

AVEDA'S SUSTAINABILITY MISSION RANGES FROM ITS PRODUCTS' INGREDIENTS TO ITS FACILITIES

# BEAUTY BY DESIGN

BY KIM A. O'CONNELL

**a**T BLAINE, MINN.-BASED AVEDA CORP.'S NEW YORK ADVANCED ACADEMY, beauty students have an opportunity to learn the latest techniques in haircutting, styling, color and cosmetics. The academy is one of the newest teaching facilities operated by the renowned personal-care company, which is famous for its commitment to environmentally preferable products. But the walls and windows offer lessons, too. The sleek, light-filled academy represents some of the latest advances in sustainable design.

Aveda takes a cradle-to-grave approach to environmental responsibility. In addition to choosing eco-friendly ingredients and packaging, the company conducts research and development on a range of environmental processes and resources and promotes environmental education, philanthropy and community service. This sustainability ethic extends to the design of Aveda's salons, stores, offices and academies.







TOKYO LIFESTYLE SALON AND SPA

THE NEW TOKYO LIFESTYLE SALON AND SPA FEATURES FLOORING AND STAIRS MADE OF WOOD RECLAIMED FROM A 100-YEAR-OLD FARMHOUSE. IN BERLIN, THE COMPANY RECENTLY OPENED A NEW SALON AND SPA IN A RESTORED 19TH CENTURY BUILDING, TAKING CARE TO CHANGE AS LITTLE HISTORIC FABRIC AS POSSIBLE.



PHOTOS COURTESY OF AVEDA CORP., BLAINE, MINN.





"Sustainability was the foundation of Aveda from the beginning," says Jan Tribbey, vice president of interior design and merchandising. "It informs everything we do from top to bottom. Our building projects are just a small part of our overall approach."

Where possible, Aveda reclaims existing buildings and spaces for its facilities, restoring and renovating them with state-of-the-art design and building techniques. Projects emphasize recycled-content products and locally produced materials presented in dynamic ways.

"We do a wide range of project types," Tribbey says. "We want to guide our design so we use fewer materials in a bolder, more significant way as key components of the design texture and quality. We have a fairly limited palette of materials that we work from, but we apply them in a variety of ways. Even in the short time I've been at Aveda, the availability of sustainable material has increased."

## GUIDING PRINCIPLES

The New York Advanced Academy joins other Aveda teaching centers in Berlin; London; Toronto; and Vancouver, British Columbia, Canada. In New York, Tribbey and her team worked with Lalire March Architects, New York, to create a modern but warm educational environment, emphasizing texture and simplicity with glass, wood and metal. The clinic's wood floor, for example, is made from reclaimed end-grain blocks, and a 70-foot- (21-m-) long wall was constructed entirely from wood scraps, which cleverly and seamlessly disguise student lockers.

"We wanted to make those lockers work better as a design element," Tribbey says. "The mill worker saved scrap wood from the fabrication of bathrooms and kitchens and combined them in this really artful creation that hides the joints and hinges. We kept the architectural space as simple as possible." Other walls and ceilings are finished in low-VOC white paint, reducing emissions while diffusing light.



NEW YORK ADVANCED ACADEMY



TOKYO LIFESTYLE SALON AND SPA

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BERLIN LIFESTYLE SALON AND SPA





AS A GLOBAL COMPANY,  
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BERLIN LIFESTYLE SALON AND SPA

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For a retail store in New York's Grand Central Terminal, Aveda's design team worked with Cincinnati-based FRCH Design Worldwide on an interior renovation that had two guiding principles. First, the company wanted to reduce toxicity of materials to the lowest possible levels, and secondly, the fixtures and materials were chosen to facilitate future disassembly and reuse and minimize waste generation.

Throughout the space, a commitment to recycling was paramount. Stainless and powder-coated steel fixtures were chosen for their high post-consumer recycled content. Gypsum wallboard contains 95-percent post-consumer recycled gypsum, and the flooring includes regionally reclaimed barn beams from New Hampshire. The company also selected wood that is certified by the Forest Stewardship Council or otherwise rapidly renewable.

#### THINKING GLOBALLY AND LOCALLY

As a global company, Aveda also has the opportunity to seek specific environmental solutions for its international locations. The new Tokyo Lifestyle Salon and Spa, for example, features flooring and stairs made of wood reclaimed from a 100-year-old farmhouse. In Berlin, the company recently opened a new salon and spa in a restored 19th century building, taking care to change as little historic fabric as possible.

"Our projects act as catalysts both in the industry and outside of it," says Elina Cardet, AIA Associate, in Aveda's Global Retail Design department. "They show how it is possible to build sustainably, and yet it's poetic and it's inspired and it's good design."

Aveda now is participating in the development of a pilot LEED program for retail projects. "LEED Retail has been advocated by us and a number of other retailers for some time," says Andrew L. Fishkin,





AVEDA GRAND CENTRAL TERMINAL



NEW YORK ADVANCED ACADEMY

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COMMERCIAL FLOORING



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Aveda's project design manager. "We don't build a whole lot of new construction projects, so we're at the table effectively to make sure the bar is raised. Yes, LEED is a checklist and somewhat prescriptive, but, at the same time, there is no other benchmarking system that allows third-party certification."

Looking ahead, the company plans to continue researching new sustainable materials and design techniques while staying abreast of the most pressing environmental issues, such as reducing carbon emissions and increasing reliance on wind power and other renewable energy sources. "There's so much we wish we could do as a company, whether it's related to supplies, equipment or furniture," says Mary Tkach, Aveda's executive director of environmental sustainability. "Jumping on new products when they become available is important, but we're also pushing for it. No one can move fast enough for Aveda." 🌱

*Kim A. O'Connell is a freelance writer based in Arlington, Va.*





## AVEDA GRAND CENTRAL TERMINAL | *New York City*

- **CREATIVE DIRECTION** / **ELINA CARDET**, AIA Associate in Aveda's Global Retail Design department
- **ARCHITECT OF RECORD** / **FRCH DESIGN WORLDWIDE**, Cincinnati, [www.frch.com](http://www.frch.com)
- **GENERAL CONTRACTOR** / **FISHER DEVELOPMENT INC.**, San Francisco, [www.fisherinc.com](http://www.fisherinc.com)

### Materials and Sources

- **FLOORING** from **CARLISLE WIDE PLANK FLOORS**, Stoddard, N.H., [www.wideplankflooring.com](http://www.wideplankflooring.com)
- **PORCELAIN CERAMIC TILE** from **COTTO D'ESTE**, Italy, [www.cottodeste.com](http://www.cottodeste.com), distributed in the United States by **STONE SOURCE**, New York, [www.stonesource.com](http://www.stonesource.com)
- **NONTXIC GROUT** from **MAPEI**, Deerfield Beach, Fla., [www.mapei.com](http://www.mapei.com)
- **LOW- OR ZERO-VOC MORTAR** from **BOSTIK** (Duraflex D-5 Premium and D-40), Wauwatosa, Wis., [www.bostik-us.com](http://www.bostik-us.com), and **AMERICAN FORMULATING & MANUFACTURING** (Safecoat 3-in-1 Adhesive), San Diego, [www.afmsafecoat.com](http://www.afmsafecoat.com)
- **RECYCLED GYPSUM BOARD** from **USG** (Abuse-Resistant Gypsum Board), Chicago, [www.usg.com](http://www.usg.com)
- **BAMBOO PANELS** from **TERAGREN**, Bainbridge Island, Wash., [www.teragren.com](http://www.teragren.com), and **SMITH & FONG PLYBOO**, South San Francisco, Calif., [www.plyboo.com](http://www.plyboo.com)
- **PAINT** from **ICI** (Dulux Lifemaster 2000 Series), Strongsville, Ohio, [www.icipaintsinna.com](http://www.icipaintsinna.com)
- **GLASS** from **MCGRORY** (low-iron, nonlaminated tempered glass), Aston, Pa., [www.mcgrory-glass.com](http://www.mcgrory-glass.com)
- **FIXTURES** from **FLEETWOOD FIXTURES**, Leesport, Pa., [www.fleetwoodfixtures.com](http://www.fleetwoodfixtures.com)

## NEW YORK ADVANCED ACADEMY | *New York City*

- **CREATIVE DIRECTION** / **JAN TRIBBEY**, vice president of interior design and merchandising for Aveda
- **ARCHITECT** / **LALIRE MARCH ARCHITECTS**, New York, [www.laliremarch.com](http://www.laliremarch.com)
- **GENERAL CONTRACTOR** / **COOK AND KRUPA INC.**, Long Island City, N.Y., [www.cookandkrupa.com](http://www.cookandkrupa.com)

### Materials and Sources

- **SCRAP-WOOD WALL** from **DUN-RITE MILLWORK**, Elmont, N.Y., (516) 437-3040

## TOKYO LIFESTYLE SALON AND SPA

- **CREATIVE DIRECTION** / **JAN TRIBBEY**
- **DESIGN** / **FRCH DESIGN WORLDWIDE** and **HEART**, Tokyo

## BERLIN LIFESTYLE SALON AND SPA

- **CREATIVE DIRECTION** / **JAN TRIBBEY**
- **DESIGN** / **JAMIE FOLBERT** and **CAROLA SCHAFERS**