



## Spacesmith designs new Avon company store and image room

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Spacesmith was engaged by Avon Products as the design team for their recently completed in-house company store and image room at their new corporate headquarters. The objective was clear; the spaces must reflect the company's image and philosophy of "beauty, innovation, optimism and, above all, for women." The design is sophisticated, understated and natural.

Unlike its predecessor, the new company store is showcased predominately by the main reception area facilitating easy access for clients, visitors and employees. At the heart of the store is an elliptical skin care bar with testers and plenty of room for shoppers to navigate around and sample products.

The image room is a venue for public relations, marketing and celebrity interviews. The space is equipped with video conferencing technology, wireless microphones, speakers, automated shades and lighting, as well as a Crestron control panel. Avon now has the capability at any given time to perform webcasts, photo shoots, product launches and meetings.

Project Team:

- \* Interiors architect: Spacesmith
- \* Project manager: Gardiner & Theobald
- \* MEP Engineer: AMA
- \* AV Consultant: CMS
- \* Lighting Consultant: Lighting Workshop
- \* Acoustic Consultant: Cerami
- \* Code Consultant: Metropolis
- \* Furniture Dealer: WB Wood
- \* Merchandising Display Manufacturer: Preferred Display
- \* Shelf Mounts: Cubic

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