

Douglas Wallace Architects wins Best Retail Space Award 07  
for design of Peter Mark Salon, Mary Street.

(May 2007) - Douglas Wallace Architects, Designers and Project Managers has won a prestigious Best Retail Space Award for the design of the Peter Mark Salon, Mary Street, Dublin. The award was presented to the company by Interior Design 2007 | Art 2007 which runs in the RDS from 18<sup>th</sup> May until May 20<sup>th</sup>. Ireland's most discerning design led event, organised by Louis O'Sullivan, showcases the best of what's new in all facets of interior design from over a hundred exhibitors.

Douglas Wallace took home the top prize in Category Best Retail Space for the refurbishment of a 2,500 sq ft Peter Mark salon on Mary St. in Dublin. Incorporating a large retail area, nail bar, hairdressing and staff facilities, the salon design offers a funky urban feel.

Interior Design 2007 presents the latest design concepts and new directions in lighting, fabrics, flooring and furniture as well as wall treatments, audio visual, home accessories and kitchen design. It is the place for inspiration, information and an opportunity for architects and specifiers, developers and hoteliers as well as homeowners to meet design professionals. Winners were also announced for Hotel & Restaurant Space, Living Space and Public Space on the opening night, Thursday May 17<sup>th</sup>.

Peter Mark Hairdressing Salons were founded by Peter and Mark Keaveney in 1961. Peter Mark has grown into one of the most successful hairdressing company in Ireland with 70 salons nationwide. When clients and staff choose Peter Mark they expect and get the best.

Douglas|Wallace Architects and Designers have worked with Peter Mark since 1988 when the haircare company was one of the new practices' first clients. It is a long-term relationship which has helped to secure their respective positions as market leaders.

Accepting the award on behalf of Douglas Wallace, Brian Jennings, director at Douglas Wallace welcomed the recognition of the Mary St. Peter Mark Salon. "The overall look and feel with its slight nod to retro chic has been achieved successfully. The Mary St design has challenged the standard formula for hair salons".

Douglas Wallace describe their design as 'an informative, fun retail unit which is complimented by the dynamic of a working salon with the nail bar as a backdrop'. "We have created a salon environment in which customers can shop without having to commit to a new hairdo", designer Aoife Rhattigan notes.

The Mary St. salon has a more defined retail offering for the Peter Mark group. The most innovative aspect of the project has been this focus on hair-related retailing. "We will see many salons enter into the area of larger retail offers to remain competitive in the market. Peter Mark is setting a benchmark in this regard", says Rhattigan.

Commenting on this year's event Helen Mason, design consultant to Interior Design 2007 | Art 2007, working for Louis O'Sullivan, the event's organiser, says, "The realm of interior design has come to project lifestyle trends reflecting how we are more design conscious. No longer about function solely, we are recognising that great pleasure can be taken from good design where aesthetic ideals can define the environments we work and live in."

Contemporary, Modern and Classic it is the interiors event of the year.

Ends

Editors Note:

Interior Design 2007 | Art 2007 | RDS, Dublin 18<sup>th</sup> – 20<sup>th</sup> May, 2007

[www.interiordesign2007.ie](http://www.interiordesign2007.ie)

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