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Haynes Group and Ebbrell create new space for AIDa Aesthetics

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Hanover, MA When taking your business to the next level, your space, “Needs to reflect the work you’re doing and provide an experience that makes clients feel like part of the family,” said Dana Broslovsky, LME, and co-owner of AIDa Aesthetics. Broslovsky and her partner Alyssa D’Arcy determined that after six years of success, they had outgrown their existing space. They found a new street level location in town that while larger and offered additional room for growth, needed outfitting. They tasked the Haynes Group with the project, which brought on Ebbrell Architecture + Design, a certified Woman-owned Business Enterprise, to complete the design.

Lauren Foley, NCIDQ, LEED GA, interior designer at Ebbrell and Christine Medeiros, project manager of the Haynes Group led the design-build project creating an all-female project team.

Foley said the spa's new 3,000 s/f space provides contiguous rooms that it lacked in its former location. Now, each provider has their own personal space to allow for creativity, treatment planning and building relationships. Foley said, "AIDa's new location is inviting and luxurious, they now have eight treatment rooms as well as generous reception and retail space." The retail space includes enough storage to provide fulfillment of online orders – something that wasn't possible in the former location, and which creates new business opportunities for the practice.

The finish palette, one of Foley's favorites, is "glossy, glamorous, and sophisticated." For the lighting, the Ebbrell team worked with Eric Petrichenko at Omnilite Illuminate to select brass fixtures and ambient lighting that make the space soft and feminine. Foley said that the Ebbrell team worked with Haynes to tailor the project to meet the client's budget while making sure it had an elevated feel.

Foley added that in addition to the aesthetics, the project – a medical spa – also required attention to technical aspects such as soundproofing, flow, privacy, and infrastructure to manage equipment and healthy airflow. "The clients' health and safety needs were always top of mind," said Foley.

When asked what it was like to work on a project that was women run, Medeiros said, "It was a great feeling to work closely with these creative and talented women. We had a cohesive team where everyone felt heard and comfortable expressing themselves. It's not often an opportunity like this presents itself in construction, I'm glad I was a part of it."

Foley said that working with Alyssa and Dana, the "AI" and "Da" in AIDa Aesthetics was a wonderful experience. "They are such lovely clients and we really helped bring their vision and dream to life."

Broslovsky said of the project, "The transition here has created a more cohesive environment for team collaboration and continuing education. And, the space highlights the level of what we have to offer. We have created a destination that allows for an immediate sense of belonging."

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