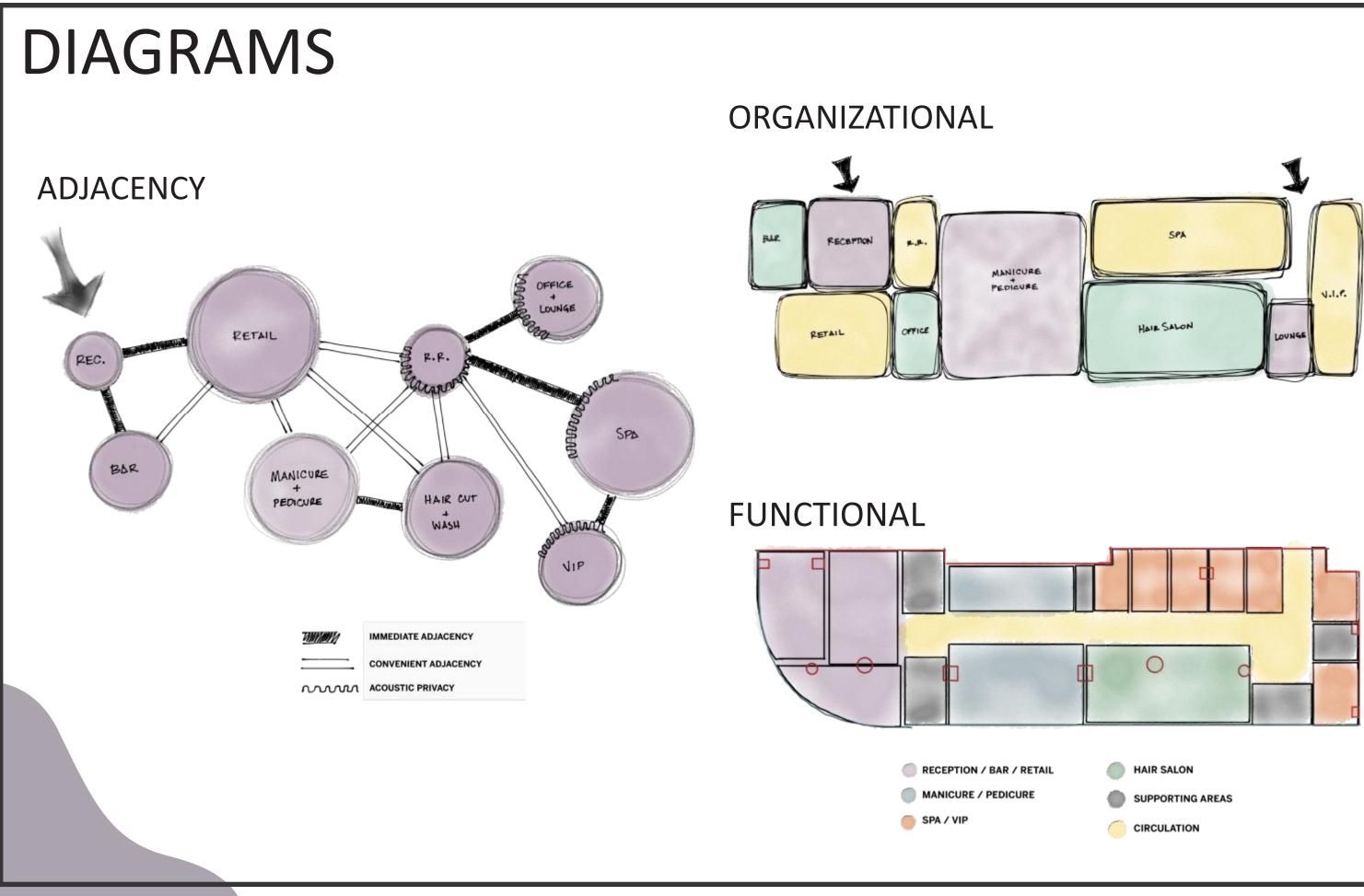


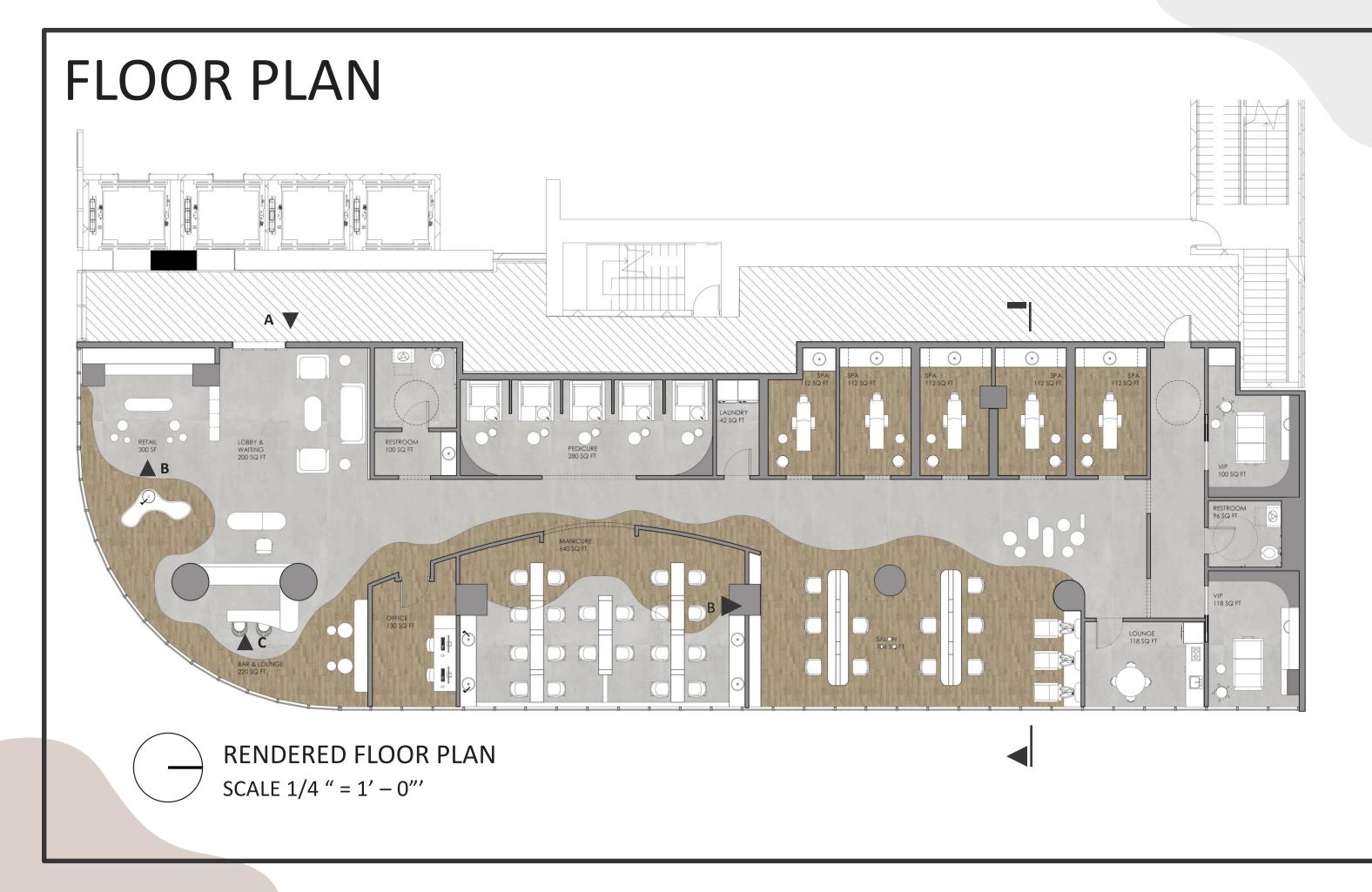
ALONG THE CENTER OF THE FLOOR PLAN, A PRIVATE AND SEMI-**PRIVATE** SPACE ARE ESTABLISHED DUE TO THE LACK OF VISIBILITY TO AND FROM THE EXTERIOR. THE CURTAIN WALLS PROVIDE PUBLIC SPACE IN WHICH THE VIEWS OFFER AN EXPOSED AND COMMON GROUND FOR INTERACTING WITHIN THE SPACE.



DURING THE SUMMER, DAYLIGHT PENETRATION MINIMALLY AFFECTS THE SPACE WITH ONLY 3" PENETRATION. MEANWHILE, IN THE WINTER, 16' OF DAYLIGHT MAY PENETRATE. ALTHOUGH THIS DAYLIGHT PENETRATION IS INTERRUPTED BY A HIGH-RISE BUILDING ADJACENT TO THE EAST, CREATING MOSTLY REFLECTED NATURAL LIGHT WITHIN THE SPACE YEAR-ROUND.

THE INTERIOR STRUCTURE OF THE SPACE CAN BE USED AS AN ADVANTAGE WHEN LAYING OUT A SPACE PLAN. ALTHOUGH THE SPACE HAS MANY COLUMNS OF DIFFERENT SIZES AND FORMS, THEY ARE PLACED IN A GRID-LIKE PATTERN FOR POTENTIAL





# **REFLECTED CEILING PLAN**

# LIGHTING GOALS

RECEPTION / BAR / RETAIL ILLUMINANCE (AMBIENT): 40 FC ILLUMINANCE (FOCUS): 50 FC CRI: >80 CCT: 3000K

FACIAL SPA ILLUMINANCE (AMBIENT): 40 FC ILLUMINANCE (FOCUS): 50 FC CRI: >80 CCT: 3500K OFFICE ILLUMINANCE (AMBIENT): 50 FC ILLUMINANCE (FOCUS): 50 FC CRI: >80 CCT: 3500K

HAIR SALON ILLUMINANCE (AMBIENT): 40 FC ILLUMINANCE (FOCUS): 50 FC CRI: >80 CCT: 3500K RESTROOM ILLUMINANCE (AMBIENT): 30 FC CRI: >80 CCT: 3000K

LOUNGE ILLUMINANCE (AMBIENT): 40 FC CRI: >80 CCT: 3000K MANICURE ILLUMINANCE (AMBIENT): 40 FC ILLUMINANCE (FOCUS): 50 FC CRI: >80 CCT: 3500K

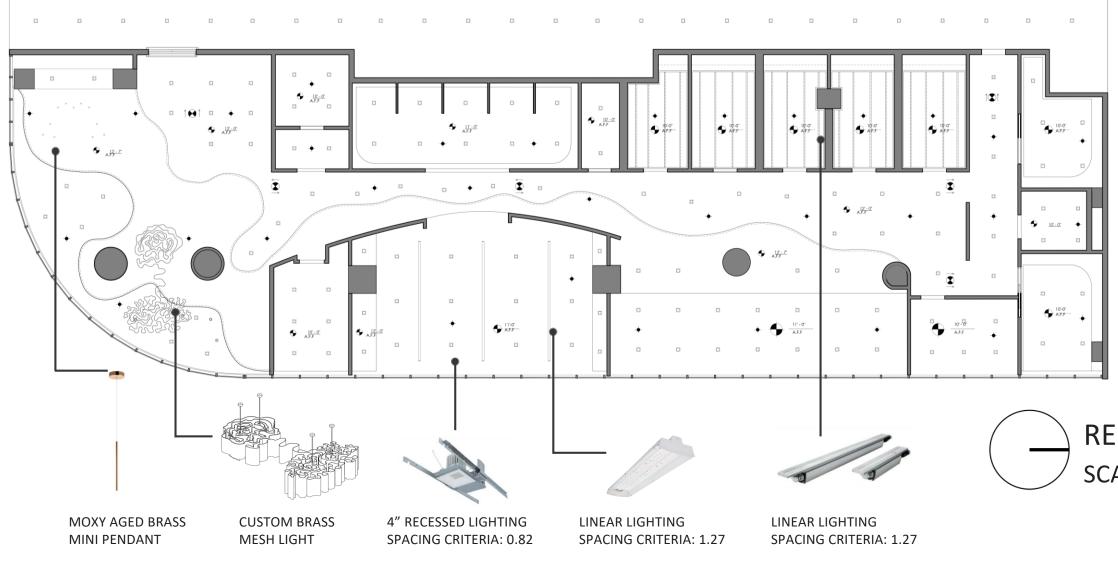
PEDICURE ILLUMINANCE (AMBIENT): 40 FC ILLUMINANCE (FOCUS): 50 FC CRI: >80 CCT: 3500K VIP

ILLUMINANCE (AMBIENT): 40 FC ILLUMINANCE (FOCUS): 50 FC CRI: >80 CCT: 3500K

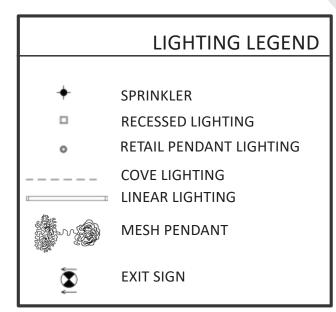
LAUNDRY ILLUMINANCE (AMBIENT): 40 FC ILLUMINANCE (FOCUS): 60 FC

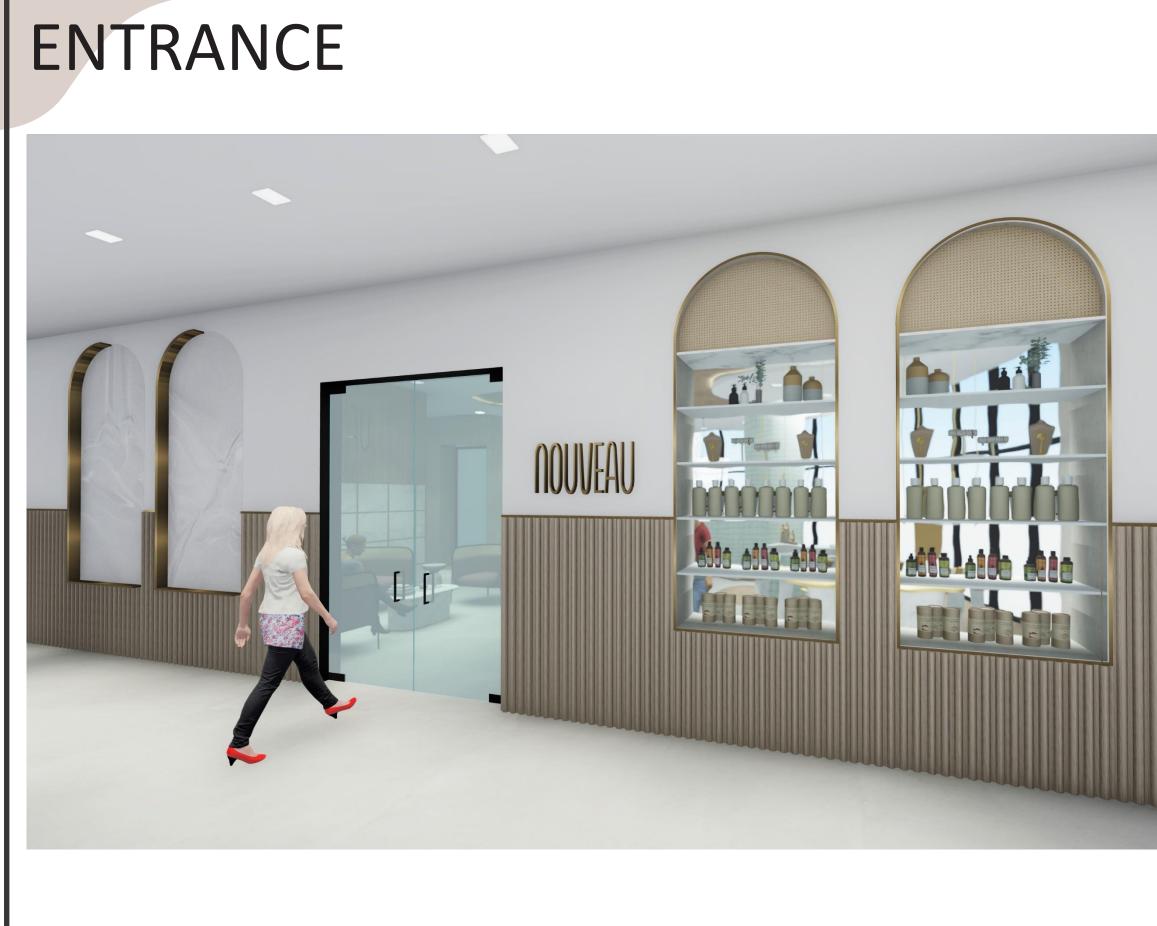
CRI: >80

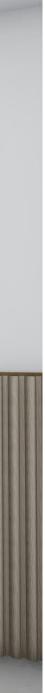
CCT: 3500K



# REFLECTED CEILING PLAN SCALE 1/4 = 1' - 0'''









**3FORM PANEL** 

RATTAN WEAVE

8 8 8 8

FROSTED GREEN GLASS





FINISH



# WAITING & RECEPTION







## NORWEGIAN LIGHT WOOD



### **3FORM PANEL**



## LIGHT FIXTURE MESH

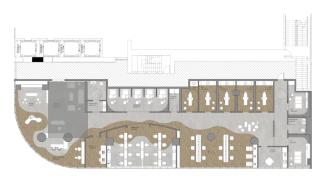




### LAVENDER UPHOLSTERY



FLOOR & CEILING











# NORWEGIAN LIGHT WOOD



RATTAN WEAVE



WALL PLASTER



MARBLE



GREEN TILE: COLUMNS



FLOOR & CEILING



# BAR & LOUNGE







NORWEGIAN WOOD

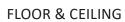


GREEN MARBLE; COUNTERTOPS

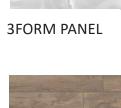


GREEN TILE: COLUMNS

8 18 18









# BAR & LOUNGE







NORWEGIAN LIGHT WOOD



GREEN MARBLE; COUNTERTOPS



GREEN TILE: COLUMNS



WALL PLASTER

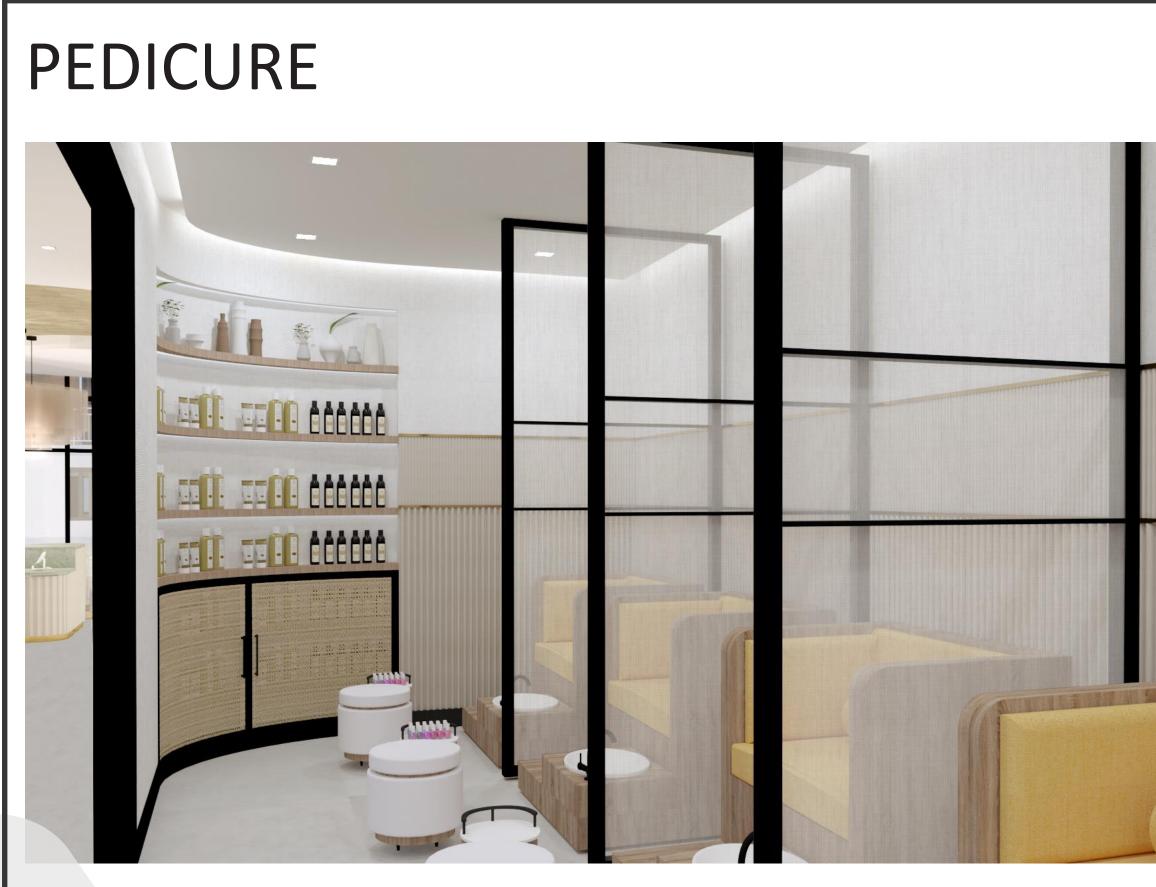


**3FORM PANEL** 



FLOOR & CEILING

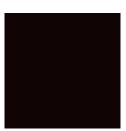








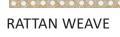
### NORWEGIAN LIGHT WOOD



### BLACK PAPER TRIM FINISH



# PEDICURE UPHOLSTERY







WALL PLASTER

LUMICOR PANEL

# MANICURE





# NORWEGIAN LIGHT WOOD



### MARBLE TAMBOURS



CHAIR UPHOLSTERY WALL PLASTER

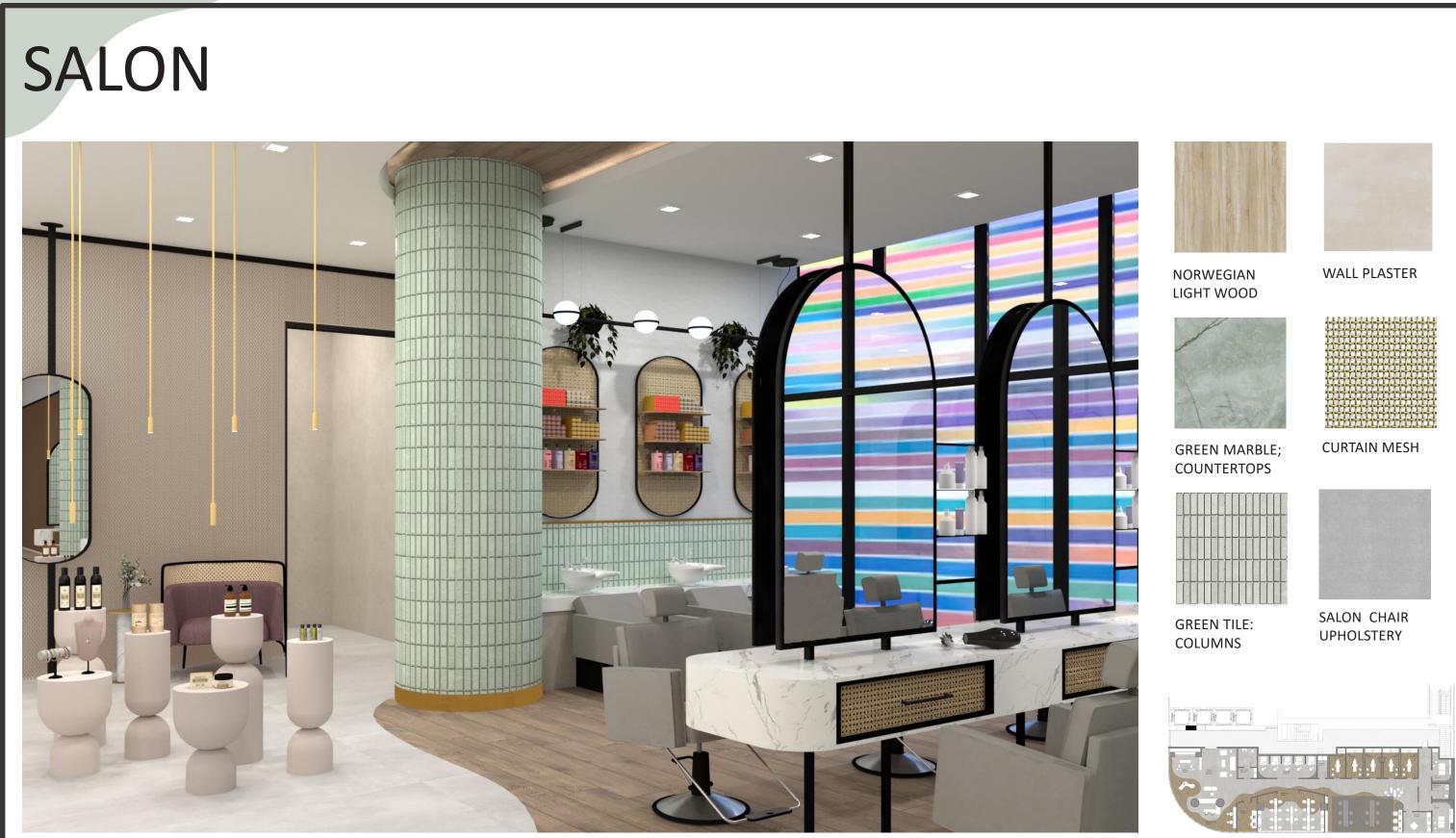


FLOOR & CEILING



RATTAN WEAVE





















## NORWEGIAN WOOD



### GREEN MARBLE; COUNTERTOPS





MARBLE

TAMBOURS





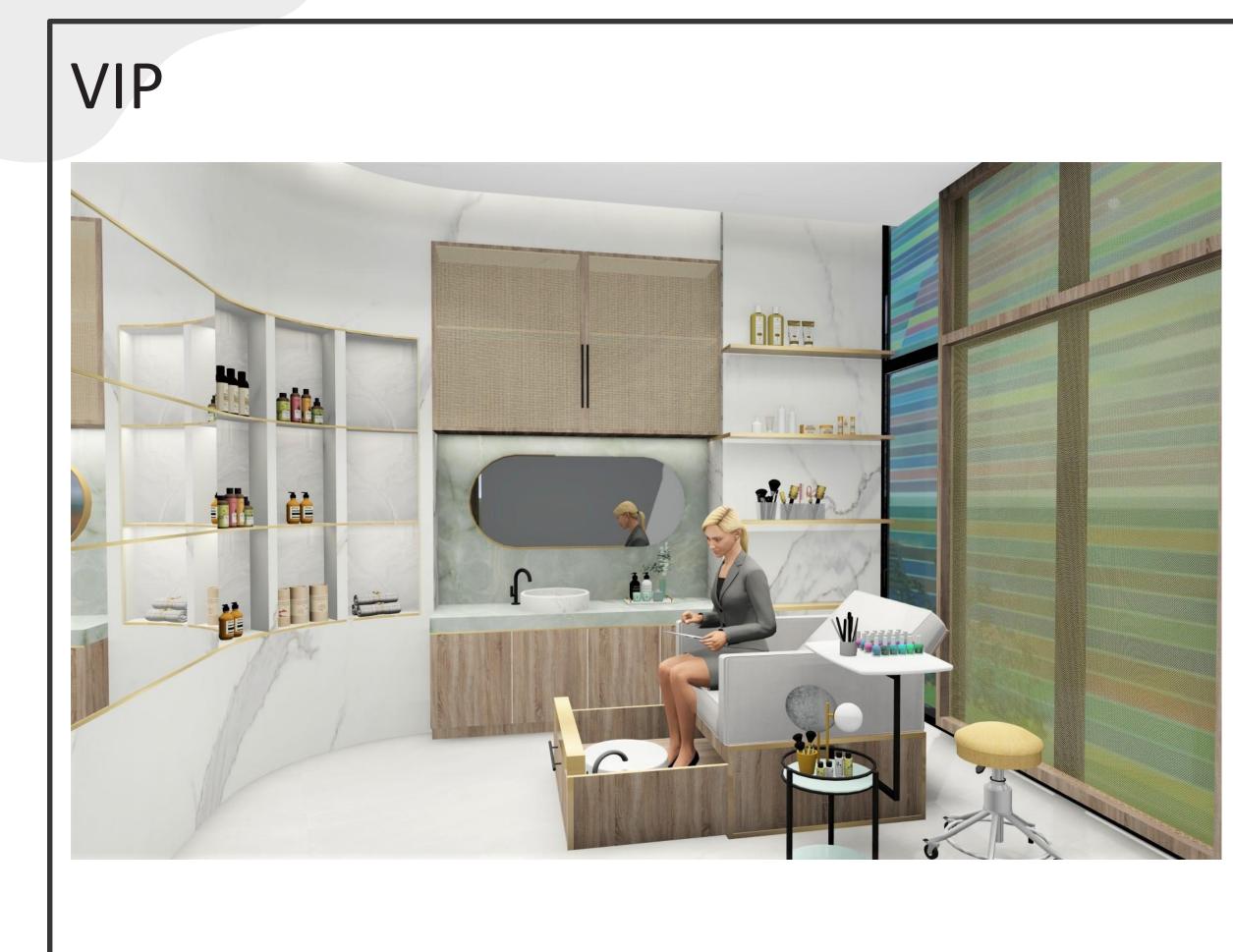






WALL PLASTER







BRASS TRIM FINISH

VIP CHAIR UPHOLSTERY



GREEN MARBLE; COUNTERTOPS



NORWEGIAN WOOD





MARBLE



RATTAN WEAVE

# ELEVATION A – ENTRANCE CORRIDOR





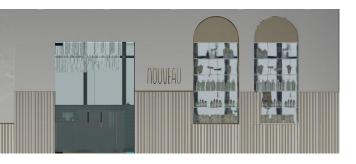
TAMBOUR FINISH



**3FORM PANEL** 



BRASS TRIM FINISH





FROSTED GREEN GLASS



MARBLE



RATTAN WEAVE







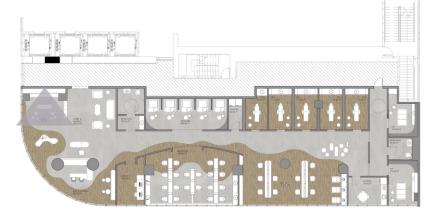
**BRASS FINISH** 



GREEN FROSTED GRASS



WOOD





# **ELEVATION B - RETAIL**



GREEN TILE: COLUMNS



**3FORM PANEL** 



GREEN MARBLE; COUNTERTOPS



LAVENDER UPHOLSTERY



LIGHT FIXTURE MESH



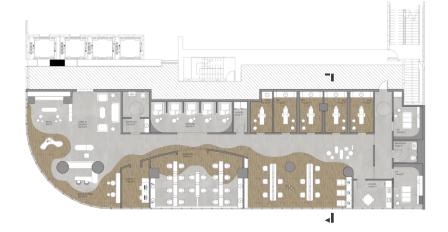




ELEVATION C - BAR



# CROSS SECTION ELEVATION







GREEN TILES

FCURTAIN MESH



GREEN MARBLE

