

spa business insider

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Global Wellness Day embraces joy

Global Wellness Day (GWD) headquarters has revealed #ThinkMagenta as the theme of its 2022 non-profit event scheduled for 11 June.

Originally launched in 2012, the event founded by Belgin Aksoy encourages people all over the world to champion the power of wellness. The event sees a range of free health and wellness activities held for the public, with many spas across the world are involved.

In 2022, GWD will invite people to #ThinkMagenta, recommending simple but effective affirmations, reminding people that living well begins in the mind.

"#ThinkMagenta is not about being optimistic, it's about being realistic," explains Aksoy, "things happen in our lives and we have the choice to call them good or bad things."

"Sometimes difficulties, failures or illnesses become the greatest teachers. No matter what is happening we can always find a way to choose joy."



PHOTO: GWD

PHOTO: GWD

■ GWD is celebrated in more than 170 countries

According to Aksoy, #ThinkMagenta is simple to do whether at home, in the office or outside. She recommends starting with three easy steps – stop, breathe and smile.

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“

#ThinkMagenta provides a very simple way to disperse the dark clouds

Belgin Aksoy



PHOTO: BRIAN D'SOUZA

NEWS

Brian D'Souza brings sound wellness to spa

Sounds psychologist launches new business

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PHOTO: RITZ-CARLTON

GROWTH

First Ritz-Carlton Reserve in Costa Rica to open in 2024

Resort will open with tree-house-inspired spa

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PHOTO: RAFFLES AT THE OWO

LAUNCH

Guerlain to debut first spa in London in Q4

Guerlain spa to open at Raffles at the OWO

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spa business news

SOUND WELLNESS

DJ brings sound wellness to spas

Music psychology specialist, Brian d'Souza, has launched a sound wellness business to offer transformative sound experiences to the spa and wellness industries.

Called Swell, the company delivers bespoke music and sound solutions combining field recording, music composition, nature and sound therapy to improve relaxation while promoting positive listening habits for deep relaxation.

d'Souza says the traditional linear listening experience



TERME OLONIA



**Traditional linear
 listening experiences
 can result in
 'listener fatigue'**

Brian d'Souza

can result in 'listener fatigue' if guests and staff hear the same music on repeat.

In light of this, Swell is aiming to provide therapists with an audio solution to elevate treatments and create more immersive environments.

The company designs, develops and supports its own software platform and apps which enable the user to sync music selections and compositions to therapeutic journeys.

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DESIGN

New project for Studio Apostoli on Italian spa island

Italian wellness architecture firm Studio Apostoli is on board to renovate the Terme di Grado wellness facility in the Italian spa town of Grado.

Located on an island in the North-East of Italy, Grado has a historic reputation as a bathing hotspot thanks to its marine thermal springs.

Originally built in the 1970s, Terme di Grado is being extended, restructured and modernised by a team of design studios – including Studio Apostoli – which is being led by Archest.

The overhaul is projected to cost nearly €25.4m (US\$27.8m, £21.4m)



PHOTO: STUDIO APOSTOLI

■ The facility will blend the indoors and outdoors

and be completed in three years' time.

Once complete, the facility will be home to a spa, extensive experiential wellness space with thermal and wet areas, a beauty facility, salon and fitness hub.

Studio Apostoli has recently begun construction to realise the first-floor wellness area within a glazed space leading onto a rooftop terrace.

The studio is creating eight treatment rooms where

guests will be able to opt for a range of spa rituals inspired by the location. To differentiate the offering, one treatment room will be kitted out with a Turkish bath while two other suites will serve as couples' cabins.

The spa journey will be topped off with an outdoor green terrace which, during the summer, will become a space for outdoor spa treatments.

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