



Breakout Session: Spa Design Around the World - What's on the Drawing Board?

Monday, May 21st

11:45AM – 1:00PM

Beekman Suite

Moderator: Anna Bjurstam, Managing Director, Raison d'Etre, Sweden

Panelists:

Katharina Braun, General Manager, Deckelmann Wellness Hong Kong Ltd., Hong Kong

Clodagh, CEO, Clodagh Design, New York

Cary Collier, Principal, Blu Spas Inc / Collier and Collier Spas, Montana

Robert D. Henry, Principal, Robert D. Henry Architects, New York

Contributors:

Jean-Paul Blissett, Managing Director, Syntax, UK

Mary Elizabeth Bondu, International Development Director, Hydrotherm Ltd., France

Don Genders, **Managing Director**, Design for Leisure, UK

Summary

Each panelist presented their view on the future of spas and what is on the drawing board. Important trends are

- Live (vs. experiencing) the spa life
- Ecological and sustainable spaces
- Using sustainable materials (for example bamboo) and technology (solar energy)
- Spa lifestyle living
- Minimize the boundaries with nature
- Back to basic
- Wellbeing through water a trend that never ends, only grows
- Spa spheres in the nature applying very high tech systems as well as sustainable materials
- Franchise spas on the rise, Nectar was shown as an example of a completed concept that is being rolled out at the moment

Key take aways

- Spa design – for successful spa design there must be a spa expert in the initial process. An architect and interior designer is not enough. The concept should be decided before the design commences, in order to get a custom made unique spa.
- For the future of wet areas we should take the history and apply the technology we have today to make them more sustainable without making wet areas gimmicky with attention-grabbers that do not work
- The ideal spa should have both individual wet areas as well as one communal wet area to satisfy the guest demand. An alternative, if there is no communal wet area, is to build spa suites with a small and exclusive wet area
- Franchise spas with set design features are on the rise, which will allow a faster expansion at a lesser cost (treatment room will cost 30% less)



- Ecological, organic and sustainable spas are the future and guidance is needed on how the spa industry can achieve the same and further certify a spa as a “green” spa

Next steps

- Agree on common recommendations for developers on how to successfully design their spa
- Put together a “green” committee to take sustainable spa design further into recommendations, information and certification