

## Looks Salon, Cyber Hub in Gurugram, India by DCA Architects

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With the LOOKS brand having multiple presence through the city, and Group DCA being associated with it for the design of its many outlets, this particular outlet was taken up with its own set of unique challenges and planned with a distinct concept. Inheriting a larger space, within the corporate setting of suburban-NCR in the buzzing Cyber hub at the Cyber city, Gurugram, this salon aims to cater to the upwardly, mobile aspirations of the young, dynamic, cosmopolitan clientele of the vicinity as well as discerning private and corporate clients. The client brief called for the creation of different spaces for varied activities to create an overall continuous and homogenous space.





- **Architects:** DCA Architects
- **Project:** Looks Salon, Cyber Hub
- **Location:** Gurugram, India



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Crafting a sense of journey for the customer, one enters into the waiting area that has a lounge with plush seating and is planned as a separate zone altogether. The journey continues into the Kerastase area that is crafted with a view of the outside environment and brings the outdoor environment in. To provide an ease of functionality, separate zones for each service have been created. The backwash area and pedicure services have been enabled as separate zones as well. With the growing trend of coloring one's hair, the coloring consultation has been catered to as a separate zone as well so that the customer need not be disturbed or made to move from one area to the other. In order to offer exclusive hospitality to its customers, LOOKS has planned for a cafe inside the salon, incorporated beside the pedicure area, and is separated by screen.



Image Courtesy © DCA Architects

Incorporating various sections and providing separate zones takes proper planning into consideration. Thus, various types of partitions and screens have been designed to provide individual, defined spaces for all services. All the mirrors in the cutting stations, storages and retail displays have been incorporated as floating panels in metal frames which work as screens that define various spaces. Multi-functional, full height wooden partitions and screens have been used that work as suspensions, display counters along with storage cabinets. Numerous pockets are created within these wooden partitions that serve as retail units. One section/side of the screen is also used as a mirror to facilitate privacy, yet keep alive the charm and largeness of an open and dynamic space.





Image Courtesy © DCA Architects

The defining elements in the salon are flooring and ceiling grid that facilitate circulation as well as highlight different pockets. The cement flooring with Heritage tiles inlaid between metal frames is one of the most interesting elements. They serve as carpets and tie the whole space together, which helps define the various zones and nodal points in the salon. The suspended lights and exposed services along with open ceiling add a subtle rawness to the space. Another divergent element is the incorporation of a video wall which roll out various collections done by the brand. It also acts as a photo shoot backdrop for the client post services.

Overall, the salon has a loungish feel that provides a relaxed, earthy semblance and experience.



Image Courtesy © DCA Architects

## About DCA Architects

DCA Architects is an award-winning, nationally and internationally acclaimed, multi-disciplinary design firm, based out of New Delhi, India. Founded in 1996, over the last two decades, the firm has accomplished architecture and design projects across diverse scales and typologies. Today, the firm has to its credit, remarkable, award-winning, widely acclaimed projects such as:

- Residences
- Retail
- Hospitality
- Workspaces



Image Courtesy © DCA Architects

Each project is treated individually with an approach that is most appropriate to the project's identity, concept, business format, target clientele, code of ethics, context, site location etc. Rather than following current trends, or designing for the short term, we believe in sustainable design which is exclusive, well - balanced, contextual and appropriate. A conscious effort is made to use local, made in India, sustainable materials/ technology, that reinforce traditional crafts and skillsets of the craftsmen, while minimizing the impact on the environment as much as possible. Each project is therefore not a cookie-cutter solution, but is instead climate-appropriate and designed to meet specific needs and contextual conditions that create an exclusive, yet relevant product. Through its contribution in the realm of Architecture and Interior Design, DCA Architects has made a mark across the South Asia, Africa and the Middle East.





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## Partners

Spearheading group DCA are architects Amit Aurora and Rahul Bansal, who graduated in 1993 from the esteemed School of Planning and Architecture (SPA), New Delhi. Both the partners, through their individual expertise have contributed towards the firm's robust image in the design industry, with a special focus on delivering design excellence and innovation. With their dedication towards contextual and sustainable designs, inspiring young talent and nurturing human relations, today, they lead an energized and enthusiastic team of over 40 professionals.



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|--------------------|-------------------------|--------------------------|
| 01 - EMERGENCY     | 09 - COLOR CONSULTATION | 16 - WASHROOM W          |
| 02 - LOUNGE        | 10 - COLORING TABLE     | 16 - WASHROOM M          |
| 03 - RECEPTION     | 11 - SHOWSHAW           | 17 - PANTRY / STAFF ROOM |
| 04 - KEMASAGE ROOM | 12 - JUICE BAR          | 18 - 02                  |
| 05 - NAIL ART      | 13 - FACIAL ROOM 01     |                          |
| 06 - STYLING ZONE  | 13 - SHOWER             |                          |
| 07 - WAITING       | 14 - FACIAL ROOM 02     |                          |
| 08 - VIDEO WALL    | 14 - SHOWER             |                          |
|                    | 15 - FACIAL ROOM 03     |                          |
|                    | 15 - SHOWER             |                          |

Project:  
LOOKS SPA  
1000 P. H. ST. # 2000 V. 1

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