



Reception area



Sculpting a Unique Yoga Spa in Edmonton

Yoga lounge

Creating

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Photos by Jerry Jin: jerryjin.ca courtesy of CK Designs

Bliss

With a passion for yoga, health and wellness and a love of great spas, Traci and Michael Bateman of The Bateman Group in Edmonton, Alberta conceived a vision. They would create a very special place to enjoy both yoga and spa treatments, or a combination of wellness experiences.

Consider the unique conditions of an Edmonton winter, the largest northernmost city in North America. Once you've changed out of your cold-weather gear, and you're in a lovely warm environment, you want to stay there as long as possible. Why not take full advantage of a full range of rejuvenation experiences for body, mind and spirit, before you go out to face the cold again?

A Unique Challenge: Blending Two Worlds

The Batemans knew that the two worlds of spas and yoga would create a natural mix. They studied the competitive landscape in Edmonton and found that most yoga studios offered very little in the way of spa services, perhaps one or two treatment rooms, not a full range of services.

Excited to bring this unique, original statement to Edmonton, with its cross-marketing and wellness potential, the Batemans needed a strong design to support a wide range of possibilities: spacious yoga studios, hot yoga, personal training, other classes, meditative spaces, a lecture series, etc.

Spaces for yoga needed to inspire guests as well as function smoothly for a variety of activities. Sensory delights included

heat radiating from the ceiling, visual excitement in the walls, changing color, façades and rhythms, and soft music.

The wish list also included areas for spa treatments, from manicure, pedicure, and make-up to laser, minimally invasive medical spa treatments for both men and women, with separate changing areas. Beyond the extensive wish list, the Bateman's business plan and return on investment also demanded enough space to comfortably accommodate a certain number of people in each yoga class.

Design for Optimal Experiences

With a background in the grocery business, Michael Bateman believes strongly in taking care of guests, and that their experience should be primary. He also felt that his wife and partner, Traci Bateman, an experienced interior designer for homes and small businesses, should design the facility.

Yet after attending an International Design Concepts class presentation at an Esthetique Spa International spa conference,

Traci realized the value of establishing an optimal flow for their guests. She knew their dream vision needed the organic sense of place that the IDC team brings to each project.

IDC began by reviewing the design work Traci had started, a relatively lineal floor plan within a fixed width. Because of the challenges of fitting the diverse needs of both yoga and spa for both men and women, IDC saw a large design issue: dealing with up to 50 people that leave yoga class at one time; especially in convenience areas: restrooms, shower rooms, locker rooms. The challenge was not to interrupt the flow for spa guests in robes, with yoga clientele coming in wearing street clothes.

"We didn't want people to run into one another at the wrong time," said Michael Effler, Design Principal of IDC. "It's also a sound issue: to keep the peaceful, serene quiet spa zones separate from throngs of active, chatting yoga students, we simply needed more space."



Spa dressing area



Signature Service: The Caldarium



Buddha, the smaller of two yoga studios, offers soothing multimedia

Value engineering

To add to the challenge, Michael Bateman also strongly believes in taking care of his people. The daily experience of his staff is a very important second only to the experience of each guest. But there simply wasn't space to support his desire to care for the caregivers, by adding a relaxing lounge for staff to nourish and rejuvenate.

"We tried to get an expanded lease to accommodate more space, but that was simply not possible," said Effler.

Instead, IDC recommended building up a level to create a mezzanine area to add more square footage. Instead of paying rent on additional floor space, owners incur initial building cost, but no long-term lease. This extra space provided enough room for the staff lounge area.

The rest of the design was a carefully executed strategic puzzle, resulting in an 8,000-square-foot facility that flows from two hot yoga studios to eight treatment rooms.

"Our task was to create a working, functioning 'sculpture' that could house the number of requested treatment rooms, as well as specialized areas for manicure, pedicure, make-up, and visual merchandising, including yoga-specific perks: mats, clothing, equipment and refreshments as well as a hydration bar where people can mingle before or after class."

Doing what Others Don't: Signature Service

Part of the IDC philosophy is that every spa business benefits from a totally unique combination of a delightful, "wow" environment and signature service that guests can't get anywhere else.

IDC proposed The Caldarium – a warm space under a starry sky for taking refreshment, ice and relaxation amid music, soft lighting, and warm seats. Strategically placed in the center of the facility, the Caldarium can be enjoyed as a part of the service ritual, while waiting for spa services, between treatments, or at any point during a spa visit.

The VIP Treatment

A major centre for the oil and gas industry, Edmonton is enjoying an economic boom and a growing demand for the VIP experience.

The Bliss facility includes a couples VIP suite, a signature room for two people. The cozy spa lounge provides a semi-private environment to relax and stay connected via wireless while being warmed by the fireplace. Special yoga perks include filtered and chilled water, complimentary tea and cookies, along with lattes and other beverages available for purchase in the yoga lounge.

After IDC completed the design, The Bateman Group collaborated with CK Designs to coordinate permitting, construction, finishing and fabrication. The end result is a "premier facility, one that transports you to a place that hasn't existed in Edmonton before—one that provides a unique sense of peace, harmony, and well-being."

learn more at blissyogaspa.com



Spa lounge with fireplace and wifi



Visual merchandising

IDC designs for Bliss YogaSpa:

- Design 8,000 sq. ft. facility including:
- 2 Yoga studios, Lotus & Buddha
- Signature Service: The Caldarium, a warm space under a starry sky
- 8 Spa Services treatment rooms: manicure, pedicure, facials, make-up, massage, laser, minimally invasive medical spa treatments including microdermabrasion, etc.
- VIP Couples Suite
- Spa Lounge with fireplace
- Visual Merchandising

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