

# When Beauty Becomes a Mantra

A world-class hair stylist has infiltrated the paddy-fields of Petitenget with the addition of a Bali inspired designed salon that houses an International name. Formerly the founder and director of Intercoiffure Mondial and named as one of the world's top hairdressers, Dutchman Rob Peetoom brings beauty to Bali in more ways than just his famous hairstyling and make-up skills.

STORY BY Dewald Haynes PHOTO BY Bagus Tri Laksono & Rob Peetoom Hair Spa Doc.





THE SPA REFLECTS THE ULTIMATE LUXURY IN HAIR TREATMENTS AND STYLING AND NEXT TO ALL OF THIS, IT CREATES EXTERNAL BEAUTY NOT ONLY FOR THE CLIENT BUT ALSO FOR THE LOCATION.



Bali as an inspirational design concept provided the perfect symbioses between the brand and the island as a cosmopolitan destination. The two touched and stuck together with a mental and emotional bond to bring a serene environment to life right in the buzz of Bali's most busiest area down South.


Ruud van Oosterhout as the interior designer had a vision that was a bit more romantic and tropical than what the Seminyak area is known for in mind for the salon. But it was Rob that fell in love with Bali and when he started to discuss ideas with Ruud they traveled together around the island to find inspiration. The design had to perfectly capture Balinese elements and natural finishings, which are rare to find in the signature style of other Rob Peetoom salons across the globe. The main idea was to create something distinctively Balinese in architectural style and general aesthetic.

The result is three small buildings with roofs on poles in various sizes, inspired by the Balinese village communities for hair, makeup and beauty

- WHEN BEAUTY BECOMES A MANTRA  
CLOCKWISE FROM LEFT
- The counter that greets customers
  - A contemporary salon ambiance is persistent throughout the interior
  - Various areas are separated for different treatments provided by the salon
  - The washbasins with a rice paddy view



treatments, which overlook the rice fields. There are tranquil waterways with stepping stones that connects the houses and brings an aura of calmness and serenity to the visitor. The setting provides the exact atmosphere for the pure natural treatments that is on offer by Rob Peetoom's Hair Spa in Bali, and is a place to indulge the senses and feel the spiritualism of the location. The traditional village communal style living of the Balinese is what eventually brings the design ethos together. The buildings are very simplistic with roofs supported by long posts or various heights and sizes floating in a tank with water or stepping-stones for connection and overflowing into the rice paddies.

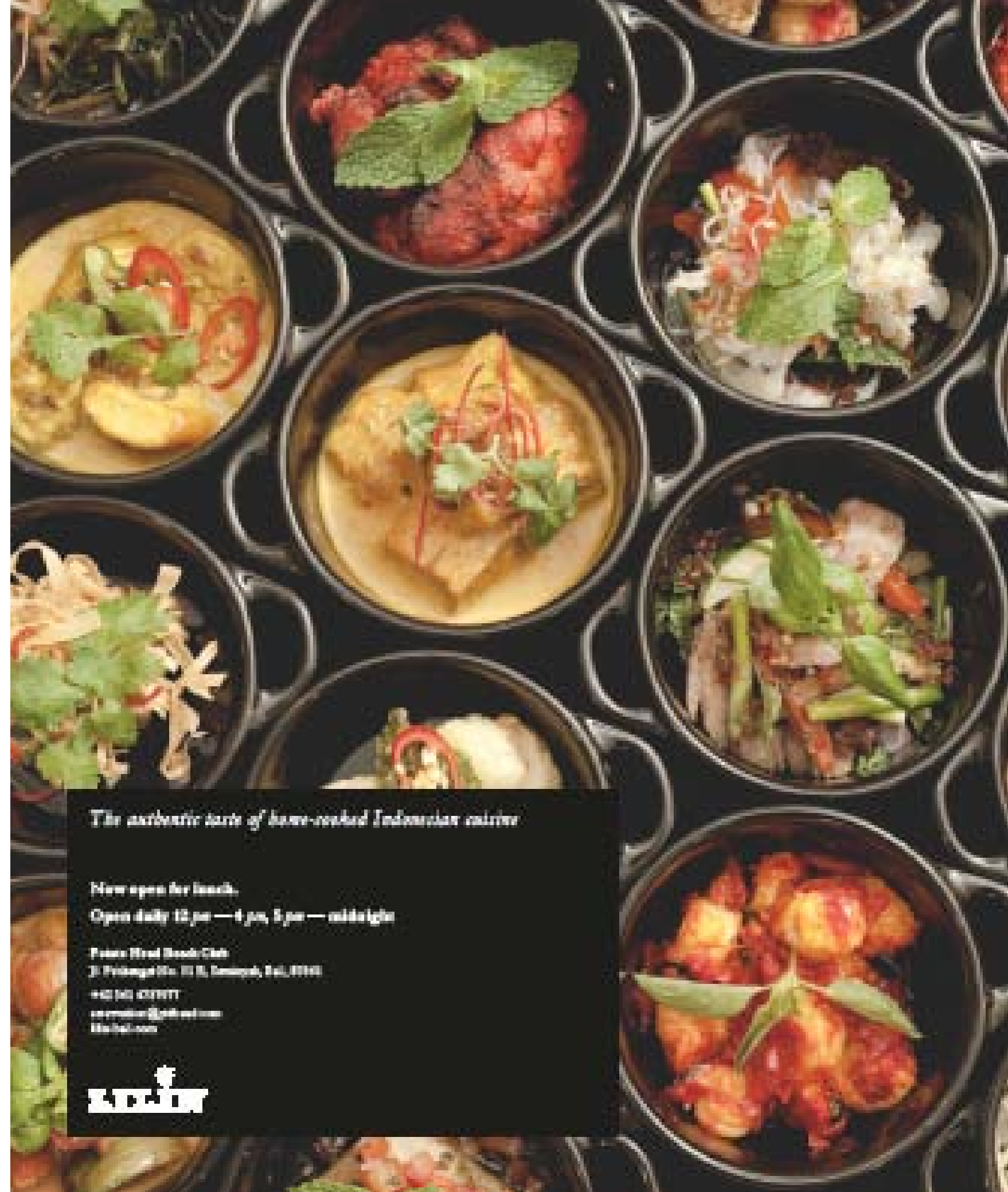
The salon uses purified water in all their basins and offers a wide range of treatments from their spa menu. Having an international acclaimed name also means that internationally acclaimed products are used inside the salon. Here it is virtually possible to make the most of yourself, to confine in the beauty of Bali while being beautified yourself. Beauty is a mantra that echos through the salon's design and treatments. 



WHEN BEAUTY  
BECOMES A MANTRA  
FROM TOP  
—  
Reflexology almost right  
inside the rice fields  
—  
Waterways between  
the structures to create  
tranquility

## Project Data

**Project Name**  
Rob Peetoom Hair  
Spa Bali  
**Location**  
Jalan Petitenget 16  
Seminyak, Bali  
**Client/Owner**  
Rob Peetoom  
**Architecture &  
Interior Designer**  
Ruud van Oosterhout  
**Lighting Consultant**  
Lightdesign & Ruud  
van Oosterhout  
Design  
**Furniture Designer**  
Ruud van Oosterhout  
& Maletti (Hair Salon  
and Beauty Chairs)



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