



NOUVEAU

SALON & SPA

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

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.



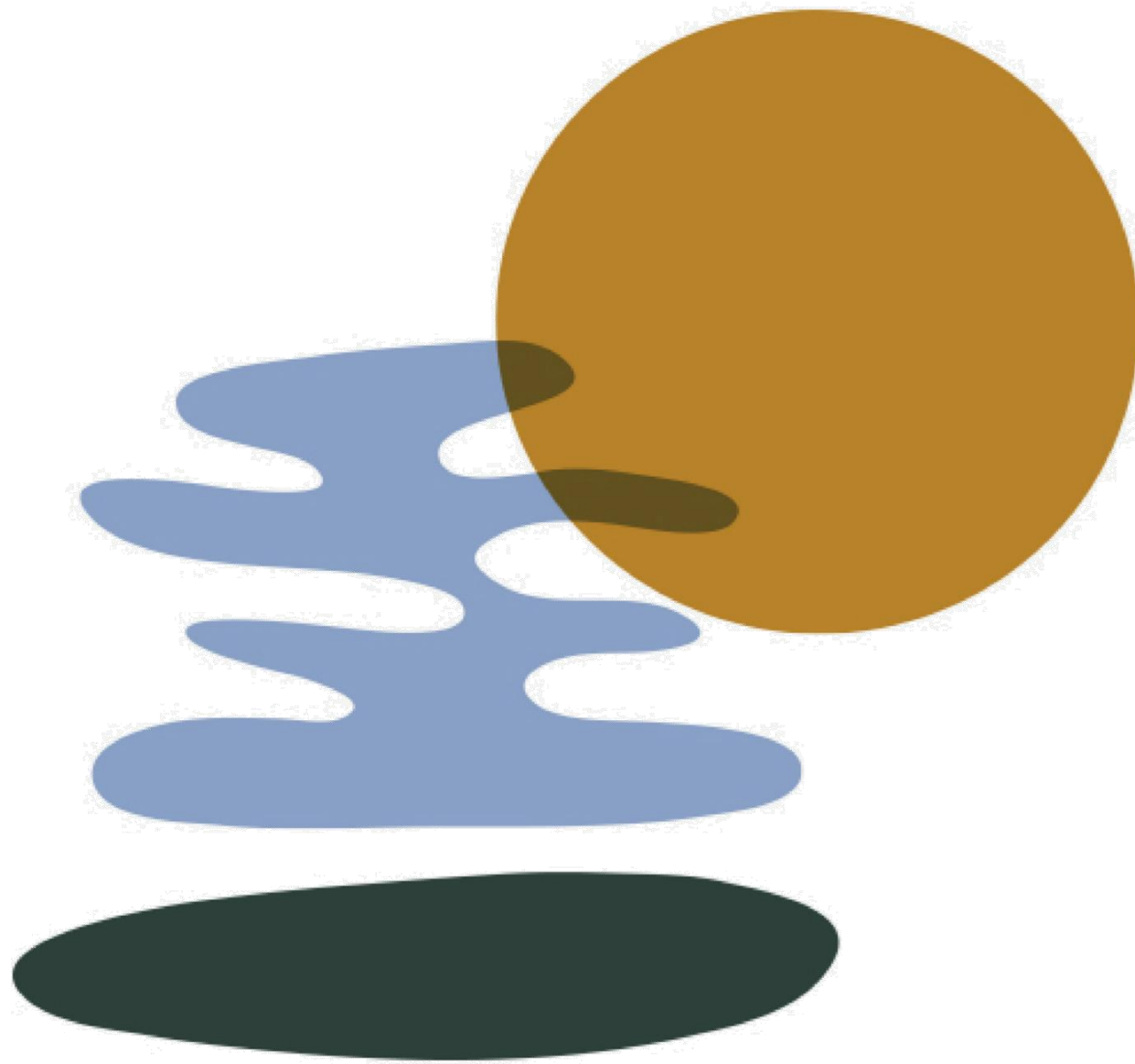
SALON SERVICES

- 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.
- PERSONAL SPACE IS AN IMPORTANT FACTOR IN DETERMINING DISTANCE 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.

NOUVEAU

SALON & SPA

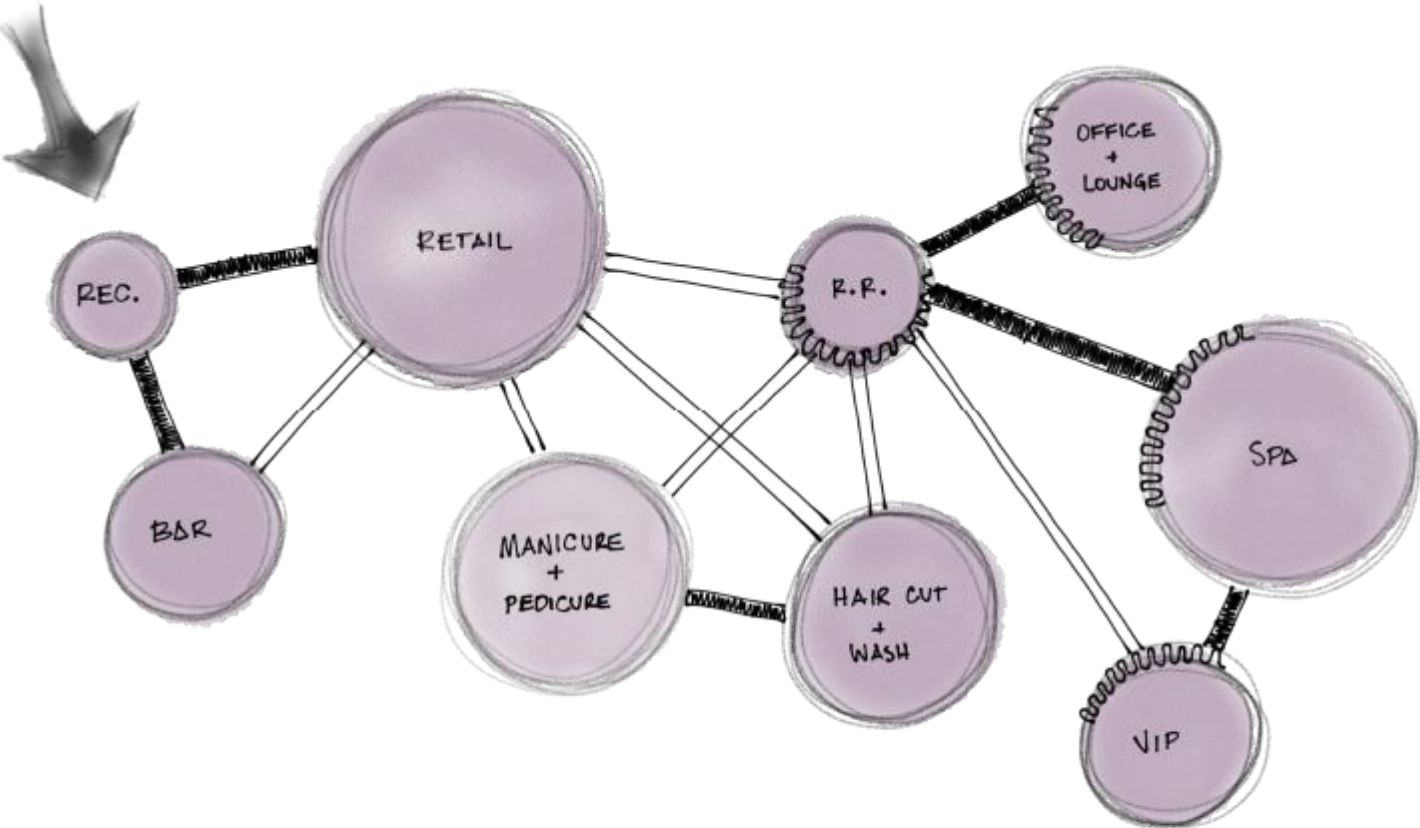


DESIGN GUIDELINES

- 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.**

DIAGRAMS

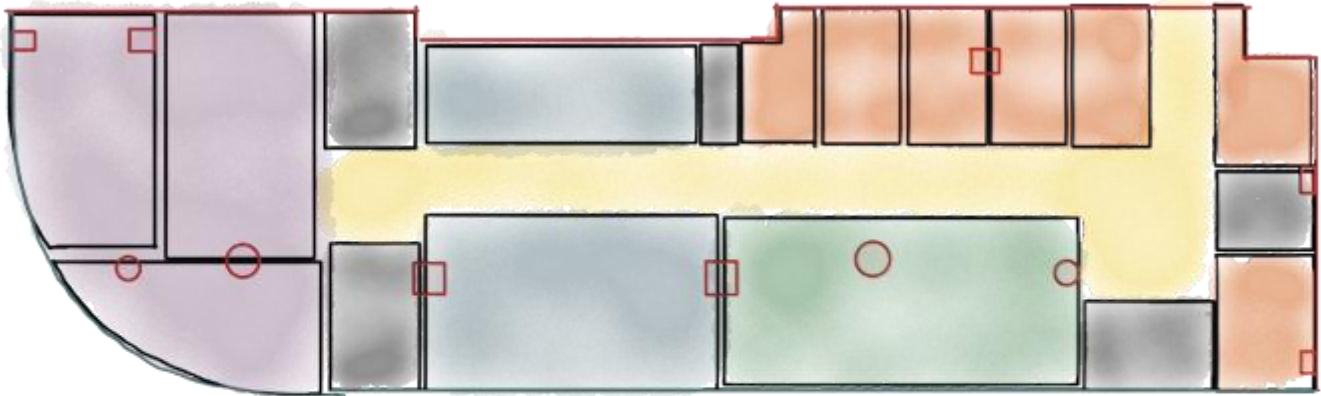
ADJACENCY



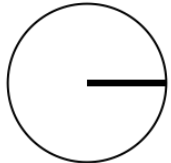
ORGANIZATIONAL



FUNCTIONAL



FLOOR PLAN



RENDERED FLOOR PLAN
SCALE 1/4 " = 1' - 0"



REFLECTED CEILING PLAN

LIGHTING GOALS

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

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

RESTROOM
 ILLUMINANCE (AMBIENT): 30 FC
 CRI: >80
 CCT: 3000K

MANICURE
 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

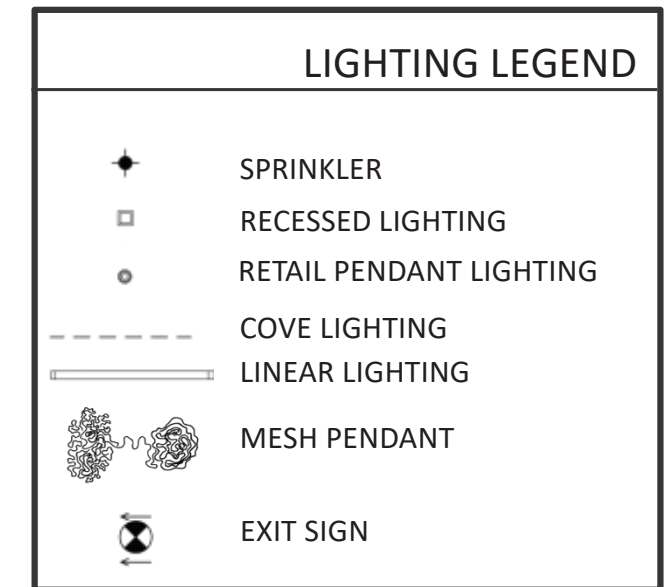
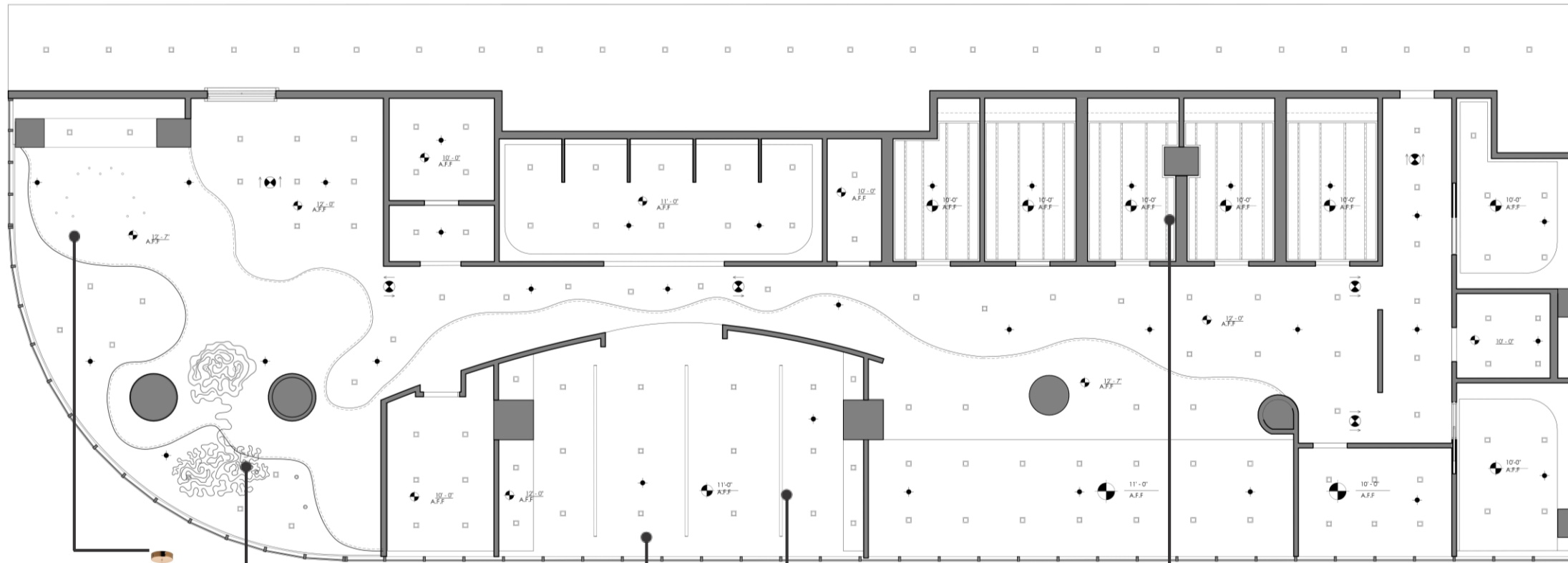
FACIAL SPA
 ILLUMINANCE (AMBIENT): 40 FC
 ILLUMINANCE (FOCUS): 50 FC
 CRI: >80
 CCT: 3500K

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

LOUNGE
 ILLUMINANCE (AMBIENT): 40 FC
 CRI: >80
 CCT: 3000K

PEDICURE
 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



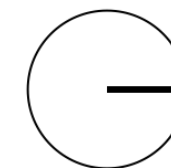
MOXY AGED BRASS
MINI PENDANT

CUSTOM BRASS
MESH LIGHT

4" RECESSED LIGHTING
SPACING CRITERIA: 0.82

LINEAR LIGHTING
SPACING CRITERIA: 1.27

LINEAR LIGHTING
SPACING CRITERIA: 1.27



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

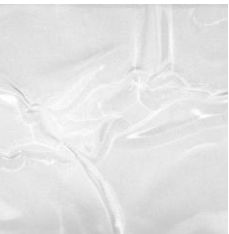
ENTRANCE



TAMBOUR
FINISH



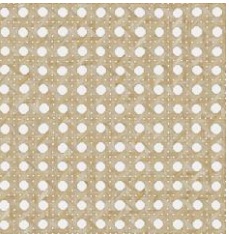
BRASS TRIM
FINISH



3FORM PANEL



FROSTED GREEN
GLASS



RATTAN WEAVE



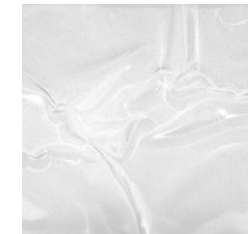
WAITING & RECEPTION



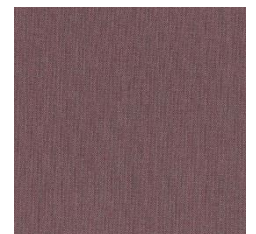
NORWEGIAN
LIGHT WOOD



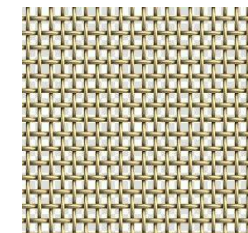
WALL PLASTER



3FORM PANEL



LAVENDER
UPHOLSTERY



LIGHT FIXTURE
MESH



FLOOR & CEILING



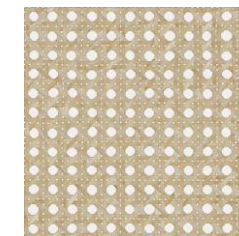
RETAIL



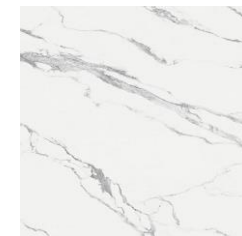
NORWEGIAN
LIGHT WOOD



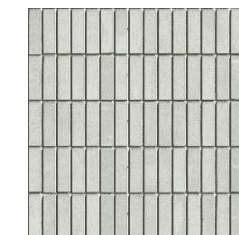
WALL PLASTER



RATTAN WEAVE



MARBLE



GREEN TILE:
COLUMNS



FLOOR & CEILING



BAR & LOUNGE



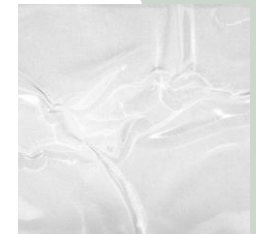
NORWEGIAN WOOD



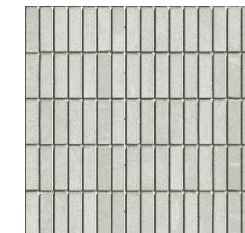
WALL PLASTER



GREEN MARBLE;
COUNTERTOPS



3FORM PANEL



GREEN TILE:
COLUMNS



FLOOR & CEILING



BAR & LOUNGE



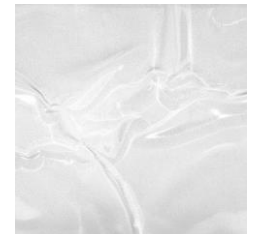
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LIGHT WOOD



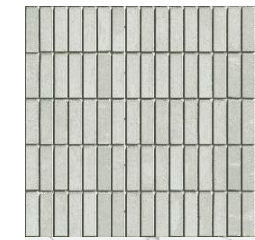
WALL PLASTER



GREEN MARBLE;
COUNTERTOPS



3FORM PANEL



GREEN TILE:
COLUMNS



FLOOR & CEILING



PEDICURE



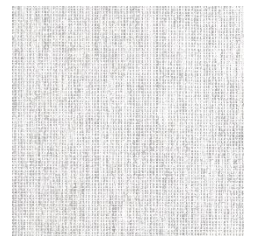
NORWEGIAN
LIGHT WOOD



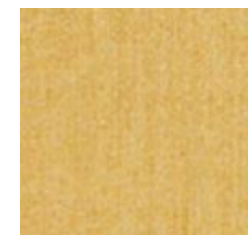
WALL PLASTER



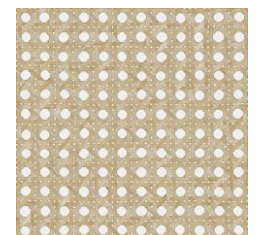
BLACK PAPER
TRIM FINISH



LUMICOR PANEL



PEDICURE
UPHOLSTERY



RATTAN WEAVE



MANICURE



NORWEGIAN
LIGHT WOOD



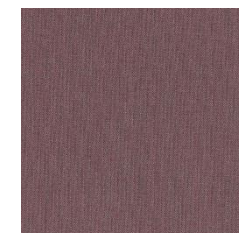
WALL PLASTER



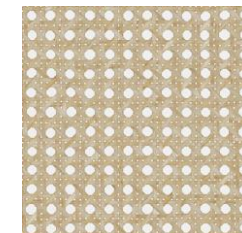
MARBLE
TAMBOURS



FLOOR & CEILING



CHAIR
UPHOLSTERY



RATTAN WEAVE



SALON



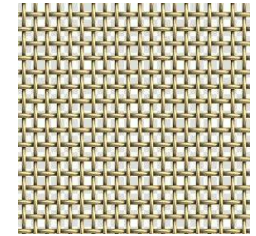
NORWEGIAN
LIGHT WOOD



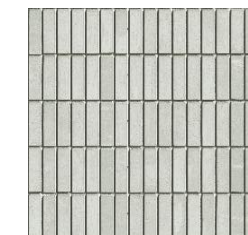
WALL PLASTER



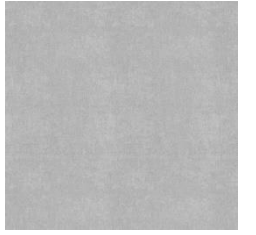
GREEN MARBLE;
COUNTERTOPS



CURTAIN MESH



GREEN TILE:
COLUMNS



SALON CHAIR
UPHOLSTERY



SPA



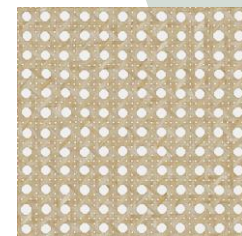
NORWEGIAN WOOD



WALL PLASTER



GREEN MARBLE;
COUNTERTOPS



RATTAN WEAVE



MARBLE
TAMBOURS



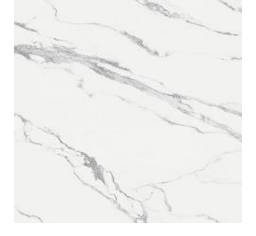
FLOOR



VIP



NORWEGIAN WOOD



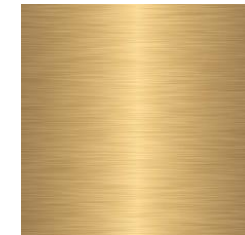
MARBLE



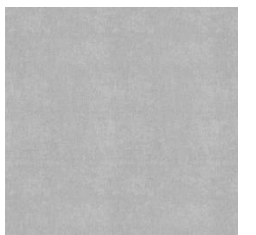
GREEN MARBLE;
COUNTERTOPS



RATTAN WEAVE



BRASS TRIM
FINISH



VIP CHAIR
UPHOLSTERY



ELEVATIONS



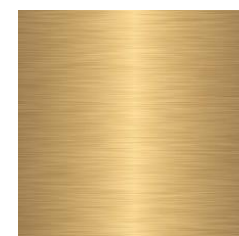
ELEVATION A – ENTRANCE CORRIDOR



TAMBOUR FINISH



3FORM PANEL



BRASS TRIM
FINISH



FROSTED GREEN
GLASS

ELEVATIONS



MARBLE



WALL PLASTER



RATTAN WEAVE



BRASS FINISH



GREEN FROSTED GRASS

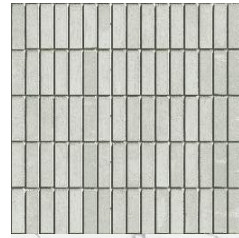


NORWEGIAN LIGHT WOOD



ELEVATION B - RETAIL

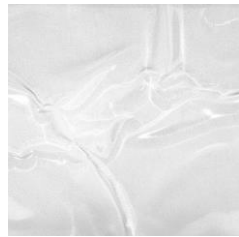
ELEVATIONS



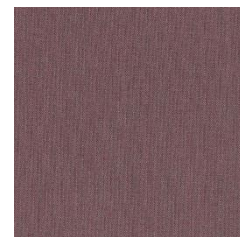
GREEN TILE:
COLUMNS



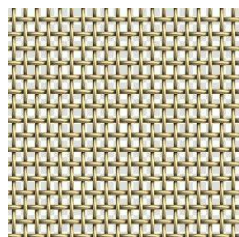
GREEN MARBLE;
COUNTERTOPS



3FORM PANEL



LAVENDER
UPHOLSTERY



LIGHT FIXTURE
MESH



NORWEGIAN WOOD



ELEVATION C - BAR

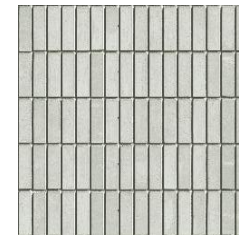
ELEVATIONS



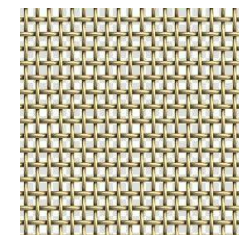
CROSS SECTION ELEVATION



WALL PLASTER



GREEN TILES



FCURTAIN
MESH



GREEN MARBLE

THANK

YOU!

