

Spa Design Around the World

What's on the Drawing Board?

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The Spa Industry has become obsessed with well-being. We have experienced a shift in our collective psyche regarding “the spa experience.” No longer are we satisfied with flitting moments of pampering and pleasure. We are seeking transformation in our daily lives through the spa experience. The Spa Industry is spurring its own “new enlightenment,” we are digging deeper and asking ourselves questions of values. We are reevaluating what makes life worth living and recalibrating the spa experience to reflect this. We realize that wellness isn’t only about personal happiness but encompasses social engagement, gratitude, spiritual connectivity, joy and hope. By following this evolution through synergistic trends in design, we can see where we have been and where we are headed. There is no one size fits all design solution. We must understand and respond to client driven desires, which are fueling these emerging developments. We must harness the powerful shift that is taking place within our industry. We must “design for desire,” a transformation allowing us to achieve a better life for ourselves and also leave behind a lasting sense of well-being for the generations to come.

DESIGN FOR WELLNESS: An emerging form of design which is transforming the face of the spa industry

- Spa Residence – Orlando, Florida USA
 - Home spa/ spa home
 - Living the spa life
- Canyon Ranch Living – Chicago, Illinois USA
 - “Wellness Tower” – mixed use: Hotel, Condominium, Restaurant & Nutrition Café, Spa, Fitness & Diagnostic facilities
 - Spa lifestyle environment – full integration

Healthy regards,
Bob Henry – Principal

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