



◀ Mitchell: "I wanted to keep the live edge from the reception desk to the floor to the color bar—it gives a warm pleasing feeling."

McGuire: "The color bar is located at the rear of the salon cutting floor to give clients a private space while receiving color services. The free-floating, curved-wood work surface of the color bar was created to keep a flowing open workspace. A stainless steel backsplash provides a contrasting design element while maintaining a functional and cleanable surface. The glass wall with the Angus M salon logo was frosted to transmit soft, translucent glows. Another striking feature is the styling chairs custom designed by Wadsworth Design, which reinforce the curving elements of this space."



▲ Mitchell: "My idea was to present the product like a high-end cosmetic line, so we have backlit shelving to give the illusion that the product is floating. I really wanted to make the product the star of the show."

McGuire: "The salon is located on a street that is busy both day and night. To capture the attention of the night crowd, a backlit retail wall, known as Take Home, was designed by Wadsworth Design. Adjustable shelves glass shelves create a clean line look. The backlit wall keeps the focus on the products without creating hot spots or shadowing which can occur with overhead mounted track lighting."

Hot Spot

by Alison Shipley

ANGUS MITCHELL, co-owner of Paul Mitchell Systems and an influential educator in the beauty industry, launched his **Angus M Salon** in Beverly Hills, California, in July 2009. One look inside the 1,800-square-foot space and you can see why Mitchell's salon has been called, "the cool kid on the block."

Mitchell designed the 1,800-square-foot space using a series of transparent and semi-transparent glass panels as a way to create enclosed areas without compromising the continuous flow of the salon. "The panels are a cost-effective, flexible way of defining existing space," Mitchell says. Additionally, graphic images were applied directly to the face of the panels as a cost-effective way of creating and directing visual movement throughout the space. "The use of images also provides numerous branding opportunities within the salon," he says.

Mitchell chose to keep his color bar on

the salon floor as a way to showcase color services. "It takes the mystery and science of color mixing out of the back room and allows each guest to feel more involved," Mitchell says.

Mitchell turned to architectural firm Powell Dudley Frith who chose **Minardi Color Perfect Lighting** by **Eco-Lite Products** to light up the salon's color and styling areas. "We chose Minardi Color Perfect Lighting because the light fixture was designed by **Beth and Carmine Minardi**, two professional hairdressers, for the specific use in the salon environment," says **Shannon McGuire**, lead designer for Powell Dudley Frith Architects. "Each light fixture shows the true color of what the client's hair color would look like in natural daylight. Additionally, the Minardi fixtures produce little heat and are energy-efficient and eco-friendly."

Here, Mitchell and McGuire point out the important elements of the design.

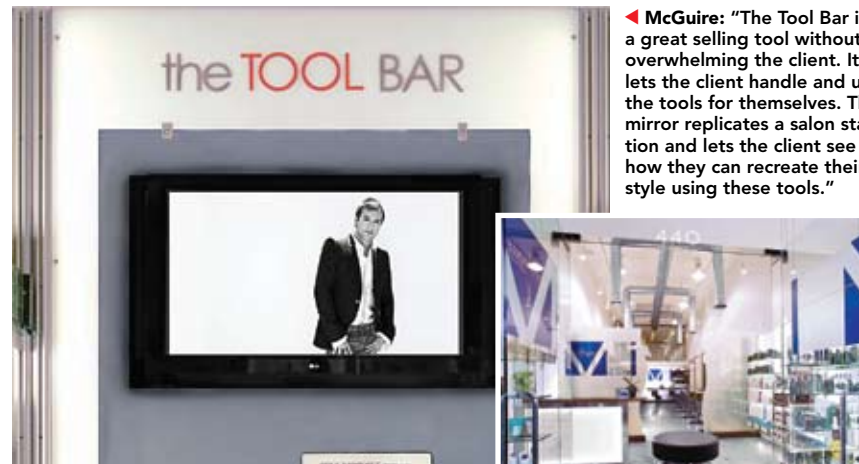


ANGUS M SALON

OWNER: Angus Mitchell
LOCATION: Beverly Hills, California
TOTAL SQUARE FOOT: 1,800
SALON SETUP: 16 cutting stations, 5 color stations
DESIGNER/DESIGN FIRM: Powell Dudley Frith Architects



▲ McGuire: "Our vision for the washhouse was a tranquil and intimate atmosphere, where clients receive a signature Angus M washhouse experience. Back cabinets were designed for displaying products with locked cabinets below for storing back stock products. Lighting was designed to shine onto the shampoo bowl area and not directly into the client's eyes. Warmer wood finishes were selected for the textures and richness in this washhouse retreat."



◀ McGuire: "The Tool Bar is a great selling tool without overwhelming the client. It lets the client handle and use the tools for themselves. The mirror replicates a salon station and lets the client see how they can recreate their style using these tools."



▲ Mitchell: "I wanted to help separate the Take Home and Reception in a way that would be modern, yet welcoming. The lighting really opens up the area."

McGuire: "One of our challenges was to create a soothing aesthetic atmosphere within a high-traffic salon. This was achieved by designing a series of transparent and semi-transparent glass panels that welcome the client into the salon but also keep the busy salon stations partially screened. The effect provides a sneak peek into the salon. Inspired by the beautiful curves of a woman, the first set of glass panels have curved flowing features. The wood work surface provides a great contrast to the backlit modern façade of the reception desk."

A COLORIST'S BEST FRIEND

As you tackle any salon design decision, the most important consideration is how the solution will impact both your staff and your clients. Although the right lighting is one of the most critical decisions you can make during the construction of a new space, it's also often one of the most overlooked.

Minardi Color Perfect Lighting, by **Eco-Lite Products**, not only addresses a problem that's plagued colorists for decades, its environmentally friendly products use anywhere from 40-80 percent less power than traditional lighting options. In addition, the lights reduce heat values, which requires less cooling energy from air conditioning.

According to **Beth Minardi**, owner of **Minardi Salon in NYC**, "Nothing helps a colorist more than the ability to see exactly what he/she is doing. In order to create fabulous color, you must first be able to correctly evaluate the client's current level and tone. Then—and only then—can you decide precisely how to formulate color perfectly."

Minardi Color Perfect Lighting's LED diodes and custom-made optics allow for accurate color evaluation and they do not radiate any heat. The eco-friendly nature of these lights, together with the reduction in heat they offer a salon, has a dramatic impact on reducing monthly energy costs. The lights have a 50,000-hour lifetime and a no-maintenance rating.

In addition, Minardi Color Perfect Lighting has developed a sleek, stylish mirror light that can be wall mounted or installed in a pendant style from the ceiling. The lighting from the mirror removes shadows under clients' eyes—making guests look healthy and vibrant. —L.S.

