

# spa business

## Tim Fu

Pioneering AI  
wellness design, p10

### SHA vs ZEM

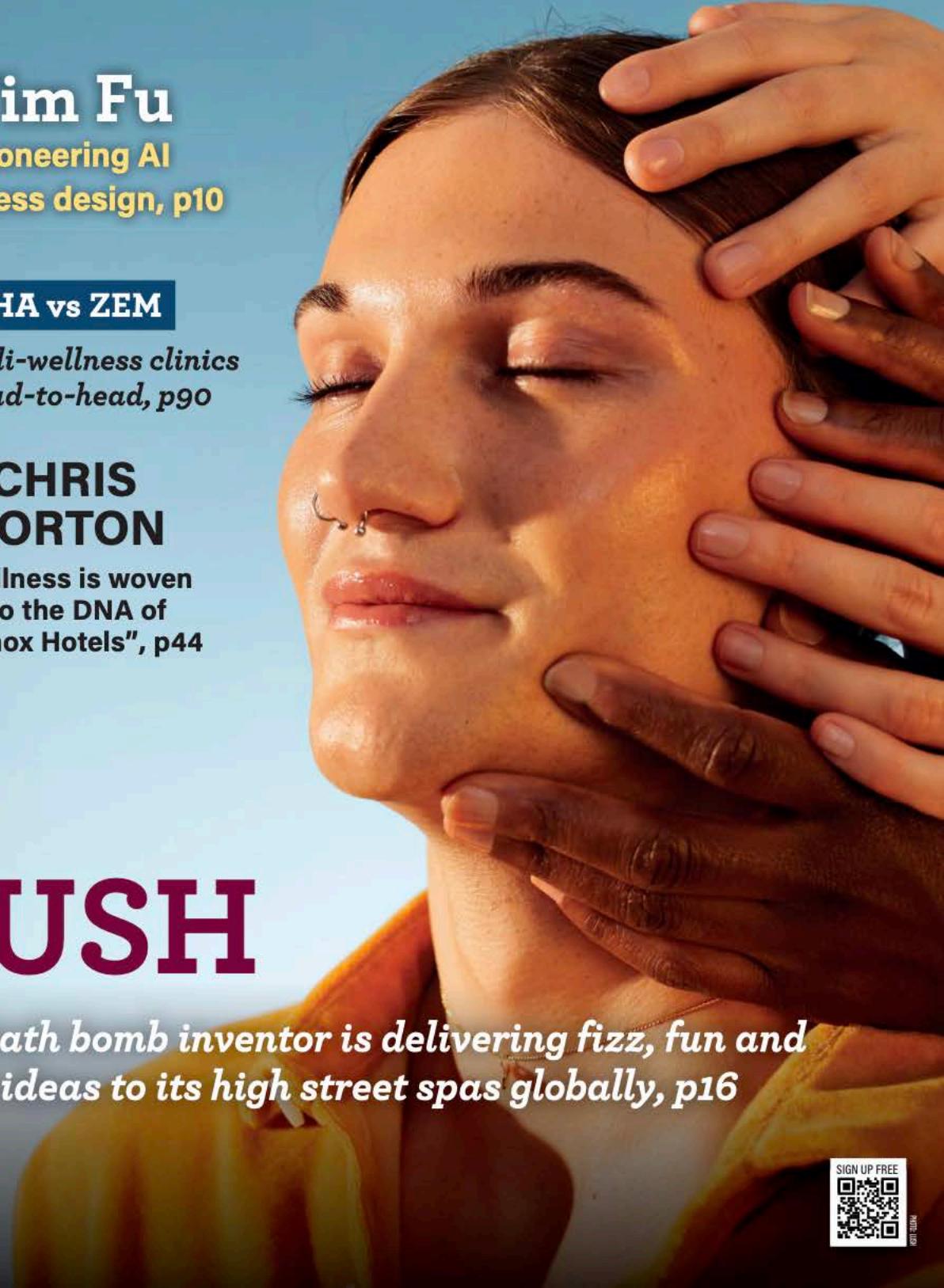
*The medi-wellness clinics  
go head-to-head, p90*

## CHRIS NORTON

*"Wellness is woven  
into the DNA of  
Equinox Hotels", p44*

# LUSH

*The bath bomb inventor is delivering fizz, fun and  
fresh ideas to its high street spas globally, p16*



# spa business news

## Neil Jacobs reveals advisory role after leaving Six Senses

Neil Jacobs has announced he's providing strategic advice to capital investment firm Cain International across its portfolio of luxury assets, including luxury spa hotels.

After more than 13 years as CEO of Six Senses, Jacobs recently launched a consultancy called Wild Origins. The company specialises in brand and marketing development as well as financial and operational assessments. It also provides sustainability planning and execution, concept development and pre-opening direction.

Wild Origins' clients include stakeholders in the wellness, lifestyle, hospitality, residential, sustainable development and design sectors.

Cain manages US\$13.6 billion (€11.70 billion, £10.18 billion) in assets across the US, Europe and



Cain International's portfolio includes the Six Senses Residences Courchevel



Neil Jacobs

the UK. Established in 2014, the firm specialises in real estate. It also has a private equity division that invests in businesses and brands across the lifestyle and entertainment industries.

Jonathan Goldstein is the CEO and co-founder of Cain. He's a real estate investment manager who serves on the boards of Aman, Delano and premium sports and wellness club The St James.

More: [http://lei.sr/R3c9F\\_B](http://lei.sr/R3c9F_B)

## Studio Apostoli designs New Thermal Park next to Roman baths

Studio Apostoli has designed a bathing complex called New Thermal Park in Civitavecchia, Italy, next to the ruins of a Roman bathhouse site called Terme Taurine, as part of a project to revitalise the Lazio region.

Studio Apostoli has created the New Thermal Park in collaboration

with the Sensi family, which operates another thermal bathhouse in the Terme dei Papi region.

The project is set to attract international visitors to both the new privately-owned facility and the publicly-owned archaeological site next-door. The development

will be marketed as a high-profile destination for global wellness tourism, taking advantage of Civitavecchia's port and its annual traffic of more than 3.5 million visitors.

The New Thermal Park ranges approximately 26,000sq m and will feature a large outdoor area with three terraces that follow the land's natural contours. There will also be a complex that revitalises a historic rural structure known as Casale dei Bagni.

There will be a total of 14 pools, with an overall footprint of 1,440sq m, sourced from natural thermal springs. The visitor experience will encompass four Roman-era inspired areas, each of which has its own wet circuit – with pools of varying salinity and temperatures, plunge pools, saunas, hammams, fountains and relaxation areas.

More: [http://lei.sr/w4A2m\\_B](http://lei.sr/w4A2m_B)



There will be 14 pools spread over three terraces