

Multidiversity in Wellness

New Directions in Wellness Design

Martin R Goldmann
Email mrg@a-spa.com
23rd May 2019



Interesting
Fact



New
Directions
Treatments



4 Pillars of
Design



New Directions
Technology



Projects in Progress

Full presentation available on: www.a-spa.com/download/paris



Something to think about

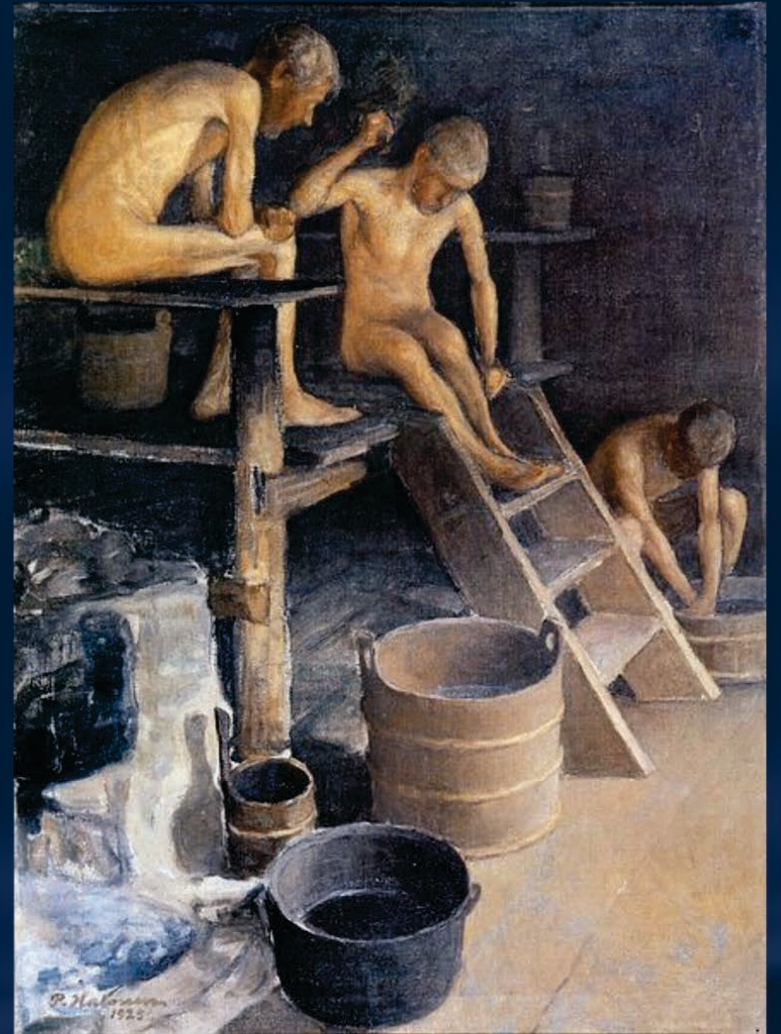
Do you know our industry still uses
technology which dates back
thousands of years!

Natural
progression



Natural progression

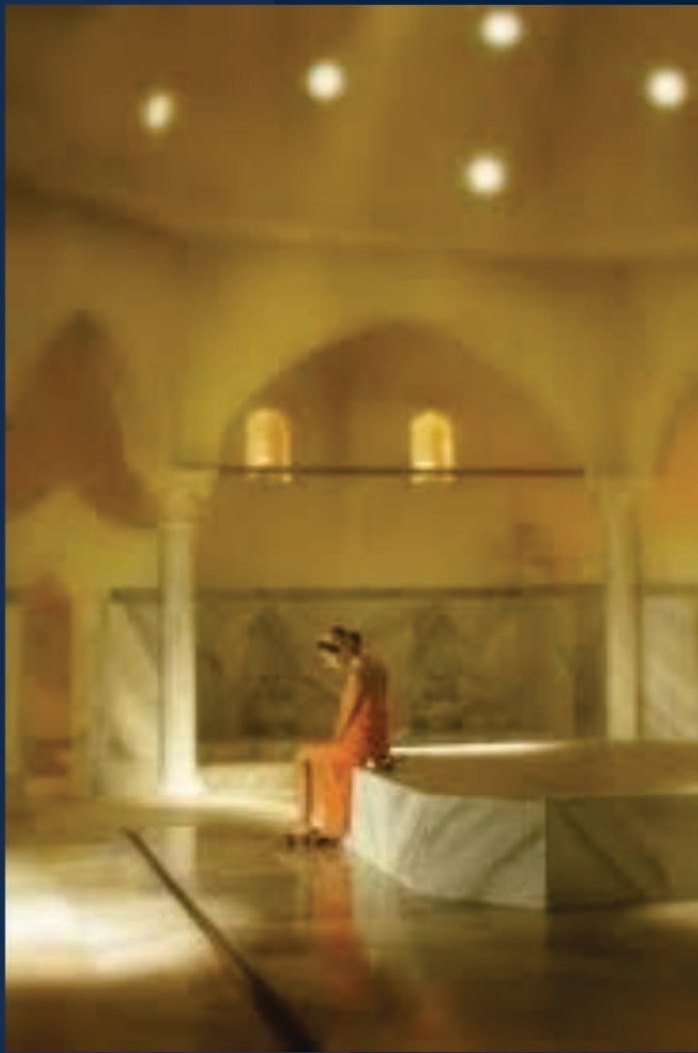
First mention of a sauna was
in Finland shortly after the
Ice-Age, dating saunas as old
as 10,000 years old.







Greeks - Romans - Ottoman influence



Ottoman - Hammam

What is interesting about the hammam is you always found this next to a Mosque

Late 19th
Century
Russian
Banyo
(Slavic steam
bath with a
stove)



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Good design
and outcome
must be
preceded by

Outcome = Financial and Operational



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Budget



End in
Mind



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Budget



End in
Mind



What are
you selling

Good design
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Outcome = Financial and Operational



Budget



End in
Mind



What are
you selling



Alignment

Budget

- Well defined spend budget
- Architects fee
- Consultants fee
- Structural Cost (Not included)
 - Substructure
 - Superstructure
- Cost per square meter
 - Simple finish - € 1.200,- sqm
 - Average finish - € 1.800,- sqm
 - Complex finish - € 2.400,- sqm



Budget

- Well defined spend budget
- Architects fee
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- Structural Cost (Not included)
 - Substructure
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End in mind

- Think of designing a restaurant
 - SWOT
- Look at local competition
 - New build 2 to 4 years



Hotel Verde Zanzibar

End in mind

- Think of designing a restaurant
- Look at local competition
 - SWOT
- Look at the roll out date
 - New build 2 to 4 years

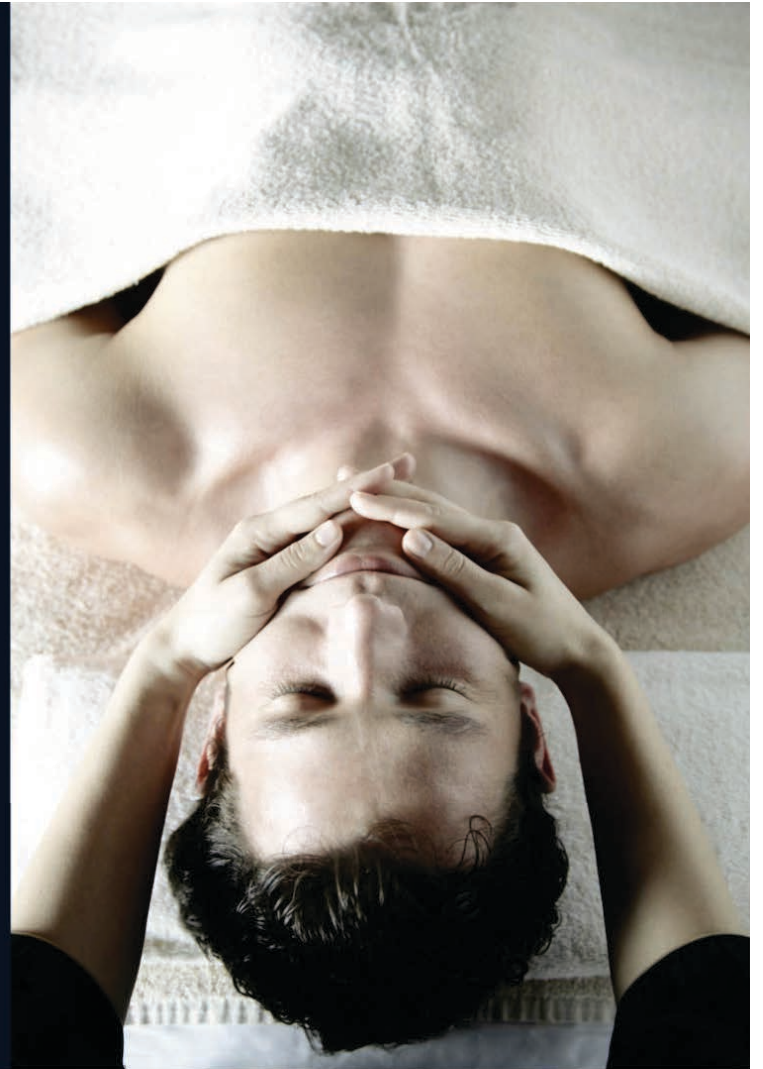


Hotel Verde Zanzibar

What are you selling?

- Hammam treatments
- Full body scrub
- Vichy shower
- Define your treatment menu early
- Keep it authentic, keep it local

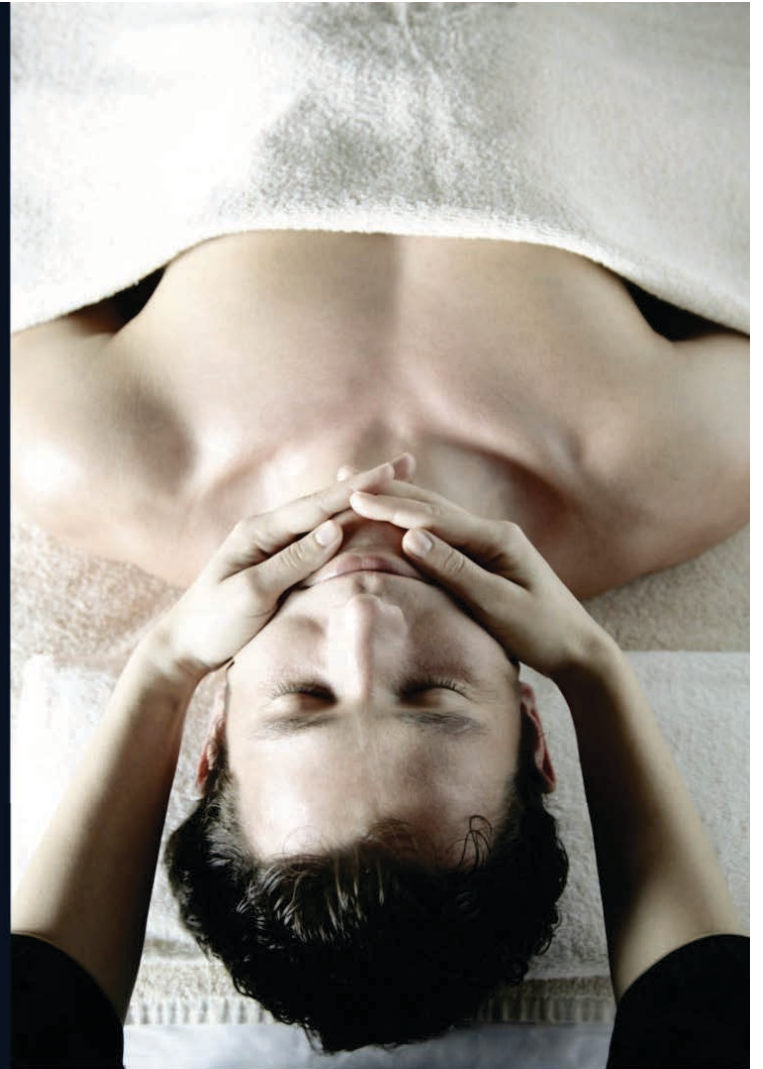
Choupana Hills - Madeira Portugal



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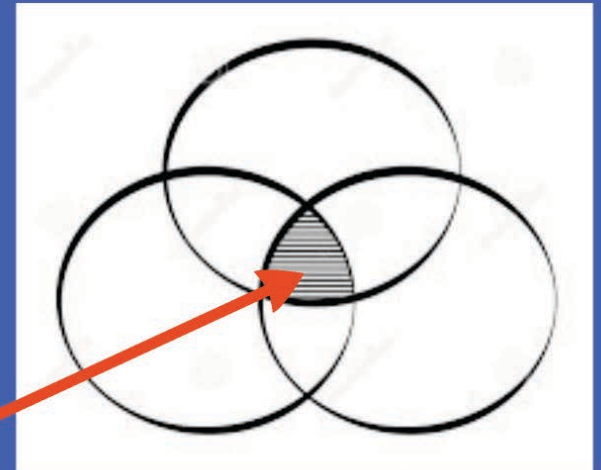


Utopia

an imagined place or state of things in which everything is perfect.

- Operations
- Design
- Guest Experience

Utopian moment

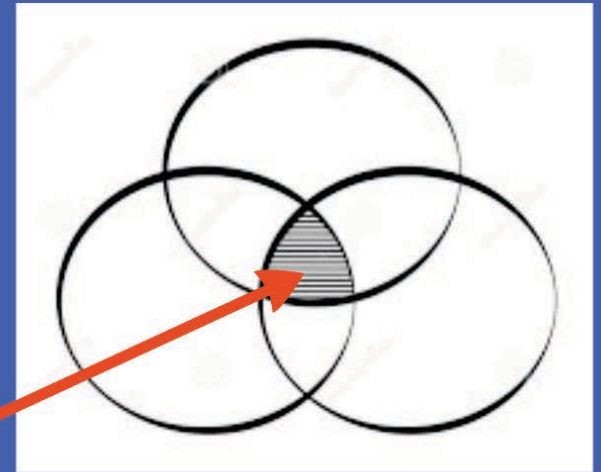


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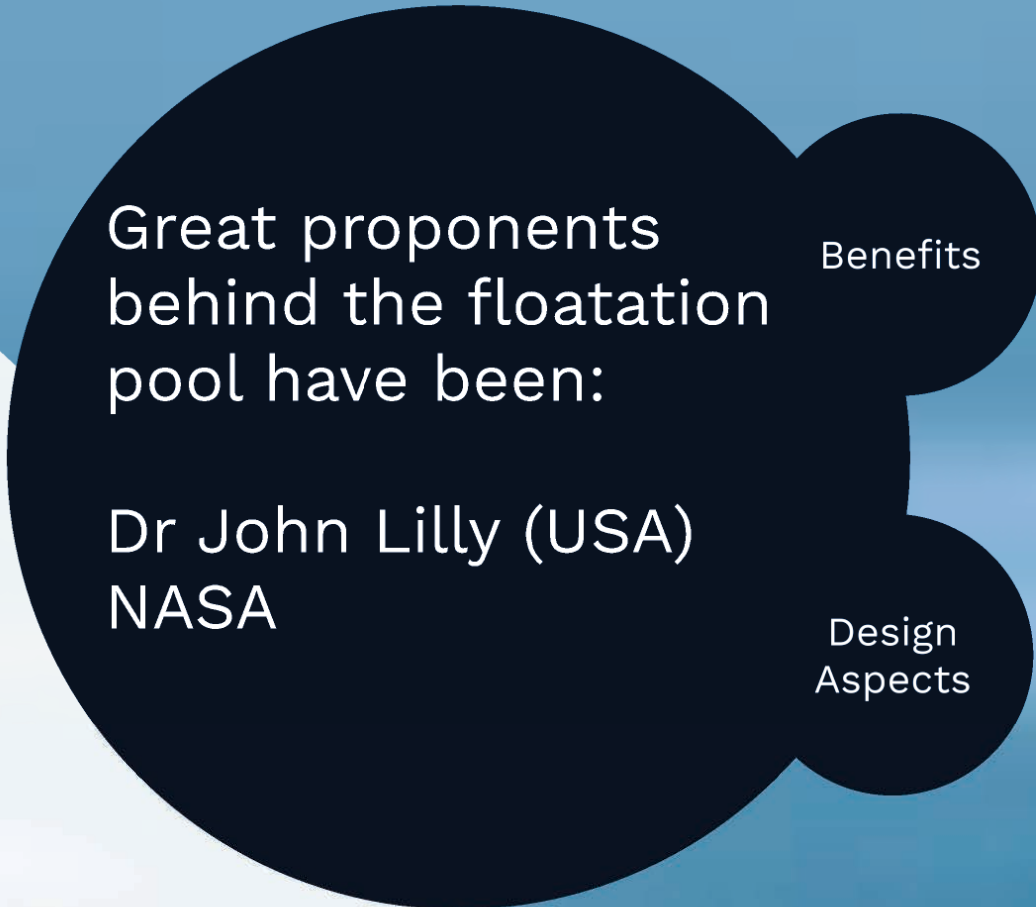


What is on the Radar

Floatation
Pools

Rock
Crystal
Room

Salt Cave



Great proponents
behind the floatation
pool have been:

Dr John Lilly (USA)
NASA

Benefits

Design
Aspects

- Stress reduction
- Epsom Salt (Magnesium Sulphate)
- Increase in Theta waves (4 - 7Hz)
- Release of endorphins



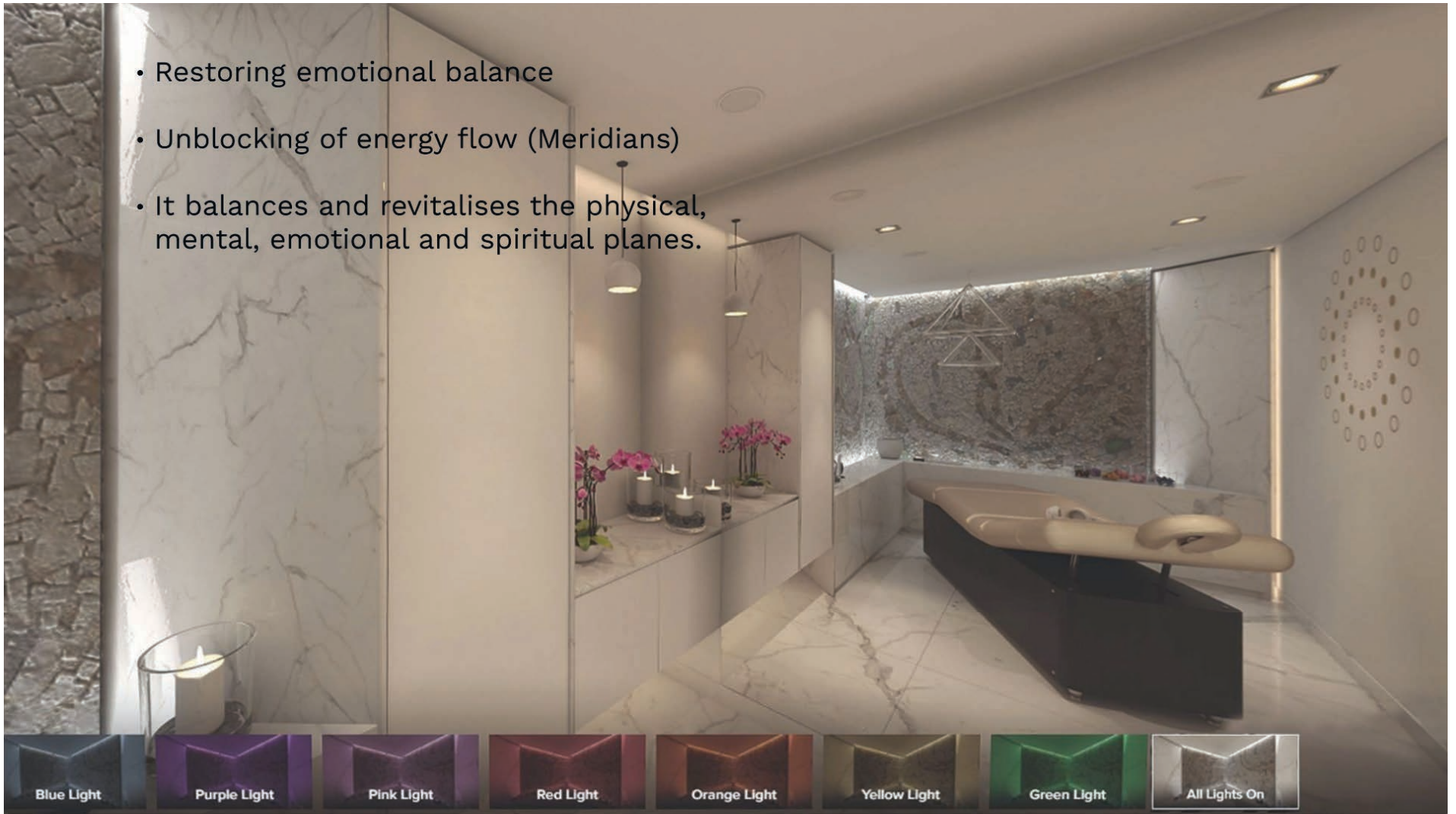


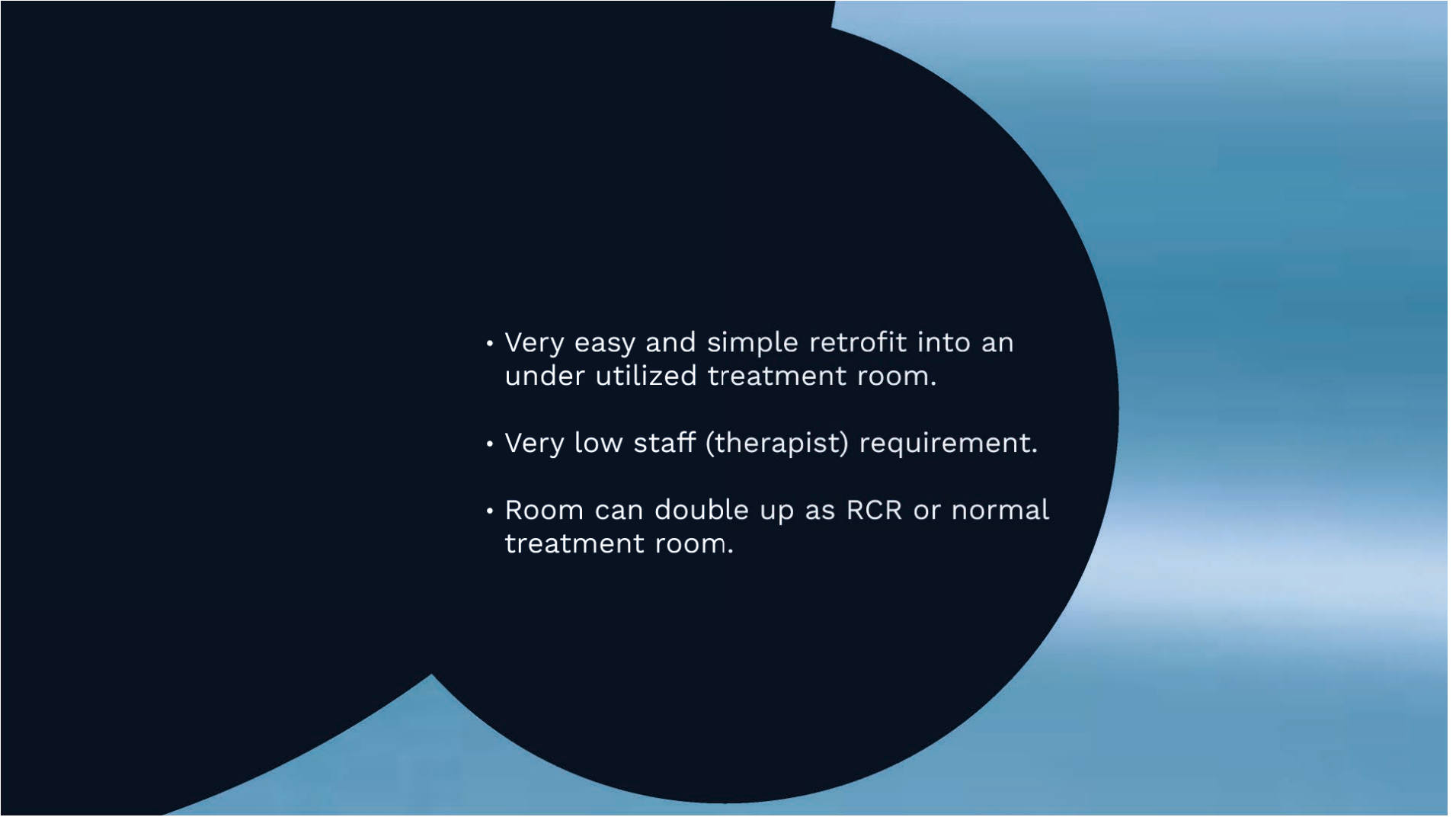
Quartz crystals are
known as “**master
healing crystals**”

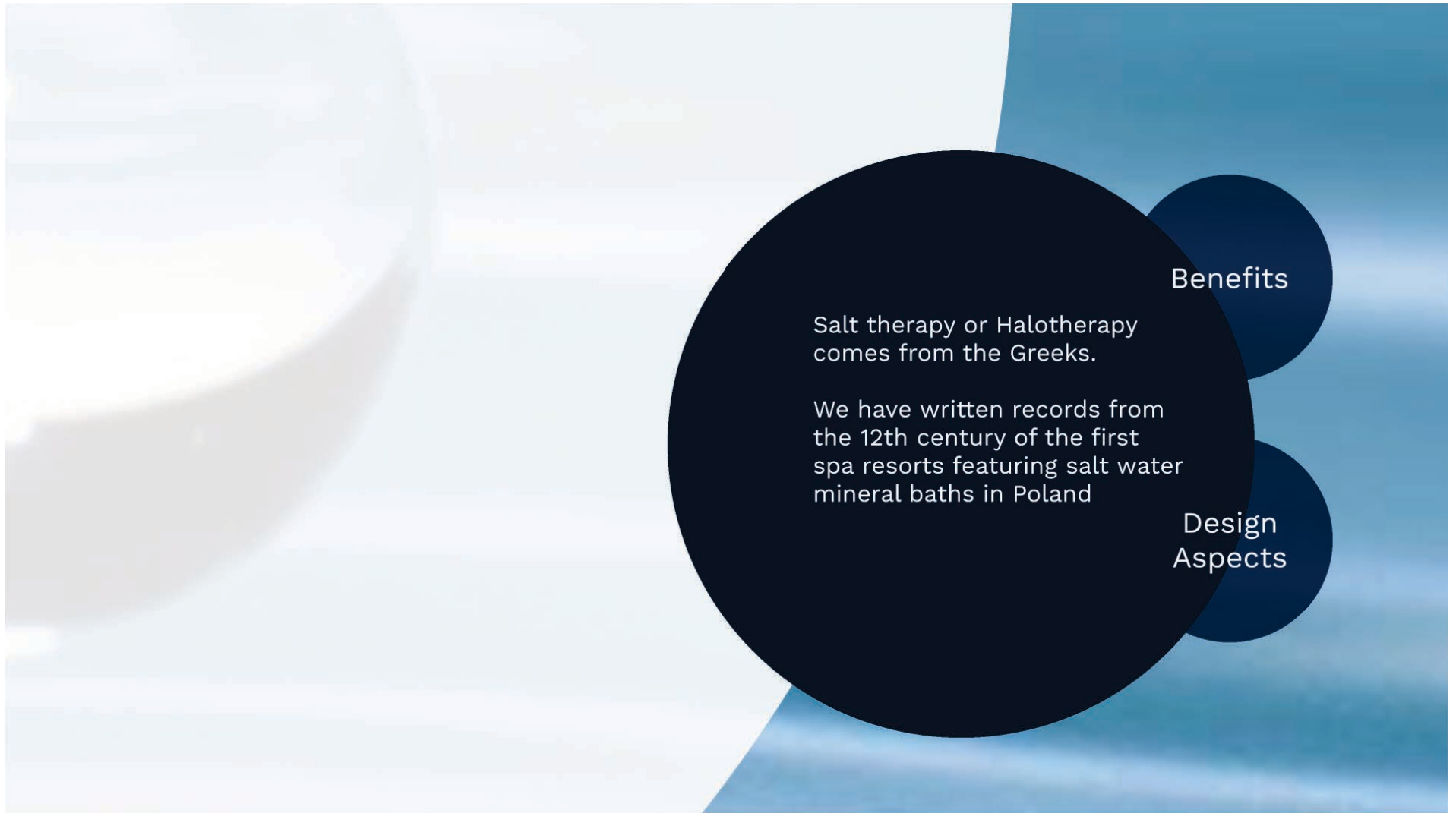
Benefits

Design
Aspects

- Restoring emotional balance
- Unblocking of energy flow (Meridians)
- It balances and revitalises the physical, mental, emotional and spiritual planes.



- 
- Very easy and simple retrofit into an under utilized treatment room.
 - Very low staff (therapist) requirement.
 - Room can double up as RCR or normal treatment room.

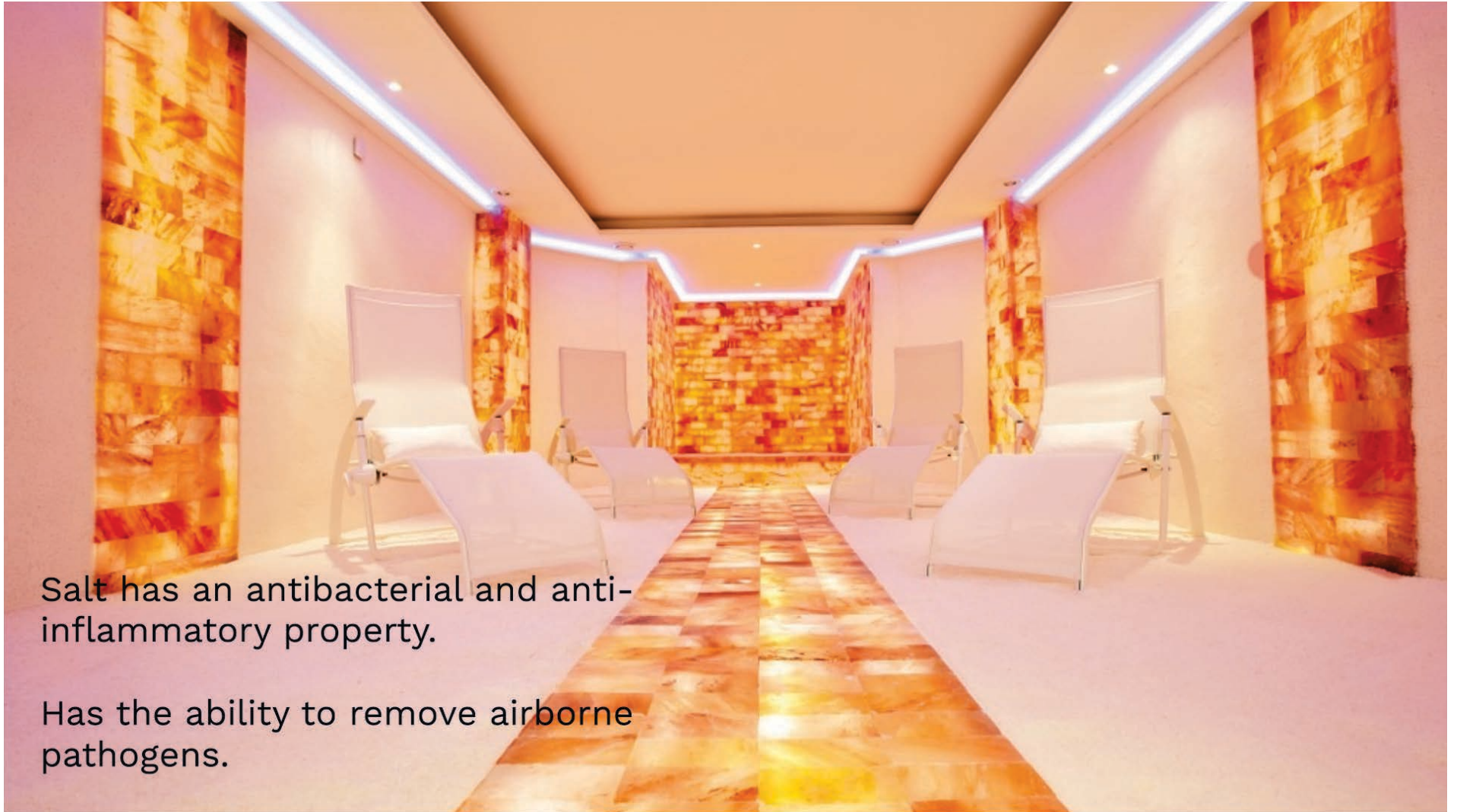


Salt therapy or Halotherapy comes from the Greeks.

We have written records from the 12th century of the first spa resorts featuring salt water mineral baths in Poland

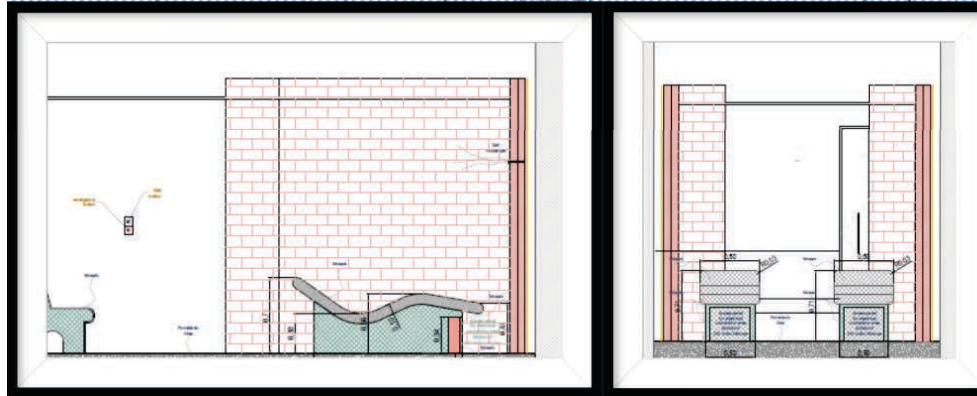
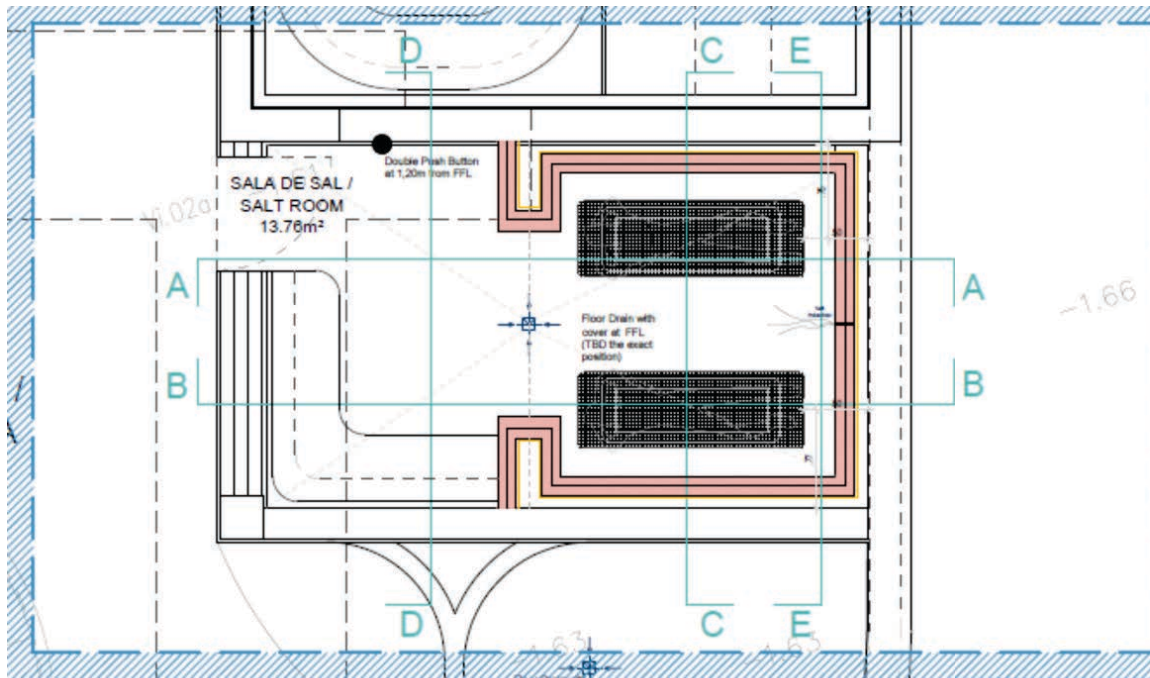
Benefits

Design Aspects



Salt has an antibacterial and anti-inflammatory property.

Has the ability to remove airborne pathogens.



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Reducing our Carbon Footprint

Water
Electricity
Plastic

Hotel Verde Zanzibar



Water conservation

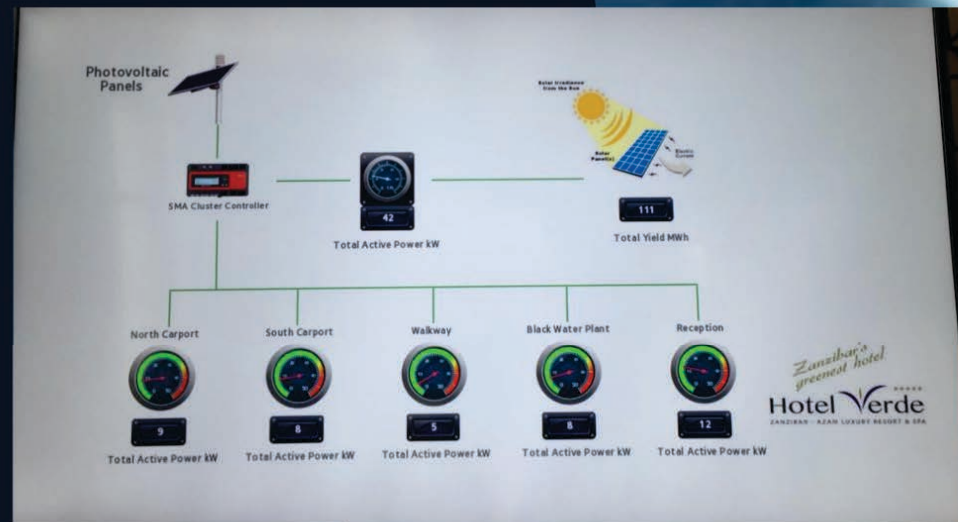
Waterless urinals

Blacked polish water for
steam generators

Reduction in sensory
showers from 80 l/min to 8
l/min



Power Generation from PV -Electricity



Filtered and bottled water



Each guest has their own glass bottle of water, refillable.

ASPA pledge as from the 1st of May 2019 -

All spas will have water filtration units and each guest will receive glass bottle - for life!



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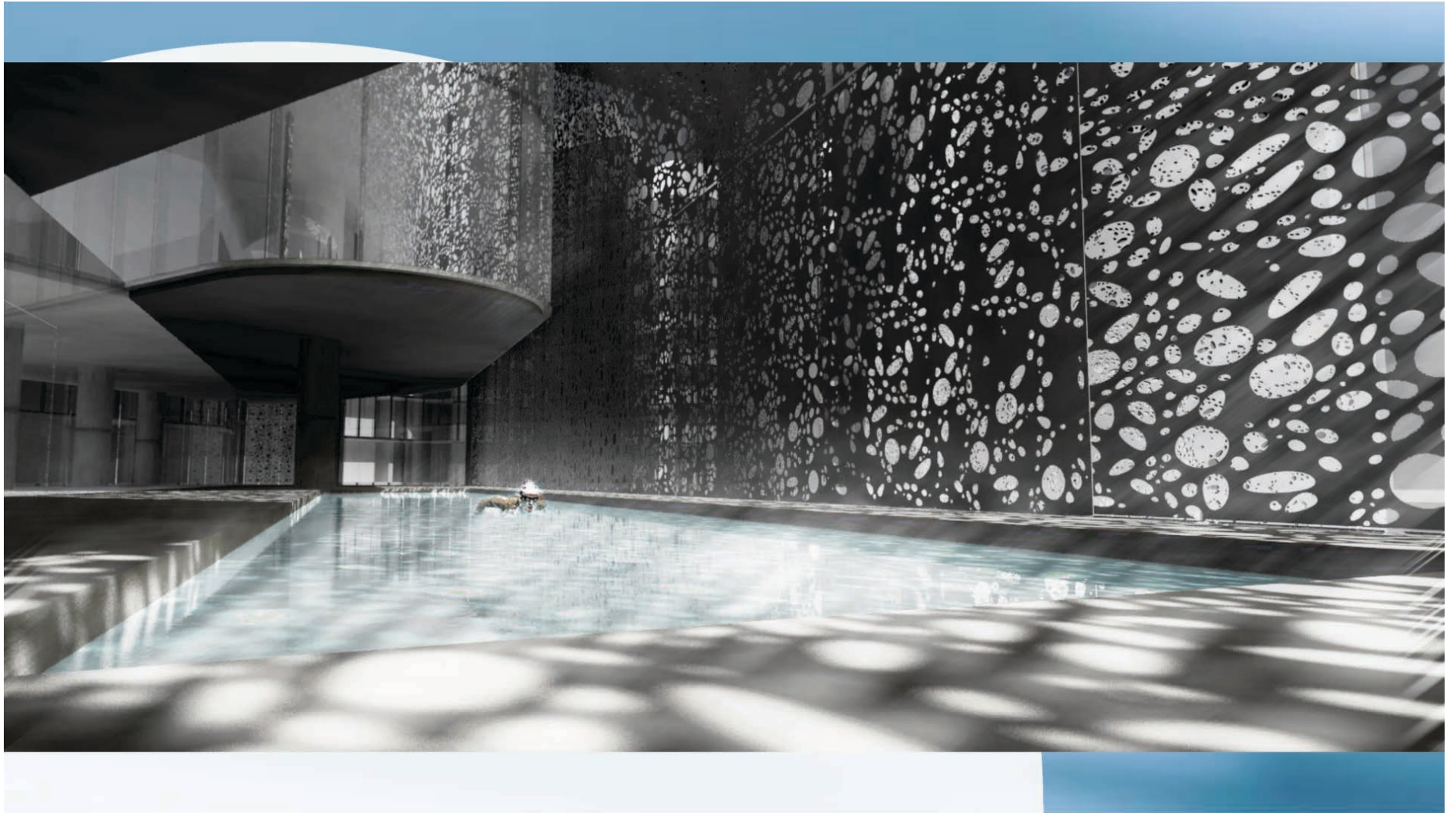
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