



## MAXIMIZING SPACE – AND CLIENT SATISFACTION

**Project:** Felice Aveda Salon & Spa

**Size:** 1,800 sq. ft.

**Services:** Full-service hair, color, make-up, manicure, pedicure, visual merchandising and spa treatment areas.

**Vision:** To create a spa experience and 'Wow' factor in a long, narrow space within a LEED Gold-Certified boutique centre. Designed storefront and new interior to maximize the income-generating potential of every square foot by layering services and creating an ergonomic, service-friendly layout.

**Features:** • High-end, income-producing Color Bar

- Aveda tea bar, featuring cappuccino, where waiting guests can learn about special services via individual LCD screen
- Venetian water feature creates a gentle curtain of ambiance that fills the entire spa.
- Rain-glass privacy doors open to an intimately spacious treatment center, where a domed ceiling and an elegant chandelier cast a warm light on custom casework
- Custom manicure station and a unique couples' pedicure lounge arranged in their own private niche.
- The third project IDC designed for this B.C. client; salon and spa owners have become great friends over 15 years.

## 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:**

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BEFORE: BUILDING DEMOLITION

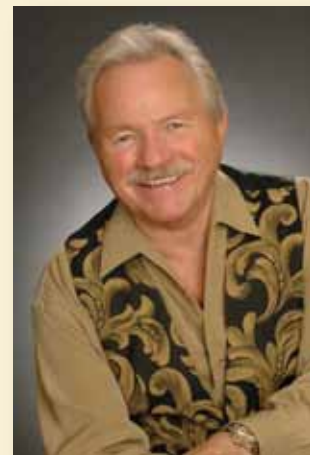


AFTER: EXTERIOR



# 30 Years Celebrating of Spa Success

BY MICHAEL EFFLER,  
INTERNATIONAL  
DESIGN CONCEPTS



LAYOUT BY  
CHRISTINE  
CASTIGLIANO

## LESSONS LEARNED FROM HUNDREDS OF SPA DESIGN PROJECTS

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 begin each day excited to create platforms for spa entrepreneurs.

As independent design experts involved in spa development since 1984, we've accumulated a wealth of knowledge and resources that we bring to every new project, whether it's a remodel, wellness facility or resort/destination spa.

If you work with IDC, you get a lot more than a set of building plans. IDC approaches design as a holistic fusion of theme, operations, services, environment, marketing, and visual merchandising. To get it right, a successful spa must have all these ingredients working in harmony.

It's wonderful when a spa works, and especially when it holds its value 20 or 30 years down the road. Many IDC spas boast that kind of longevity. Since construction and facility costs are such a high percentage of owner's investment, this represents a fantastic ROI.

*Here are a few secrets from the many highly successful spas designed by IDC.*



## HOT YOGA IN A COLD TOWN

**Project:** Bliss Spa and Yoga Studio, Alberta

**Size:** 8,500 sq. ft.

**Services:** Full service spa, skincare, laser, pedicure manicure, juice bar, nutritional counseling, 2 yoga studios and caldarium

**Challenges:** To house the full ingredient list, we were able to access the mezzanine for staff - importance of caring for the caregivers

**Outcome:** Interior designer/owner sought IDC for spa expertise. Utilizing everyone's strengths, with the owner's strong service background, resulted in a great collaboration!

## A CONTRACTING NIGHTMARE, TRANSFORMED

**Project:** Esthetic Skin Institute Inc., 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



## 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.

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## LUSH AND PROFITABLE

**Project:** Paul Brown Salon and Day Spa, Hawaii

**Size:** 3,300 sq. ft.

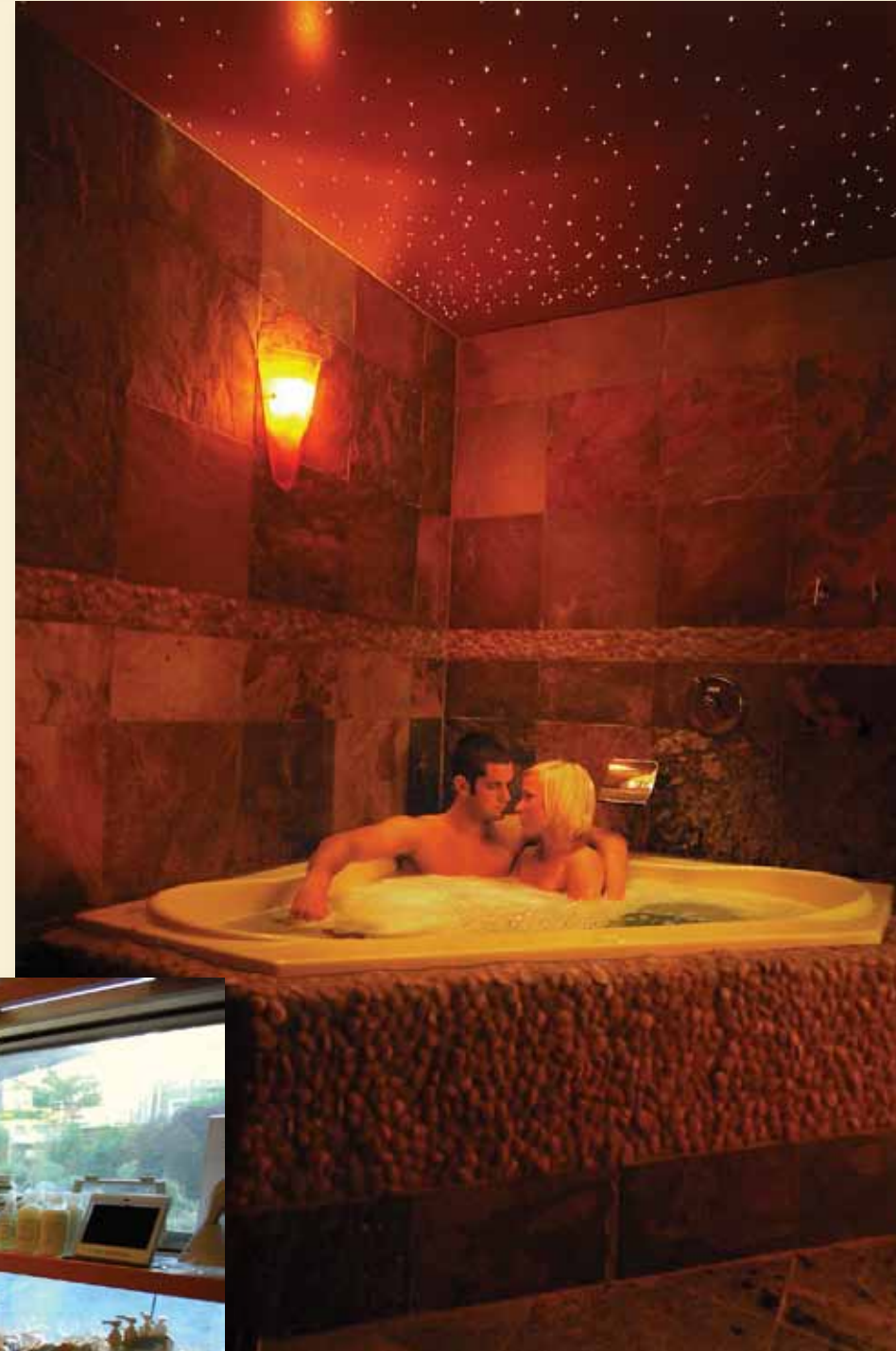
**Services:** Salon plus full spa services including; manicure, pedicure, facial treatments, men's treatments

**Vision:** IDC encouraged the idea of offering full service spa treatments to salon clients, unique at the time. Square footage is pricey in the islands; every inch is valuable.

**Lessons:** • To create an intimate space within a larger center, IDC made it feel more spacious with open ceilings, custom designed casework: double shift, two-sided stations.

• Island-inspired shapes and textures are rich, inspiring, lush and serene: floating clouds suspend in the air. Petals cluster in the corridors. Waterfalls fill the air with soothing, welcoming music. The space creates a deep sense of comfort that feels open yet very personal.

**Outcome:** Recorded sales, first year: over 3 million in only 3,000 sq. ft. The spa has much the same design 15 years later.



## SUSTAINABLE RENOVATION = MORE USABLE SPACE AND CLIENT SATISFACTION

**Project:** Crysalis Inn and Spa, Washington

**Size:** 4,000 square feet

**Services:** Full service boutique hotel spa

**Vision:** After seven years operating in a boutique hotel, this spa needed a fresh competitive advantage.

Value engineering created more usable space and improve client experience: added new signature services; three new revenue centers; increased visual merchandising by 100%.

**Lessons:** • Maximize the positive, creating new spa experiences and revenue centers from dysfunctional or non-productive areas

• Thinking economically and environmentally, they reupholstered and refinished much of the spa's existing furniture rather than buying new.

• Completely renovated the spa's color palette and lighting fixtures, with fresh ceiling fixtures and Italian sconces, organic no-VOC paints, and high-quality natural materials including slate and vertical-grain fir.

• Use natural light and creating scenic beauty such as water features. Include Northwest theme pieces: copper-fountain to the entry hall; etched-glass ceiling motif in all therapy rooms

• Signature Services: Replace hydrotherapy tub with a lounging tub, natural rock walls, relaxed lighting, and fiber-optic stars in the ceiling; adding a custom-built heated stone bench, floatation table, Spray tan, Swiss shower, steam therapy, and Thalasso water therapy.

• Transform poor functioning retail and reception areas to increase visual merchandising and

• "Steal" underutilized space to add a concierge's station to the hotel's luxurious lobby

**Outcome:** "Business is up 30%!"



**BEFORE: TRANSFORM THIS VETERANS OF FOREIGN WARS BUILDING INTO A GRAND SPA WITH ESTHETIC VALUE AND CURB APPEAL.**

## MORE THAN A SPA: A DESTINATION

**Project:** The Day Spa, Wisconsin

**Size:** 15,000 square feet

**Services:** Body rooms, pedicure, alpha tanning, wet areas for seaweed and mud treatments, esthetic rooms, Men's area, food and juice bar, oncology wig area, non-invasive medical treatments, VIP suites. 2nd floor devoted to staff: offices, education rooms, lunch and lounging areas with foot massage and a fountain.

**Vision:** Create a community gathering place; a complete, essential escape, offering food service, classes, and able to host large groups and weddings. Maximize potential of stand-alone site bordering a nature preserve.

**Features:** • IDC refashioned a pedestrian Veterans of Foreign Wars building into an elegant lodge of wood and stone.

• Curb appeal: From the street, a grand cupola shines like a beacon above a fire-and-water sculpture. Guests pass through one-of-a-kind hand-carved doors and cross a glass bridge over a Koi pool.

• Distinctive: Tatami Room serves regional cuisine in a sunken, Japanese-style seating area with heated bamboo floors.

• Expanded grounds: A large garden leads to a private, standalone couples' cabin featuring a private treatment area, changing rooms, and a fireplace sitting area. During summer months, an outdoor cabana offers treatments within earshot of the nature reserve. A gazebo with kitchen provides space for professional chefs to give classes in healthy cooking techniques.

**Outcome:** After 10 years in their Green Bay location, they're still going strong, winning awards.



## FOUND SPACE FOR A MEDSPA

**Project:** Clara Spa, Marriot Hotel. Washington

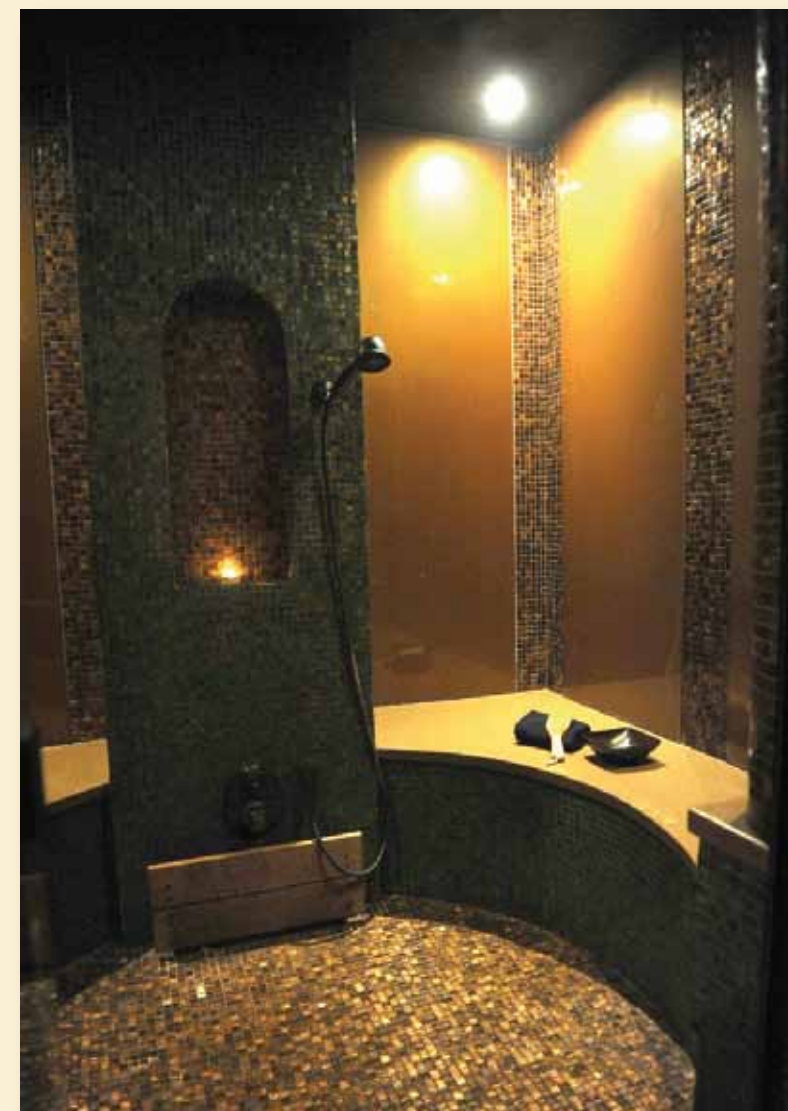
**Size:** 6,000 sq. ft.

**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.



**RAZUL SIGNATURE TREATMENT**



**BEFORE: FACADE DESIGNED BY ARCHITECTURAL INTERN**



**AFTER: FACADE AND ENTRY REDESIGNED BY IDC**



## AUGMENTING CURB APPEAL

**Project:** Spa and MedSpa, North Carolina

**Size:** 15,000 sq. ft.

**Services:** Full medical spa and spa with separate entries, men's and 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.

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

- SEND US A QUICK PHOTO OF YOUR SPA FOR REVIEW
- GET SPA DESIGN TIPS & INSPIRATION
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# RESORT AND DESTINATION SPAS

## LORETA BAY, MEXICO

- Size:** Several spa locations discussed - 5 themed spas  
**Services:** Spas; Club membership, Medi physical, water based, equestrian, golf  
**Challenges:** Timing-based project development  
**Lessons:** Required a long term commitment  
**Outcome:** Consulted early on



## OCEAN REEF RESORT & SPA

- Size:** 4500 square feet  
**Services:** Ocean Reef is a gated private community and marina resort with a nautical theme within a boating and protected beachfront location, with men's and women's spa and finishing areas.  
**Challenges:** Working within the existing space and finding staff for an exclusive location  
**Outcome:** Design, color palette and selected equipment

## PALM ISLAND RESORT & SPA

- Size:** 3,000 square feet  
**Services:** Men's & Women's Fitness, Pool & Spa; interior & exterior treatment rooms, change areas, couples suite  
**Challenges:** Bringing fixtures & equipment to a private island and staffing and training of locals. Working on a remote island offers both opportunities and challenges.  
**Outcome:** Great opportunity to interact with an iconic sailor, adventurer, author and entrepreneur

## LA JOLLA DE LOS CABOS RESORT & SPA

- Size:** 5,000 square feet  
**Services:** Men & Women's Spa, fitness & finishing  
**Challenges:** Working within the Existing conditions  
**Outcome:** The opportunity to work with an old friend and associate -- the project architect who brought us in for spa expertise.



BEFORE AND AFTER: IDC REFASHIONED THIS PEDESTRIAN RESTAURANT FAÇADE INTO A DISTINCTIVE CONTEMPORARY FUSION.



## MORE THAN A SPA: A CENTER OF WELLBEING

- Project:** Z Salon and Spa, Kentucky  
**Size:** 21,000 square feet  
**Services:** Complete and separate mens' and womens' spas. The finishing area is the Center of Image Enhancement. Significant retail areas, space for weddings and groups; a unique, seamless customer service experience; generous number of stations and treatment areas, including a men's area.  
**Vision:** A truly spectacular place to stand out among all competition. Former restaurant had great location and decent mechanical systems, but terrible curb appeal.  
**Lessons:** • Powerful sense of entry includes grand entry with spiraling staircases.  
**Outcome:** After 11 years in business, with three locations and 120 employees, Z Salon and Spa is a total success story, and is listed third among all Aveda locations.

## NEED SPA DEVELOPMENT ADVICE?

Every spa project has a huge learning curve.

Here'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

**CONTACT US TODAY FOR A COMPLIMENTARY 30 MIN. CONSULTATION:**

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