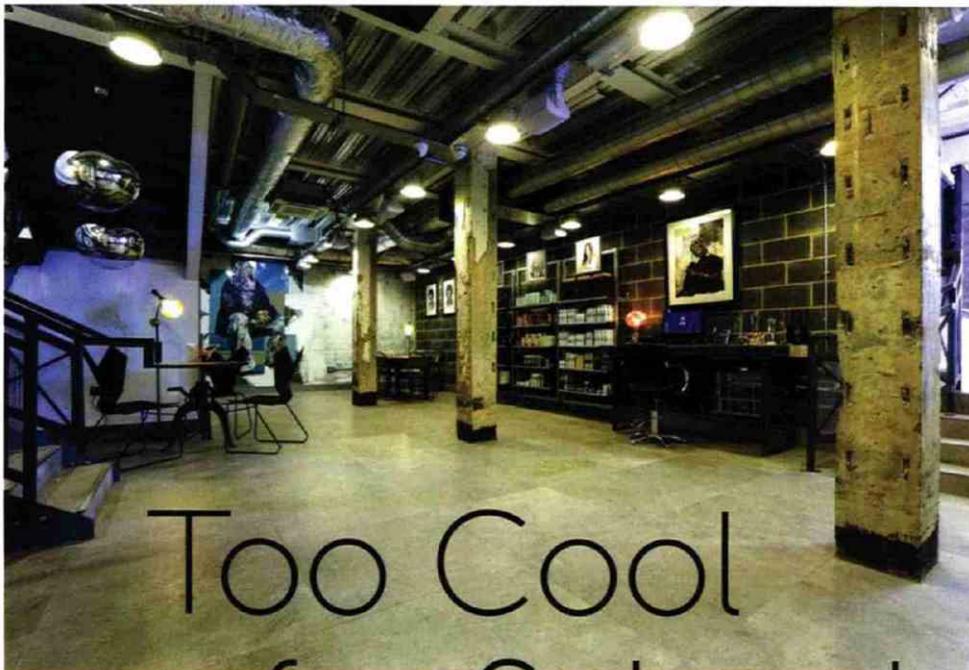




► 1 dicembre 2017



Too Cool for School

*The doors of
the eagerly
anticipated
Rush Training
Academy
are open.
Step inside...*

Industrial chic breakout areas, graffiti artwork, hand-crafted furniture and bespoke light fittings, the new Rush Academy is designed to inspire.

In the heart of London's Covent Garden, the new Academy is surrounded by history and culture. The central location fits perfectly with the Rush ethos of creativity and accessibility. Now both UK and international attendees can learn the techniques that have helped the team to win over 20 creative awards.

"Our interior inspiration came from the fabric of the building itself. It helped us to create a space that was a blend of contemporary art gallery and utilitarian warehouse," explains Stell Andrew, co-founder and joint CEO.

Guests are first greeted in the reception and relaxation areas, which feature soft, natural stone and contemporary lights from famed UK designer Tom Dixon. In keeping with the industrial theme, a bold steel staircase and a bespoke wooden and steel reception desk are focal points. Ducting has been left exposed, the floors are stone and the

The facts

Name: Rush Training Academy

Location: 17 Bedford Street, Covent Garden, London

Size: 3600 sq. ft.

Budget: 700k

Furniture: [Maletti](#)

Styling Stations: Three classrooms accommodating 40 people





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Stell's star tips

- ★ **Get a project manager:** We had the fabulous Dudley Cummings and he made everything possible.
- ★ **Be flexible:** Allow a bit of creative freedom so you can add magical touches to the space, like modern artwork. We love our two original pieces from Matt Small's This is England collection.
- ★ **Enjoy:** Try to laugh and enjoy the process along the way.



walls are artfully distressed to create a space with a rough, yet beautiful feel.

"In contrast, the teaching areas are light and bright with exposed brick walls and glass partitions," says Stell. "We used LED lighting which is crucial for demonstrating and also shows off our amazing artwork."

Plus, attendees can sit on chairs and at tables that are a century old and originally came from a school laboratory.

Moving to the backwash area, positioned in an arched underground tunnel, this space has softer lighting. Brick arches are complemented by bespoke metal gates from Andy Metals with backwashes from Maletti.

The Training Academy will share the Rush philosophy of 'strength and movement'. The Academy will have both long and short-term courses so it will be suitable for everyone, from fledgling hairdressers to the most innovative, creative stylists and colour technicians.

The team predicts the new Academy will be popular. Stell muses: "We might run out of space within a year – then we will need a second Rush Training Academy!" Watch this space. 📺