

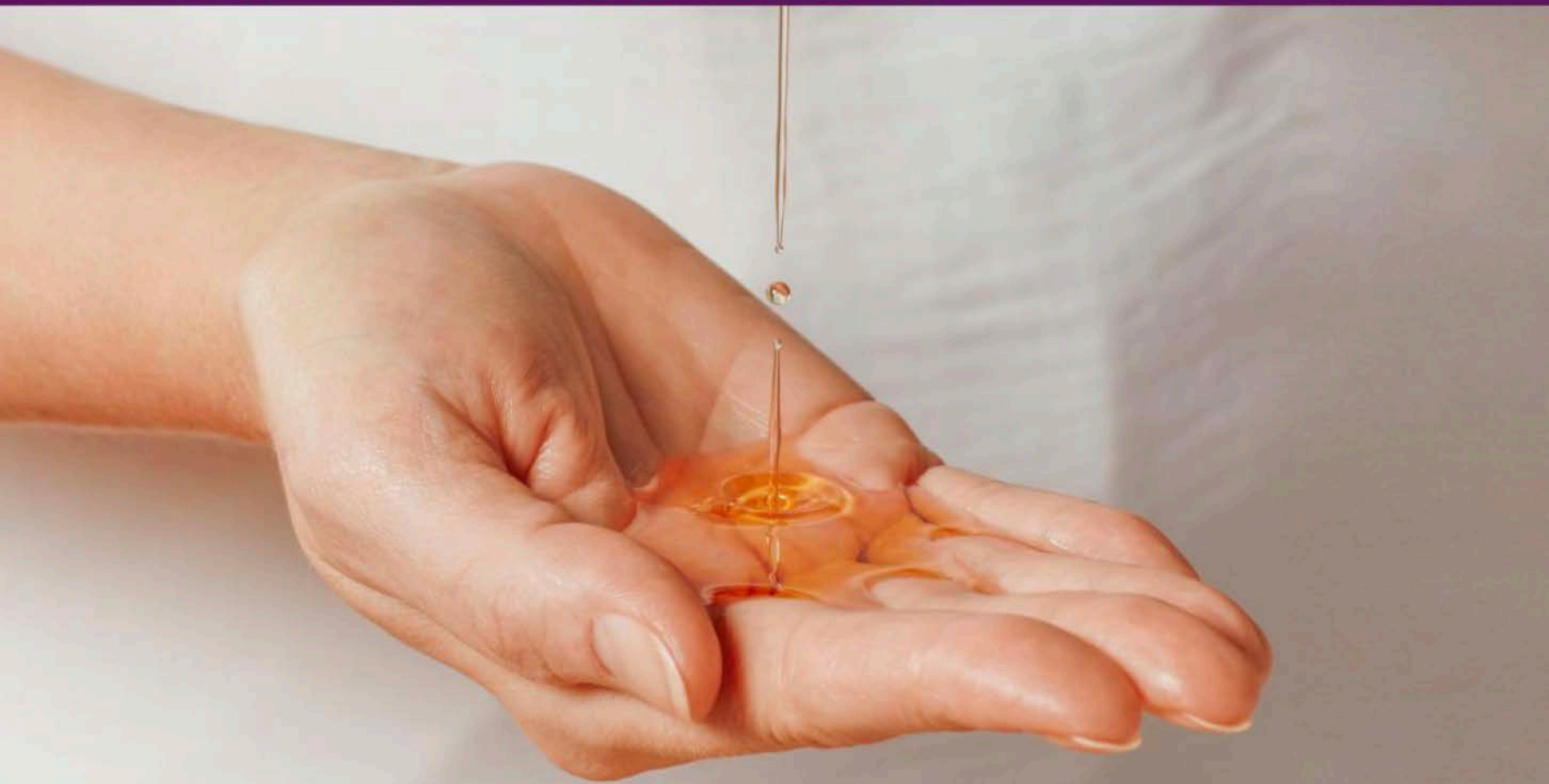
europaean Spa

SPECIAL EDITION

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The essential resource for spa business and wellness hospitality



Helping you get back to business

Spas around the world prepare for reopening...

Wellness DESIGN

PREPARING FOR REOPENING

We ask three international designers what spas can do to make their existing wellness spaces more suitable for post-pandemic operations

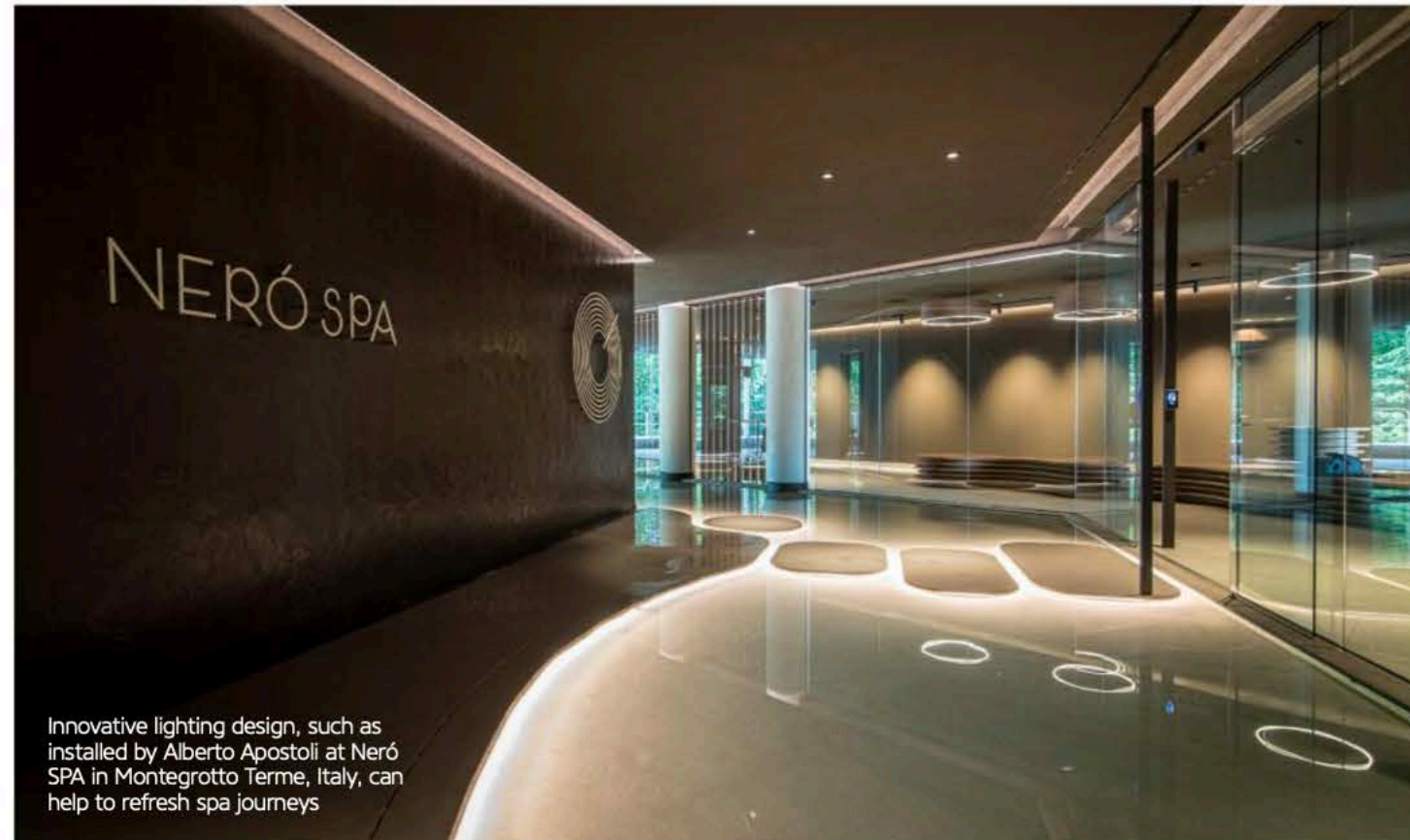
REPORT BY SARAH TODD

As spa facilities around the world prepare to reopen with a loosening of Covid-19 restrictions, the operational focus for many has been twofold: to create a trusted, safe wellness space while ensuring the health of both guests and teams.

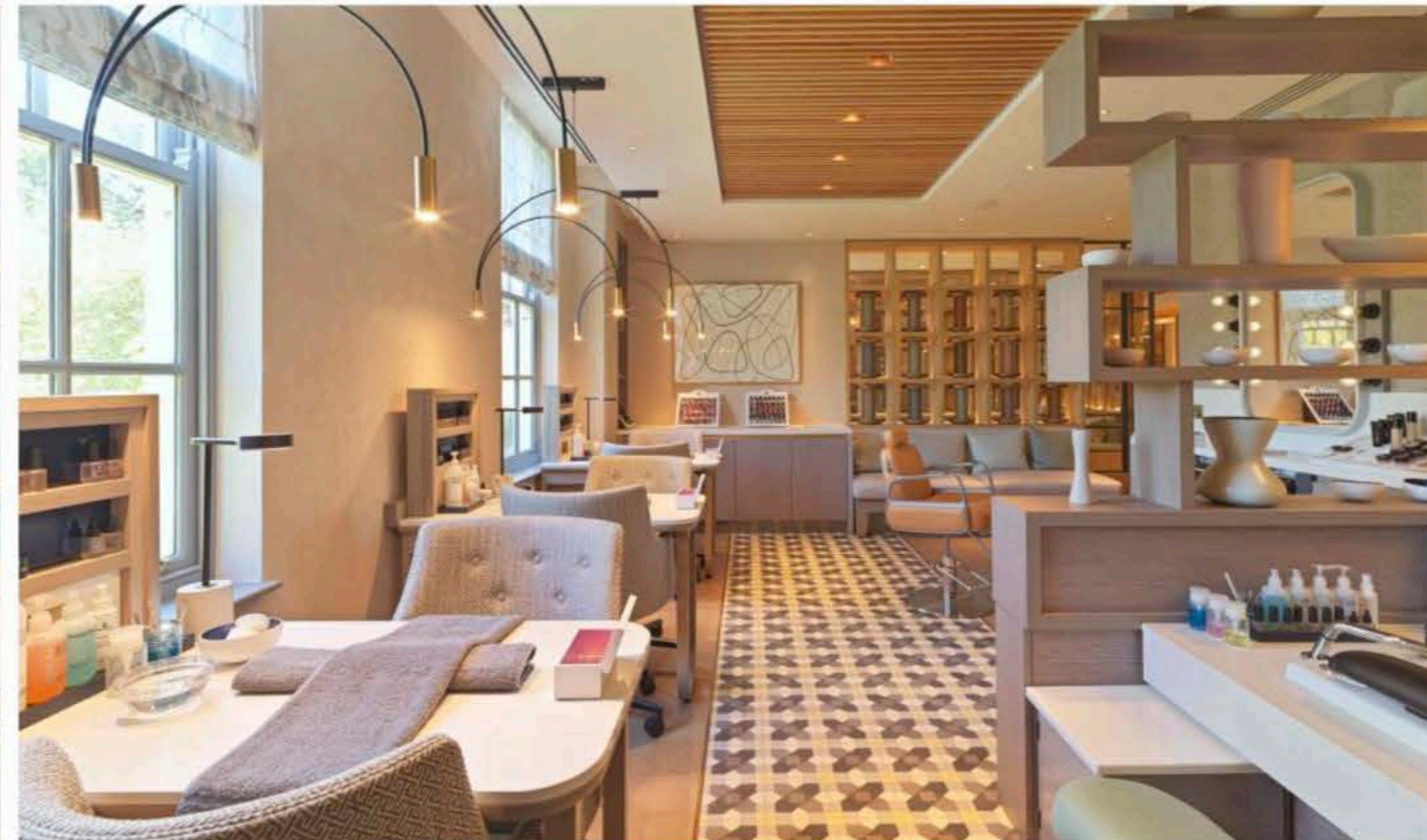
Perhaps more than before, there will be a desire among people to relax, restore and renew, and one fundamentally important part of meeting

this demand will be the intuitive reworking and refreshing of spa interiors. Changes will have to be made to innovate, improve and execute spa journeys that respect social distancing and also maintain the essence of each property's wellbeing experience.

Stringent hygiene considerations and some degree of social distancing may be required, so it will be important to balance this with a renewed focus on providing a warm and natural experience.



Innovative lighting design, such as installed by Alberto Apostoli at Neró SPA in Montegrotto Terme, Italy, can help to refresh spa journeys



From above: Outdoor spaces, such as the pool terrace at Matteo Thun-designed Waldhotel at Bürgenstock, Switzerland will be at a premium post-Covid-19; the welcoming interiors of Cottonmill Spa at Sopwell House, designed by Sparcstudio

Important future elements of a trusted wellness space will include the creative use of lighting design and possibly the introduction of a 'micro' or 'cluster' spa concept. External spaces will be at a premium and are perfect for focusing on a 'back to nature' wellbeing experience.

In a bid to empower spa operators to flex their existing designs to incorporate the rapidly changing post-Covid-19 landscape, we sought advice from three leading wellness designers. Matteo Thun, Alberto Apostoli and Beverley Bayes share their views on what spas can do to cost-effectively enhance their existing offering and best prepare their operations for reopening.

Here is the inside track on how to best strengthen your spa business through innovative, achievable and insightful design concepts...

Mindfulness and contemplation

According to Matteo Thun, the principal goal of wellness design is to provide the ultimate relaxation experience, so spas should focus on smart design concepts to help reassure guests



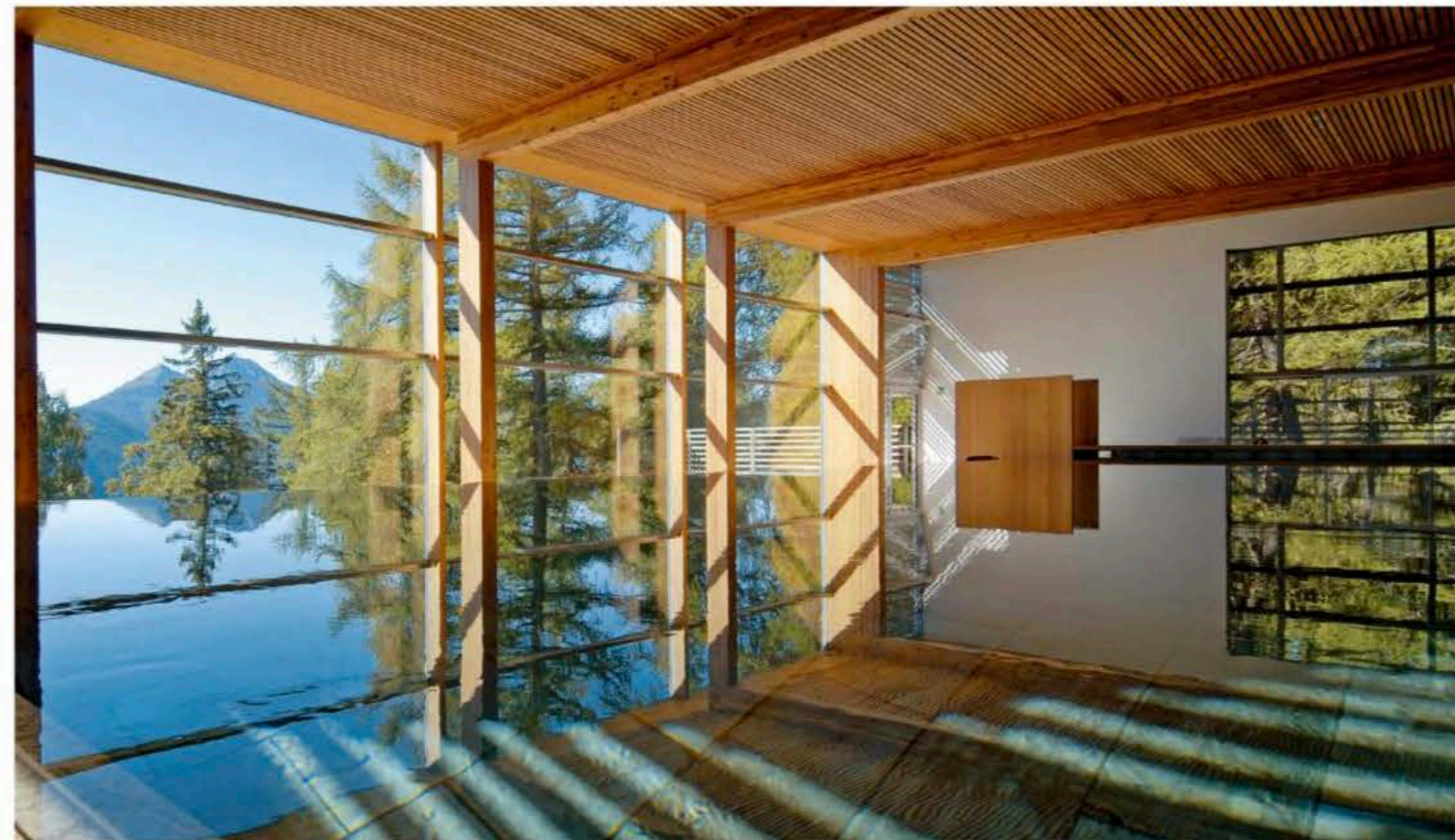
DESIGNER PROFILE
MATTEO THUN

Practice: Matteo Thun Milano
Notable spa projects: Vigilius Mountain Resort, Lana, Italy; Terme Merano, Italy; Waldhotel Bürgenstock, Switzerland; and Jod Schwefelbad, Bad Wiessee, Germany (opening soon)
Design ethos: Timeless, pure, durable, intuitively understandable

“**F**irst and foremost, it should be stated that there is no evidence that coronavirus spreads to people through the water in pools, hot tubs or water features. According to the Centers for Disease Control and Prevention*, standard operation and maintenance systems, including disinfection with chlorine and bromine, should inactivate the virus in the water.

Nonetheless, stringent hygiene and generous space allowance will be top priorities in wellness design going forward, with cleanliness as important as health and fitness in the longevity of spa facilities.

Clockwise from top: JW Marriott Venice, Italy; Vigilius Mountain Resort, Italy; Jod Schwefelbad, Germany



This page from above: Jod Schwefelbad, Germany; Waldhotel at Bürgenstock, Switzerland

As well as private treatment rooms, the layout of high-traffic social spaces will need to be revisited to ensure proportions that grant social distancing. Also, intuitive access to automatic and sensorized sanitisers and washbasins should be provided throughout. The introduction of contactless wristband access technology, which could be used for all spa purchases as well as timed spa experiences, would also help reduce possibly problematic touch-points.

Breathing in nature

A warm, human atmosphere can still be easily conveyed through the use of natural colours and materials such as wood and stone, further complemented by lush indoor planting to aid air purification. It has been proven that we regenerate and recover quicker and for longer in a natural environment, so focusing on this will benefit your guests' wellbeing.

Spa visits in the future will be driven by a desire

to improve our immune systems. As architects, we should consider the latest technology-driven solutions for air purification in order to offer the highest quality of clean air as this will become critical in spa operation. State-of-the-art purifiers could also be discreetly integrated within existing spa designs, with screens used to relay air quality levels as well as maximum/current occupancy numbers in various spaces. Additional technological enhancements include self-cleaning spa features that can be activated when not in use by guests.

Although spas have traditionally focused on social gatherings, the increasing stresses of everyday life and the inability to disconnect from technology, as well as the effects of Covid-19, will see a shift towards wellness spaces that evoke mindfulness through solitude and self-contemplation.

This focus on the 'inner self' in spas will be reflected in the choice of soft music, the sounds of water and nature, low-level lighting and incredible views that nurture and stimulate inner peace rather than lively social interaction.”

* www.cdc.gov/coronavirus/2019-ncov/php/water.html

Matteo Thun's Three Takeaways

Spatial reconsideration: The size, location and ventilation of spaces within a spa will become critical to maintaining the health of guests

Talking tech: Immunity-boosting treatments and features will become a focal point for reopened spas

A new menu: Think about how you can incorporate nutritious food menus and innovative spa treatments to reinforce your preventative health message

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