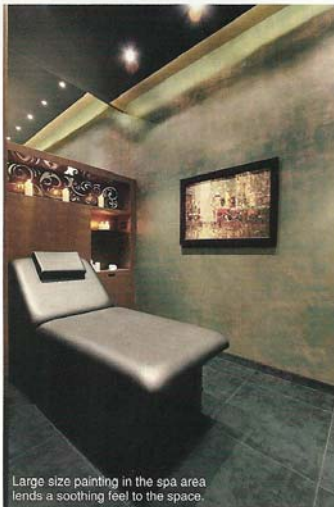


FIRST LOOK



The faux leather sofa, rich colours, mood lighting and sensuous fabrics sets an inviting mood in the waiting area.

Mona's Beauty Clinic wanted to leverage its brand strength to target a younger client base. A spa-like environment created within a budget by DGA helped it achieve its goal and more...



Large size painting in the spa area lends a soothing feel to the space.

Leveraging

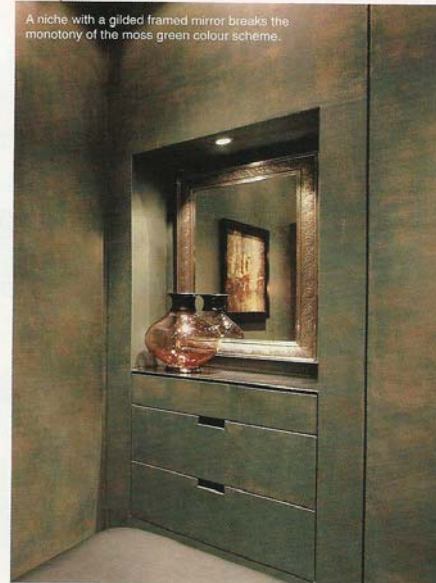
on the popularity of the brand, Mona's Beauty Clinic and Hair Studio, wanted to open a new studio in Seven Sea's Mall, Fatehgunj. The new studio was expected to expand the client base of the beauty chain further and make the brand's presence felt in a new location. For accomplishing these goals, which entailed a strong design, Mona, the owner, approached Dipen Gada & Associates.

Dipen, in turn, enlisted Darshana Vora, a young Baroda-based designer to act as associate designer on the project. Darshana used to be a full-time designer for DGA. She now works as a freelancer. Dipen also collaborated with Mayur Thakkar & Associates, which oversaw the project co-ordination.

Mona's brief was simple — to target youthful clientele. She gave Darshana a complete free-hand except when it came to the budget which had to be kept to a minimum.

The concept was basically to create, a spa-type of environment exclusively for women, that would have a warm intimate feel. It was decided that the studio would offer its female customers an ambience

A niche with a gilded framed mirror breaks the monotony of the moss green colour scheme.

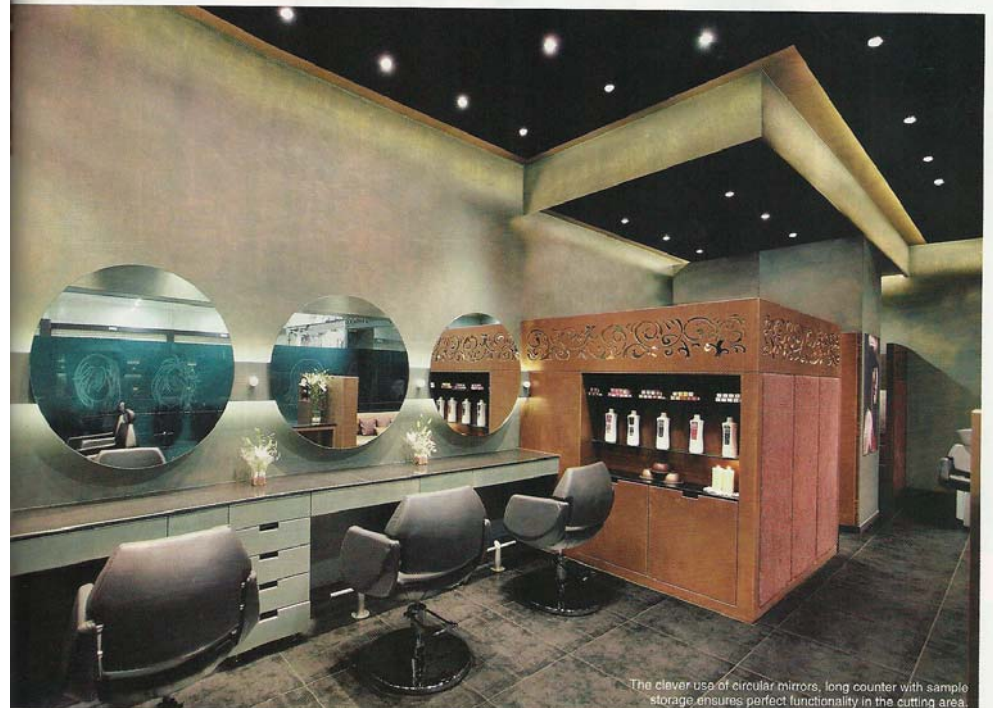


that no other beauty salon in the area offered. Hence, dark, rich colours, mood lighting and sensuous fabrics were decided to be used to achieve this theme.

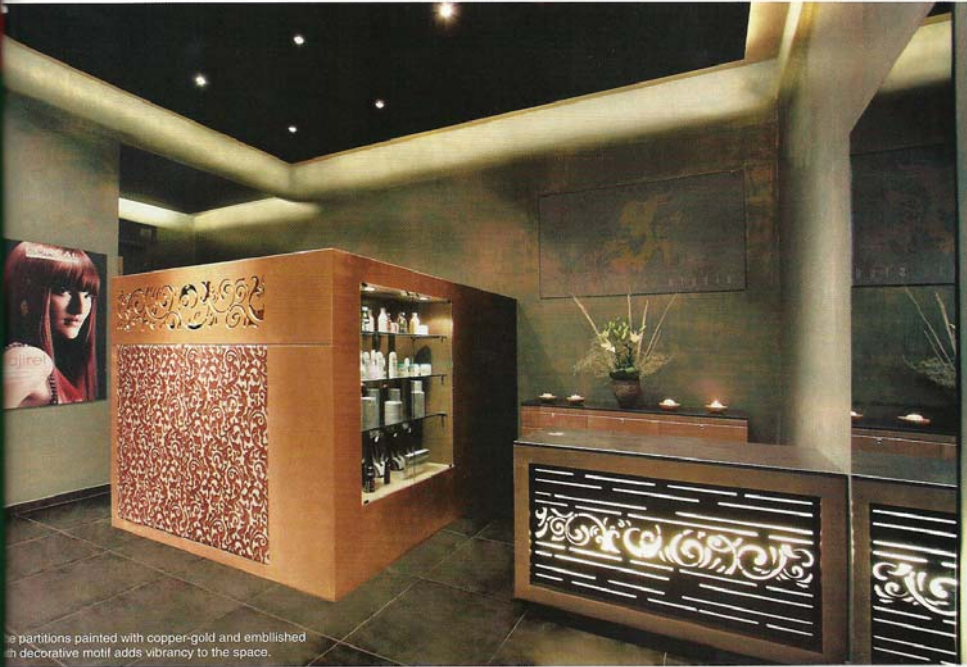
Though the client was clear about her requirements, fulfilling them was not an easy task due to various constraints. With a carpet area of only 630 sq. ft. it was difficult to fit in all the requirements of the salon while still maintaining a sense of exclusivity and intimacy. The time-frame was also very tight and the entire project needed to be completed within 45 days.

"The clever use of design elements, eased, at least, a part of the huge task" Explains Dipen. The main design element is the colour effect — three shades of green, gold and rust. This dark moss-base colour sets the tone for the entire space and all other colours tie into this, from the gold faux leather used in the sofa, the gold-painted doors and partitions to the charcoal black tile flooring.

Another intelligent design element was the use of partitions. Low-height partitions are used to demarcate



The clever use of circular mirrors, long counter with sample storage ensures perfect functionality in the cutting area.



The partitions painted with copper-gold and embellished with decorative motif adds vibrancy to the space.

the various areas like the reception, hair-washing section, the waiting area, the cutting area, facial area and the manicure area. These partitions, painted in copper-gold and embellished with rich fabric panelling, also serve as storage and display areas for beauty products. A motif, created by Darshana, has been used in the partitions to add a delicate feminine element and give a sense of screening.

The main cutting area has a continuous counter, a departure from the usual individual counters seen in most salons today. The reason behind this was to ensure greater functionality when it came to the use and storage of equipment. Each cutting station has an individual circular mirror. Simple bulbs on either side of the mirrors provide lighting and also lend a retro feel.

The private facial area is enclosed within a partition so that the customer feels comfortable and relaxed. This space has a calming meditative feel with candles occupying the niches and an oil painting personally selected by the designer.

In keeping with the spa-like theme, the lighting is of a very low intensity. This is achieved by dimmable halogen lights in the ceiling, which is also painted in the same moss green tone. Spotlights are used to highlight products and graphics. "We have used 150 W CDMT lights to spot-illuminate the cutting stations. LED lights have been used as cove lighting. This acts as a softer lighting that also saves energy," informs Dipen.

The designer rounds up the theme, "In this design, we have tried to set the salon apart from most beauty salons. We have played with a dark ambience, which creates a relaxing feel. This spa-like environment is very different from the typical bright almost sterile look of most salons and is welcoming to all age groups." ❀

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