

salon today

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SMART BEAUTY BUSINESS

GRAND-PRIZE WINNER
Bangz Salon and Wellness Spa
Montclair, New Jersey

Salons of the Year 2010

The year over-the-top
takes a back seat to
**clean, comfortable
and whimsical.**

Salons of
the Year
2010

SECOND RUNNER UP: Vasken Demirjian Salon

White Plains, New York
vaskensalon.com

Owner: Vasken Demirjian
Salon established: January 2009
Salon style: modern, unique, elegant
Square footage: 2,000
Number of styling stations: 20
Number of spa treatment rooms: 1
Equipment: Olympia
Furniture: Custom built
Total design investment: \$700,000
Top retail line (hair care): Kerastase
Top retail lines (color care): L'Oréal
Professionnel, Goldwell, Redken
Design by: Katerina Soukhopalova,
MSK Design Group
Architect: Maren Sostmann,
MSK Design Group

Judges' Comments:

"Wow! An impressive amount of thought was put into the architectural design of the space, allowing the salon to utilize every square inch."—Conti

"The pop of red is gorgeous."
—Brunstrum

"This design execution shows an incredible level of taste, restraint and uniqueness in a completely unpredictable manner."—Nemer



Clean and Bright

A SIMPLE SHEET OF clean, white paper inspired the overall look of the Vasken Demirjian Salon, located in the Trump Condominium in White Plains, New York. For designer Katerina Soukhopalova and architect Maren Sostmann, the challenge was to not "over-design" the space.

Owner Vasken Demirjian's vision was to make the design of the salon an extension and compilation of all the design elements that transcend beauty: fashion, art, architecture and design, hair artistry, and individuality in style. "I love architecture, so the salon is very sleek and clean, with the feeling of a fresh palette. It's the perfect backdrop to showcase our work," he says.

Upon entering the salon, a noticeable feature to clients is the suspended ceiling grid, which is composed of an elaborate three-dimensional installation of thousands of tubular lampshades. The uneven surface of these lampshades disburse sound through the openings and acts as a sound buffer, which minimizes the usual salon noise. In contrast to the overall white palette, oversized "Valentino" red cylinders made from imported linen are suspended above each styling station. The red accent throughout the salon serves as a unifying element that extends through the salon's stationary and promotional materials as part of the Vasken Demirjian brand.



Most of the salon's surfaces, including all of its custom-built stations, the reception desk and the stylists' cubicles were crafted from white Corian with red Corian accents. The flooring is made from imported, commercial-grade porcelain tiles from Spain, which creates an appearance of a metallic grid. "The salon's location, design and ambiance are exclusively fine-tuned in order to amplify the salon experience while creating an ultimate workshop for the artistry of hair," says Demirjian. ■

