

The System, A Paul Mitchell Partner School Springfield, Missouri

Firm: Dake Wells Architecture

Client: The System; Schrene Davis, Owner/Director of Education

Area of project entry category: 10,500 sq. ft.

Cost of project entry category: \$336,000

Cost/square foot of project entry category: \$32

Completion: November 2005

The 10,500-square-foot interior of an existing retail center was transformed into a modern teaching facility for The System by focusing on the values of the Paul Mitchell methodology and image. Given the limited budget and rapid construction schedule, the design focused on a straightforward planning concept inspired by the Paul Mitchell product line.

Smaller spaces with a need for plumbing are organized into a "tube of color" along the rear edge of the space, recalling the tubes used for coloring hair. A burst of color and light emerges from the tube's end to highlight the "color bar" where students experience the art of hair colorization.

Black and white is the dominant theme, with colored accents marking the reception area and backbar units. Light-

ing plays an important role in setting the mood for the instructional space, and Paul Mitchell stock photography is used to create custom banners to disguise steel columns.

New construction was conceived as objects inserted into the existing, unadorned shell, celebrating the "sweet and sour" relationship between the two. ▲

PHOTOGRAPHER: GAYLE BABCOCK/ARCHITECTURAL IMAGEWORKS



Color bar



Backbar units



Reception area



Reception detail