



EVEN ARCHITECTS NEED SPA DESIGN EXPERTISE

- Project:** Plastic Surgeons Medical Practice, Texas
Size: 4,000 sq. ft.
Services: Private patient entrance and exit, separate entrance to visual merchandising area, and spa, manicure, pedicure, makeup and finishing services
Challenges: The surgeon's wife was an architect, but after she designed it, realized she needed expertise with ergonomic flow
Lessons: Great to defer to expertise; earlier is best.

NEED SPA DESIGN INSPIRATION?

TO CELEBRATE 30 YEARS IN BUSINESS, WE'D LIKE TO GIVE BACK! WE LOVE TO SHARE OUR KNOWLEDGE, RESOURCES AND YEARS OF EXPERTISE WITH YOU. WE CAN HELP AT ANY STAGE OF THE PROCESS, FROM SIMPLE PLAN REVIEW TO CONCEPTUAL SCHEMATICS TO FULL CONSTRUCTION PLANS.

CONTACT US TODAY:

800-IDC-1034

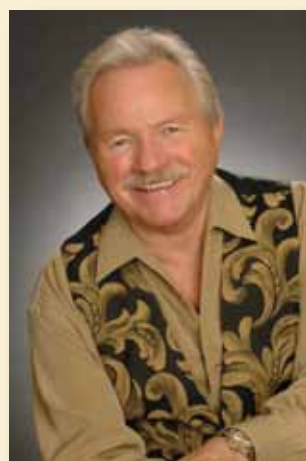
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30 Years Celebrating of Spa Success

LESSONS LEARNED FROM HUNDREDS OF SPA DESIGN PROJECTS

BY MICHAEL EFFLER,
INTERNATIONAL
DESIGN CONCEPTS



We're so grateful for the opportunity to work in the spa industry since 1984.

Having weathered many changes, from infancy to growth bubble, to economic downturn - and rebound in some areas - we are still inspired by the vision of integrated wellness. We start each day excited to create holistic platforms for physicians and spa entrepreneurs.

As experts in spa development since 1984, we've literally seen it all. Along the way we've accumulated a wealth of knowledge and resources we bring to every new project, whether it's a one-room addition, wellness facility or medical destination. We've worked with visionary doctors on amazing projects. We treasure the people and connections made over the years collaborating on one-of-a-kind spa environments. Bottom line, it feels wonderful to share our passion for solving design challenges. And to create profitable use of spaces that didn't exist before.

As a thank you to all who dream of operating, growing or enhancing your spa, we offer a snapshot of some of our medical spa projects - including great ideas and lessons learned.

Did you know that many of Frank Lloyd Wright's best designs were never built? Some of our most adventurous designs did not make it to the building stage. We include them for your inspiration!



3D SKETCH OF ERGONOMIC CABINETS IN MULTI-PURPOSE MEDICAL SUITE

ERGONOMICS IN ACTION

- Project:** Medical Esthetics Practice, North Carolina
Size: 3,000 sq. ft.
Services: Injectables, nurses station, laser, multipurpose rooms, visual merchandising, drive up window
Challenges: Rework the flow from design/ build company, create proper ergonomics, lighting, and casework design
Lessons: Beware of Design-Build contractors.

BEFORE: BUILDING DEMOLITION



AFTER: PRACTITIONER'S OFFICE



A CONTRACTING NIGHTMARE, TRANSFORMED

- Project:** Spa and Medical Training Center, Florida
Size: 2,800 sq. ft.
Services: Full range of medical and traditional spa services, Asian back walking massage
Challenges: The contractor was given a demo permit, and removed the roof during wet season. The residential architect did not understand the lighting requirements, or the design needs.
Lessons: Be cautious of architects, designers with no spa design experience. Or a contractor that starts on demolition before obtaining a permit to build a roof over it!
Outcome: Project took longer



SPA IN MEDICAL ENVIRONMENT

- Project:** Wellness/Fitness/Medical Center
Size: 4500 sq. ft.
Services: Small men's & women's spa within an existing 60,000 foot wellness center, Kneipp therapy, spa treatments
Challenges: No spa was originally designed for the wellness center. The area given for the spa was originally office space so it had no water, no room for retail and poor location
Lessons: The importance of prior proper planning

CREATIVE CONCEPTS FOR FREESTANDING PRACTICE

- Project:** Plastic Surgery Center, Florida
Size: Various sizes, several locations
Services: Multifunctional presentation areas, medical esthetics and spa
Challenges: Creative opportunity to develop his own site
Lessons: The value of a multifunctional presentation room to attract new patients and guests. The value of curb appeal and a landmark.
Outcome: Built two locations in existing medical centers. Economic downturn prevented building a freestanding location.

NEED SPA DESIGN ADVICE?

COMING TO THE ESTHETIQUE SPA INTERNATIONAL SHOW IN VANCOUVER FEBRUARY 2 AND 3, 2014?
 BRING YOUR ARCHITECT'S PLANS TO OUR SESSIONS FOR A FREE 30 MINUTE CONSULTATION.
 OR, SEND US YOUR PLANS FOR A PLAN REVIEW AND EVALUATION.
 CONTACT US TODAY!
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SUMPTUOUS YET SMALL

- Project:** Women's Medspa, Michigan
Size: 3300 sq. ft.
Services: Procedure room, pre and post consult rooms, hyperbaric chamber, medical esthetics, wet room, change area, pedicure, manicure, makeup, visual merchandising and cross marketing
Challenges: Modifying an existing medical practice with space constraints
Lessons: Value of multimedia cross marketing and having separate entrances & exits
Outcome: Great flow in a challenging space

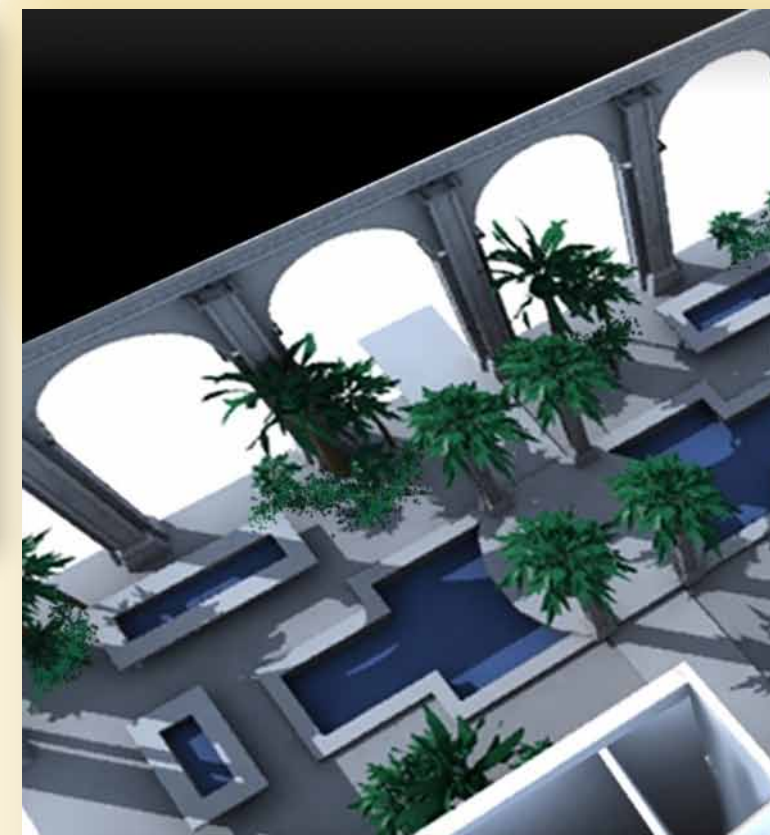


GROUND-BREAKING INTEGRATIVE WELLNESS CENTER

- Project:** Wellness Institute, Chicago
Size: 26,000 sq. ft.
Services: Medical, men & women's health, dermatology, laser, acupuncture, nutrition and spa
Challenges: The existing 100 year old masonry building did not have the mechanical infrastructure required and had to be retrofitted to accommodate necessary plumbing, electrical and HVAC
Lessons: The value of partnering with a major healthcare facility
Outcome: Recognized as the first integrated wellness center

SURGEON'S NEW SOURCE OF INCOME

- Project:** Plastic Surgery Center, Texas
Size: 6,000 sq. ft.
Services: Large reception, nurses area, minor and major OR, medical practice
Challenges: Under used waiting area with separate entrance became a spa and medspa providing ancillary income without interfering with the medical practice
Lessons: Utilizing dead space and the importance of creating a sense of arrival for non-surgical patients and guests



3D SKETCHES SHOW MULTIPLE ENTRANCES, REFLECTING POOL

**3D SKETCH: PROPOSED JUICE BAR
VISUAL MERCHANDISING**



FOUND SPACE FOR A MEDSPA

- Project:** Urban Hotel Spa and MedSpa, Washington
- Size:** 6,000 sq. ft.
- Services:** Full service men & women's spa, tonsorial, pool, finishing, Razul, medical spa above
- Challenges:** Not quite enough space to include a medspa
- Lessons:** You can create additional "found" space - effectively increasing square footage to an existing footprint - by adding a mezzanine level, if ceiling height allows.
- Outcome:** One and a third floor space where there was originally just a single floor.



NEW MEZZANINE LEVEL HOUSES THE MEDSPA



INTEGRATING SURGERY AND HEALTH

- Project:** Plastic Surgery and Health Center, Ohio
- Size:** 10,000+ sq. ft.
- Services:** Minor and major OR, medical esthetics and spa, personal training, Pilates, yoga, men's grooming, women's finishing area, juice bar and organic food service, golf simulator
- Challenges:** Redesigning a cardio center of a freestanding building in a medical park.
- Lessons:** Fixing a building's infrastructure (mechanical issues) can become cost prohibitive.

AUGMENTING CURB APPEAL

- Project:** Medical And Surgical Practice and MedSpa,
- Size:** 15,000 sq. ft.
- Services:** 4 ORs, pre & post exam rooms, patient prep etc., full medical spa and spa with separate entries, men's & women's change areas, indoor/outdoor swimming pool
- Challenges:** To rework existing architectural designs to improve curb appeal, to create organic ergonomic flow
- Lessons:** Don't allow an intern to design your project, as the previous architectural firm did for this project.

BEFORE: FACADE DESIGNED BY ARCHITECTURAL INTERN



AFTER: FACADE AND ENTRY REDESIGNED BY IDC

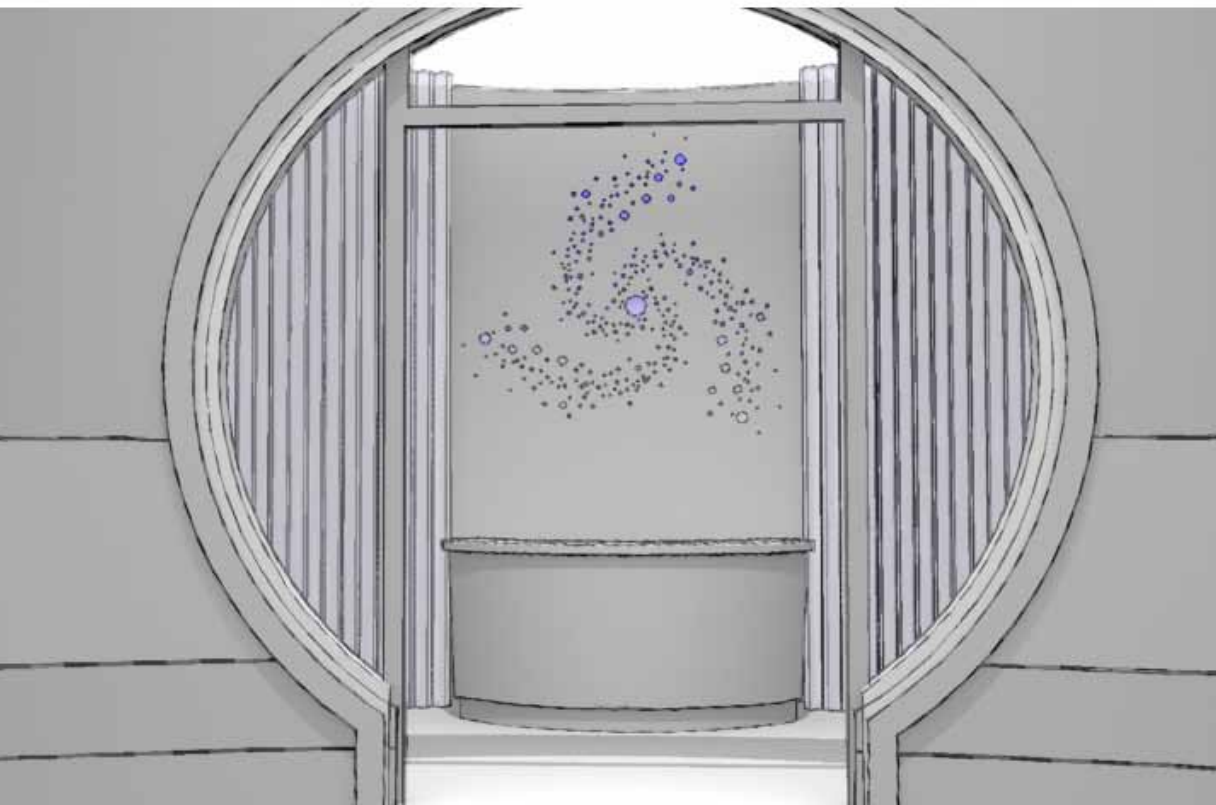
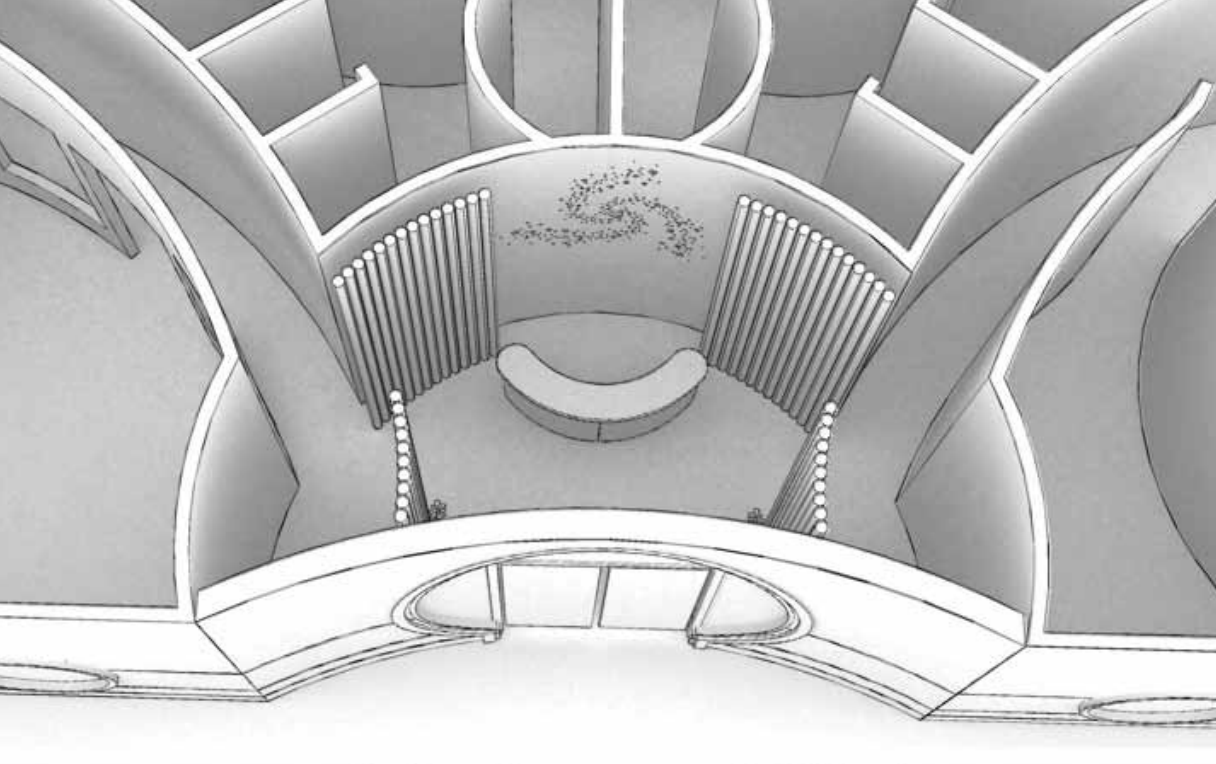


**THERE'S AN APP FOR THAT!
IDC SPA DESIGN EXPERT**

SEND US A QUICK PHOTO OF YOUR SPA
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3D SKETCHES OF PROPOSED ENTRY, RECEPTION AND CHANGING AREAS

KNOW THE REAL COST OF CONSTRUCTION

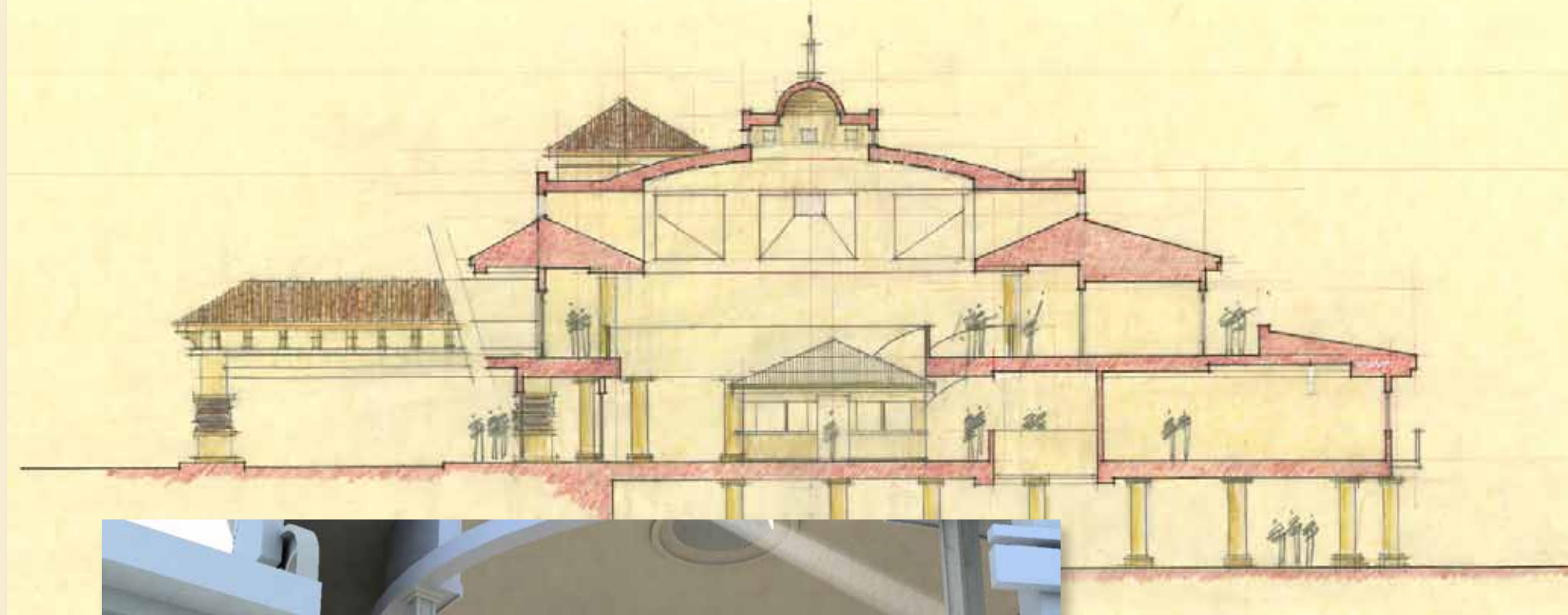
Project: Wellness & Fitness Center, New Jersey

Size: 10,000 sq. ft.

Services: Women's health lab, testing, consult, pharmacy, personal training, including spinning, cardio, yoga, Pilates and endless pool

Challenges: A spa consultant provided a business and financial plan with unrealistic construction budget. As a result, the SBA loan was insufficient. The space was a raw shell with no leasehold improvement dollars provided.

Lessons: Be wary of spa consultants that provide numbers without a set of plans, knowledge of the real construction costs and FFF&E requirements.



ELEVATION AND 3D RENDERING OF VISUAL MERCHANDISING FEATURE

BIRTH OF THE INTEGRATIVE WELLNESS CENTER

Project: Integrated Dermatology and Health Center, Indiana

Size: Freestanding 3 story new construction on 6 1/2 acre site

Services: Main floor cosmetic dermatology practice, full service men and women's spa, food and juice bar, visual merchandising feature area, 3rd floor executive offices and staff area, garden level complimentary businesses i.e. Pilates, child care, nutritional supplements, chocolatier, community gardens, farmers market, etc.

Challenges: Financing – no existing comps

Lessons: The value of saving trees, using the topography, giving back to the community, partners sharing same vision.

Outcome: Wonderful creative process, bank and building department support, but unfortunately health issues changed priorities.

NEED SPA DEVELOPMENT ADVICE?

Every spa project has a huge learning curve.

What's the advantage of utilizing our 30 year deep focus in spa design and development? Our knowledge.

We can spare you the pain of what can - and does - go wrong in these and other critical realms:

- Lease negotiations
- Architectural planning
- Building contractors
- Building permits
- Construction costs
- Change orders
- Finance and banking
- Business planning
- Equipment vendors

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