

Beauty Salons

美容美发沙龙

常文心 编/译

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辽宁科学技术出版社

图书在版编目 (C I P) 数据

美容美发沙龙 / 常文心编译. — 沈阳: 辽宁科学技术出版社, 2011.7

ISBN 978-7-5381-6570-8

I. ①美… II. ①常… III. ①美容院—服务建筑—室内设计—作品集—世界②理发馆—室内设计—作品集—世界 IV. ①TU247.6

中国版本图书馆CIP数据核字 (2011) 第035782号

出版发行: 辽宁科学技术出版社

(地址: 沈阳市和平区十一纬路29号 邮编: 110003)

印刷者: 利丰雅高印刷 (深圳) 有限公司

经销者: 各地新华书店

幅面尺寸: 230mm × 290mm

印 张: 34

插 页: 4

字 数: 50千字

印 数: 1~2000

出版时间: 2011年7月第1版

印刷时间: 2011年7月第1次印刷

责任编辑: 陈慈良

封面设计: 迟 海

版式设计: 迟 海

责任校对: 周 文

书 号: ISBN 978-7-5381-6570-8

定 价: 268.00元

联系电话: 024-23284360

邮购热线: 024-23284502

E-mail: lnkjc@126.com

http://www.lnkj.com.cn

本书网址: www.lnkj.cn/uri.sh/6570

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Yoshida Masahiro

Beauty Salons and Spatial Designs

In modern days, beauty salons are expected to be more than just a place to get a haircut.

Beauty salons used to be just a place to "become beautiful" and hairdressers' role was only to provide hairstyles that made the customers look better. Therefore, the space of a beauty salon was designed to be avant-garde and it was a place that had somewhat a sense of tension. However, nowadays, beauty salons are considered not merely as a place to "become pretty" but also as a place to "get refreshed (healed)". Many beauty salons have developed new menus such as head spa, head treatment and scalp massage to heal the customer from inside. Moreover, under the idea of "a total beauty", beauty salons also provide nail cares and eyelash extensions to cover everything concerning "beauty", and thus various functions are required in one space.

Based on this stream of beauty salons changing from a place to "become beautiful" to a place to "get refreshed (healed)", the tone of spatial designs have switched from avant-garde and tense to a warming one, using wood and plastering materials. In order to realise the idea of "total beauty", designers use various techniques to create a space that is suitable for each function, meaning that multiple elements are combined in one space.

美容美发沙龙与空间设计

当今，美容美发沙龙已经不仅仅是理发的场所。

美容美发沙龙曾经只是一个“让人变美”的场所：美发师的角色仅仅是提供发型设计并让顾客看起来更美。因此，沙龙的设计总是很前卫，又略带一种紧张感。然而，现在的美容美发沙龙已经不只是“让人变美”的场所，而且是“获得治愈”的场所。许多美容美发沙龙开发了新服务项目，如头部SPA、头部护理和头皮按摩，让顾客获得从内到外的治愈。此外，一些全方位美容美发沙龙更是提供了美甲、嫁接睫毛等服务，涵盖了一切与美容相关的内容，顾客可以一次性获得全方位的服务。

随着沙龙的功能从“让人变美”转变到“获得治愈”，美容美发沙龙的空间设计风格也从前卫到温馨，大多采用了木材和塑料作为材料。为了实现“全方位美容”的理念，设计师们利用各种技术来打造适合将多种功能区融合在同一地点的设计。

在这一转变过程中，我最强调的是沙龙店长的经营哲学的转变。美丽的标准因人而异，并且随着时代变迁而变迁。但是，我认为沙龙店长的经营哲学是始终如一的。

以下是一些我的设计实例。宝冠美容沙龙的店长曾对我说过：“宝冠是新娘所佩戴的一种冕状头饰。婚礼当天是女人最美的时刻，我让女性顾客每次光顾都能获得婚礼一样的体验。”为了表现店长的经营哲学，我进行了如下设计：每个座椅上方都有一块天花板，让顾客享有一片自己的天地。我将天花板制成岛屿的模样，顾客们可以幻想到自己的蜜月旅行。



What I emphasise most in the midst of this change is the "philosophy" of the owners. The standard of "beauty" varies in accordance with personal tastes and it alters with time as well. However, in my point of view, the "philosophy" of the owners is universal.

I will give you examples from my past works. An owner of a beauty salon named "Tiara" said to me as below. "Tiara is a jewelry that a bride wears on her head. 'The wedding day' is the day that a woman looks most beautiful and I want to provide a service that a woman can feel as same as that special day every time she comes to my salon." In order to express the owner's "philosophy", here is what I did in the design of the salon: above each seat lies a ceiling, which you can say is a head of the space. On that ceiling, I put "islands" instead of "Tiaras" so that the customers are able to imagine about their honeymoons.

In another salon, "Produce NARUSE", the owner's "philosophy" was to make their new shop into something that would link to the historical city it is located in. Every beauty salon has "partitions" to separate the space according to use (haircutting space, waiting room, reception, shampooing space and dispensary). I used the partition as well as the façade as parts of one picture. That is to say, when looking at them separately, the partitions are just regular partitions, but when looking the shop from outside, it is designed to be one big picture that would blend into the city.

I also believe that the "lighting" is the most important factor that we must consider when actually designing a space. In a beauty salon, the illuminance of a haircutting space requires to be more than 1,000 lx, which is almost equal to the colour temperature of the daytime sunlight. The illuminance for sections of nail care and eyelash extension needs to be around 700 lx to 800 lx, while make-up space requires approximately 600 lx and they use an incandescent lamp (orange light) to make the colour of the customer's face look better. Since shampooing section doesn't have to be bright at all, indirect illuminations are used to prevent the lights from getting into the customers' eyes directly and make them feel more relaxed.

By securing just enough level of illuminance in each section, the space will necessarily be divided into various atmospheres, from "tense" to "relaxing". We can create a space that is both functional and well-designed merely by changing the lights.

As stated above, beauty salons need to fulfill many conditions, but the most precious thing is the "philosophy" of the owner and there are limitless ways to respond to their needs.

Beauty salons will keep on developing, but at the same time, spatial designs will continue to advance as well.

Masahiro Yoshida
Representative Executive, KAMITOPEN Inc.

在另一个实例中，成濑制造美发沙龙店长的经营哲学则是让自己的店铺与其所在的历史悠久的城市（町田市）紧密联系。沙龙的隔断分割了不同的功能区（剪发区、等候室、前台、洗发区和药剂调配室）。我将隔断和外墙当做图画的一部分来看待，也就是说：单独看来，这五层隔断毫无出众之处；而从店外看去，这些隔断便构成了巨幅图画，完全融入了城市之中。

同样，我认为在空间设计中，灯光也是一个重要的元素。在美容美发沙龙中，剪发区的照明度要达到1,000勒克斯以上，几乎与白天日光的色温相同；美甲区和睫毛嫁接区的照明度需要在700到800勒克斯之间；化妆区的照明度则在600勒克斯左右，并且要使用白炽灯，让顾客的肤色看起来更好；而洗发区则不需要明亮的灯光，使用间接照明可以防止灯光直射顾客的眼睛，让他们感到放松。

通过在不同的空间设置不同程度的照明，整个沙龙可以被划分出不同氛围，从“紧张”到“放松”。我们可以仅通过调节照明来打造兼具功能性和设计性的空间。

综上所述，美容美发沙龙的设计需要满足许多条件，但是最重要的一点还是店长的经营哲学，设计师有无数的方式来满足他们的需求。

美容美发沙龙还会不断发展，同时，空间设计也会不断创新进步。

吉田昌弘
KAMITOPEN设计公司，执行总监





Bundy Bundy

邦迪美发沙龙

Location:
Vienna Austria

Designer:
BWM Architekten und Partner

Photographer:
Rupert Steiner

Completion date:
2006

项目地点:
奥地利 维也纳

设计师:
BWM建筑事务所

摄影师:
鲁伯特·斯坦纳

完成时间:
2006

Bundy Bundy is the largest hairstyling firm in the high-quality segment in Austria. This internationally oriented flagship salon is a jewel in Vienna's crown. The objective is to accommodate the high art of hairstyling in a salon that cleverly combines many years of Bundy Bundy's expertise with the latest demands in the ambience and design, while featuring all elements of timeless classic.

The key focus of the concept is the customer, who will be made to feel like guests in a five-star hotel. The concept was strongly influenced by the colour palette: each room has its own individual accent. The spectrum runs from soft light beige and strong mauve through bright magenta and lustrous mother-of-pearl all the way to relaxing mint. Sophisticated lighting design intensifies the ambience and gives each room its very own personality. Reception and lobby area with an open fireplace, bar and prominent artistic delights in a soft light brown. The lounge provides first-class treatments and indulgent experiences for the customer in a cosy atmosphere with strong mauve. The Mirror Hall is a place of transformation and an

邦迪美发沙龙是奥地利最大的高端美发造型公司。这家沙龙旗舰店是维也纳皇冠上一枚闪闪发光的宝石。设计的目标是将邦迪美发沙龙具有专业水准的发型技巧和最具潮流的室内设计完美地结合在一起，打造一个永恒的经典空间。

顾客是设计的核心，沙龙的设计力求给他们五星级酒店一般的感受。项目的设计理念深受整体色调的影响，每个房间都有其独特的味道。色谱从柔和的浅肤色、强烈的淡紫色，转变为明快的洋红色和光亮的珠光，最后到达轻松的薄荷绿。精致的灯光设计更是加强了空间的氛围，增添了房间的个性。悬挂着艺术海报，带有开放式壁炉和吧台的前台大厅采用了令人愉悦的柔棕色。淡紫色的休息室为顾客提供顶级护理和奢华体验。镜厅明快的洋红色给人以深刻的印象。水晶厅里，华丽的巴洛克风格圆桌、流光溢彩的瀑布水晶灯以及珠光墙壁极具个性。美发SPA是一片休闲的绿洲，拥有全套的洗发、按摩和柔化设施。整个空间都采用了薄荷绿，其间还点缀着小型绿色植物景观。



1. The reception and lobby area are in a soft light brown
2. Large graphic pattern of bird on the wall
3. Transition area
4. Mirror-surfaced closets with set-in screens
5. The Mirror Hall is in exciting bright magenta
6. The unique-designed light fixtures

- 1.前台和大厅采用了柔棕色色调
- 2.墙壁上巨大的鸟形图案
- 3.过渡区
- 4.镜面橱柜上装有嵌入式屏幕
- 5.洋红色的镜厅明快而令人愉悦
- 6.造型独特的灯具

impressive backdrop for exciting new looks with bright magenta. The Crystal Hall's styling scenery like a sumptuous baroque table with a sparkling crystal waterfall and walls dipped in lustrous mother-of-pearl. The hair spa is an oasis of relaxation with washing facilities complete with massage function and soft laser applications, dominated by calming mint-green including a view of the verdant courtyard.



- | | |
|------------------|---------|
| 1. Entrance | 1.入口 |
| 2. Reception | 2.前台 |
| 3. Dressing room | 3.更衣室 |
| 4. Lounge | 4.休息室 |
| 5. Mirror Hall | 5.镜厅 |
| 6. Crystal Hall | 6.水晶厅 |
| 7. Toilet | 7.洗手间 |
| 8. Lounge spa | 8.休息SPA |
| 9. Hair spa | 9.美发SPA |
| 10. Waiting area | 10.等候区 |



