

designingways

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Arché

The Immersive and
Modular SPA Experience
by Studio Apostoli and
Balich Wonder Studio

Designed in collaboration with the creative team at Balich Wonder Studio, the Arché Water Path Luxury Experience is a wellness area that can be freely configured to meet the needs of both the facility and its guests.

Described as a Grand Tour of Wellness, it offers an immersive experience that engages the spiritual, emotional, and sensory dimensions. At the same time, it represents a new frontier in wellness design: modular, bespoke, and adaptable to a wide range of contexts and requirements. Arché Water Path Luxury Experience is a project that becomes a product, offering maximum versatility and immediate usability.

Developed through the partnership between Studio Apostoli and Balich Wonder

Studio, the concept is built on a grid system of three distinct modules - independent, customisable, and freely combinable.

The overarching theme is water, explored in all its possible forms, expressions, and manifestations. It becomes the common thread that unites the different settings and the eight proposed zones, shaping their organic design.

This solution blends wellness with exclusive entertainment and is designed to deliver long-term benefits. Water is used as the core design principle: it represents the primordial origin of wellbeing (from

which the name Arché derives) and serves as a bridge to our deeper emotions.

The creative concept was devised by Balich Wonder Studio, while Studio Apostoli developed the layout, selecting the most contemporary finishes, treatments, and technologies.

Hence the extensive use of tactile textures, metallic and mirrored surfaces, vegetation and natural elements - alongside aromatherapy, immersive soundscapes, digital content, engaging lighting, and dramatic effects - all intended to stimulate all five senses.





The Arché Water Path Luxury Experience begins with the Threshold: a suspended walkway over water, interspersed with cascades, symbolising the transition to the Purification Tunnel - a mist-filled space designed to help guests disconnect from the outside world and prepare for the wellness journey ahead.

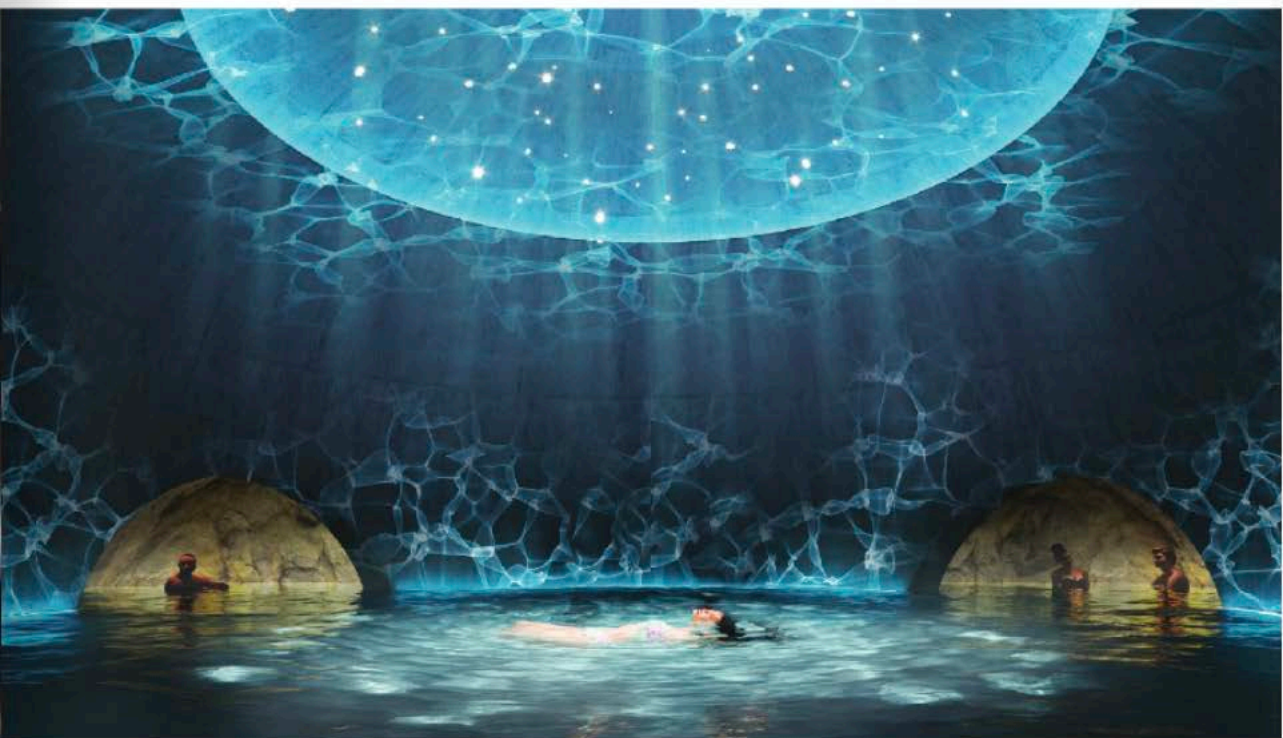
From here, guests enter the Aquatic Maze: a circular labyrinth divided into interconnected zones, marking their first immersive encounter with water in its many forms. Visitors can enjoy freestyle

swimming, a spacious hot tub encircling a central fire pit, water features with cascading showers, and a beach of dark volcanic sand illuminated by fibre optic lighting to promote complete relaxation. The immersive experience is further enhanced by diverse digitally projected wall patterns and soundscapes.

An underwater passage, known as Navel, leads to a cave illuminated with bioluminescent effects. From there, guests proceed to Latitudes: concentric tunnels that replicate journeys through contrasting regions of the planet - jungle,

desert, Arctic, and volcanic landscapes - recreated with multi-sensory sound, visual, tactile, and olfactory effects.

The fourth area, Greenhouse, is a tropical decompression garden that also hosts the first food and beverage space and leads into Biosphere - a square-layout space whose walls and ceiling are LED screens continuously displaying natural phenomena in a modern reinterpretation of the Romantic sublime. This is followed by Cocoon, a sensory-deprivation dome for meditation, where guests can float in salt infused water.





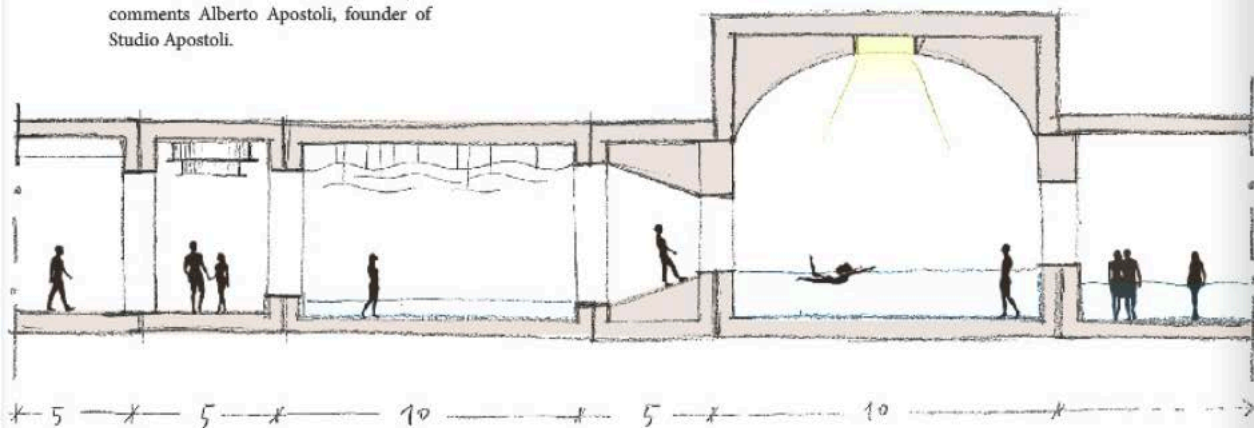
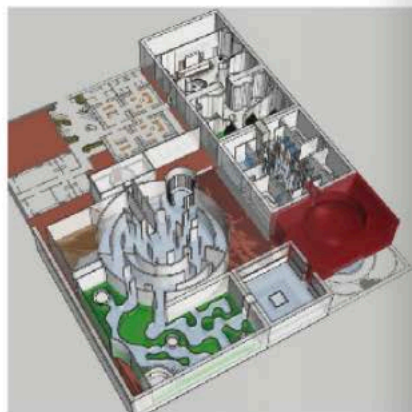
Next is Rain Renewal, a bamboo forest with a rain effect, featuring four private treatment areas: a halo room with negative ion salt therapy; a hammam; a Finnish sauna; and salt baths. The journey concludes with Eden, a lush garden complemented by a food and beverage offering.

"Arché Water Path Luxury Experience is not simply a project but a concept: wellness is 'on demand' and tailored to the needs of each guest as well as the requirements of the hospitality venue, including its spaces and the type of offering. The entertainment component is a central element, responding to the growing leisure trend in getaways and more structured wellness journeys," comments Alberto Apostoli, founder of Studio Apostoli.

He adds, "Designing Arché alongside Balich Wonder Studio has been an invaluable experience: their expertise in major international events and technical and engineering expertise has been the perfect complement to our more than twenty years of wellness design experience."

Gianmaria Serra, Co-founder and Group Executive President of Balich Wonder Studio, adds:


"We are delighted to have collaborated on the Arché project, a sensory, emotional, and spiritual experience that brings together our two worlds: on one





hand, the realm of wellness, in which Studio Apostoli is a recognised expert; on the other, live entertainment, a sector in which Balich Wonder Studio has operated for years, exporting wonder across the globe.

Supported by the emotional masterplan underpinning our creative concept, mind-body wellbeing is elevated through encounters with hypnotic, immersive landscapes crafted from water, light, and materials. Through a diverse range of experiences, water - in all its forms and states - becomes a medium for play, contemplation, and regeneration, blending with video, lighting, and sound within immersive, ever-evolving environments that bring to life fluid and surprising worlds.

By recreating external landscapes and internal spaces through the transformative power of water, we have been able to offer visitors an intimate journey of discovery - both of the world around them and of themselves." 

www.albertopostoli.com