

## L'Oréal Academy Barcelona, Spain

The new L'Oréal Academy is located in a very important area of the city of Barcelona, on Corsega Street, 302, between Paseo de Gracia and Avenida Diagonal. The basic objective of the project was to positively impact the user, through a spectacular site that would provide good feelings, and respect the functional needs and practices of an academy of L'Oréal.

Its concept is based on overall beauty. Hair in particular, was the inspiring element to create a unique space of 1.100m<sup>2</sup> spread over the ground floor and first floor. The ground floor houses a public program with the training rooms and the first floor contains a program that includes the offices and skincare.

The starting point was developing various collages to illustrate L'Oréal's history along its hundred years of existence. The collages were composed of images and fragments of hair, scissors, women, trying to reveal the aspirations of the salon.

Client: L'Oréal España S.A  
Location: Barcelona, Spain  
Date: 2012  
Typology: Interiors Rehabilitation

Architect: Benedetta Tagliabue  
Project directors: Daniel Rosselló, Valentina Nicol Noris  
Design team: Katrina Varian, Vaiva Simoliunaite, Diego Parra, Alexandre De Toffol, Jiyoun Park, Laura Sandoval Palacios, Elisa Valdarnini, Maddalena Vitti, Marta Basaglia, CJ Rogers, Oscar Lopez, Ernesto Lopez, Marco Pesenti, Grant Mc Cormick, Blake Naumann, Ivan Jimenez, Alvaro, Hidalgo Nuñez, Maya Weitmann, Jesus Mejias, Francesca Origa, Cristina Garriga, Roy Delgado, Melanie Wetz, Lou Larrieu, Ivanka Alonso, Johnny Sprunt, Paolo Colombo, Valandis Kallis, Giulia Babboni, Alessia Colombo, Gabriele Rotelli

Gross floor area: 1.100 sqm



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