

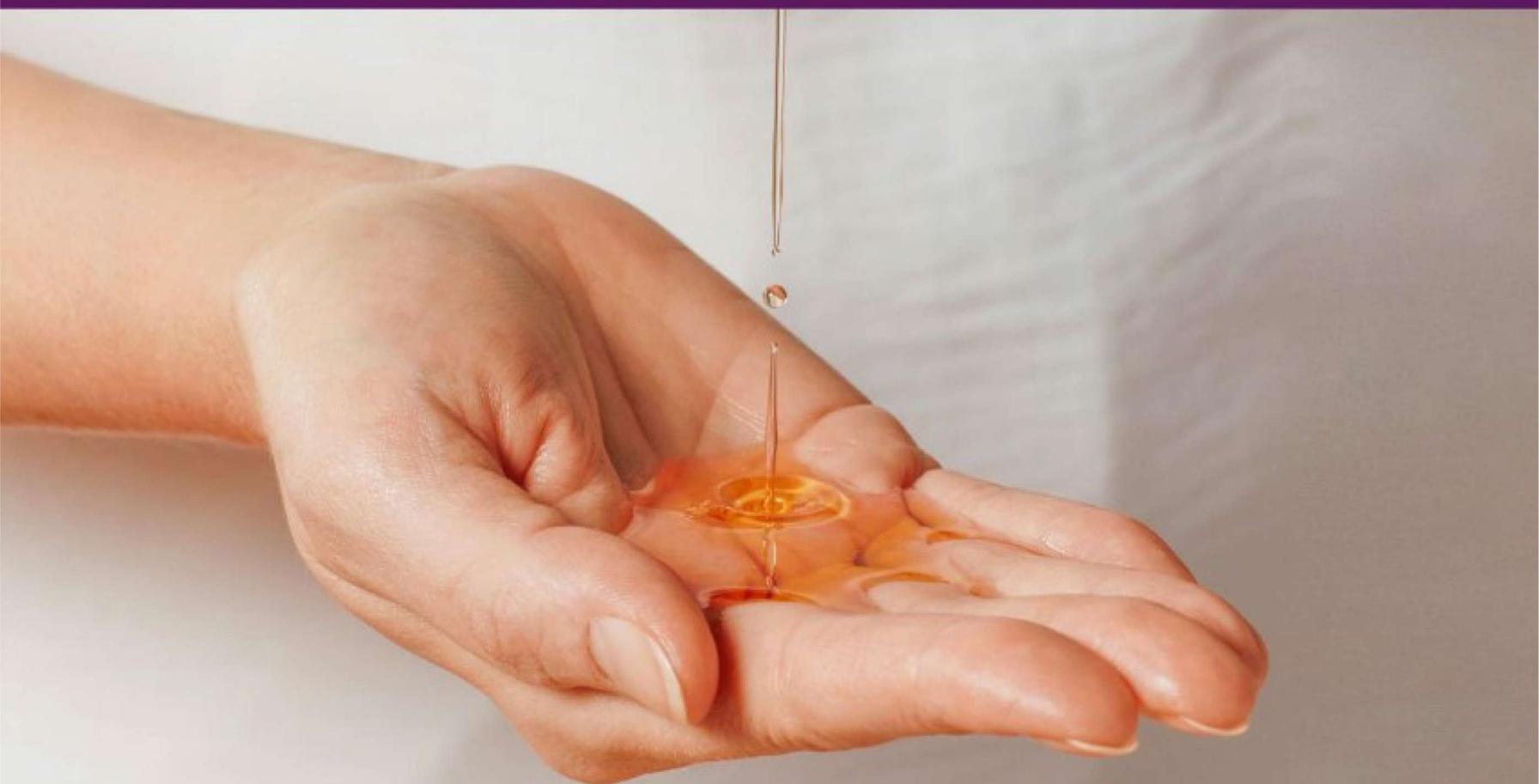
europaean Spa

SPECIAL EDITION

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The essential resource for spa business and wellness hospitality



Helping you get back to business

Spas around the world prepare for reopening...

Creating trusted spaces

Alberto Apostoli believes successful spa designs will increasingly rely on the input of specialised architects and engineers, while the spa guest experience will be determined by how and when social distancing restrictions are eased



DESIGNER PROFILE ALBERTO APOSTOLI

Practice: Studio Apostoli, Italy
Notable spa projects: Lefay Resort & SPA Dolomiti, Italy; Portopiccolo Spa, Italy; FAAS Medical Spa Lijiang, China; Atrium Spa & Beauté, France
Design ethos: Wellness-creating architecture

choice of materials and construction techniques for post-Covid-19 operation. I would, for example, avoid grouting floors. It would also be helpful to eliminate or coat any surfaces that are difficult to clean, and consider introducing beautiful screen dividers in your relaxation areas.

Communicating with guests before, during and after their visit will become even more important than before. If your spa is located within a hotel, you could possibly ask guests to get dressed in their

Firstly, spas will have to do a complete check-up of their air ventilation plant, ensuring that it is easy to inspect and maintain. If possible, they should install automations for doors, taps and dryers. Guests should also be encouraged to use outdoor areas and I also believe the ‘cluster spa’ concept will become very popular, where guests can enjoy micro-spa experiences that share only a few common spaces.

Social distancing and space division is perhaps the most challenging element to address as people are intrinsically sociable by nature. Spas may consider extending their opening hours, staggering entrance times or asking their guests to pre-book visits in their entirety. If space allows, think about how your interior design, such as in relaxation rooms, could be reconfigured to ease the flow of guests. Also, private areas such as spa suites could help aid any lasting social distancing measures.

Clarity and communication

One of the most important elements of designing a trusted space in these new times is lighting design, as dark corners can make guests doubt cleanliness. A warm, inviting atmosphere must also be maintained throughout, and choosing light-coloured surfaces can help to achieve this and open up the space.

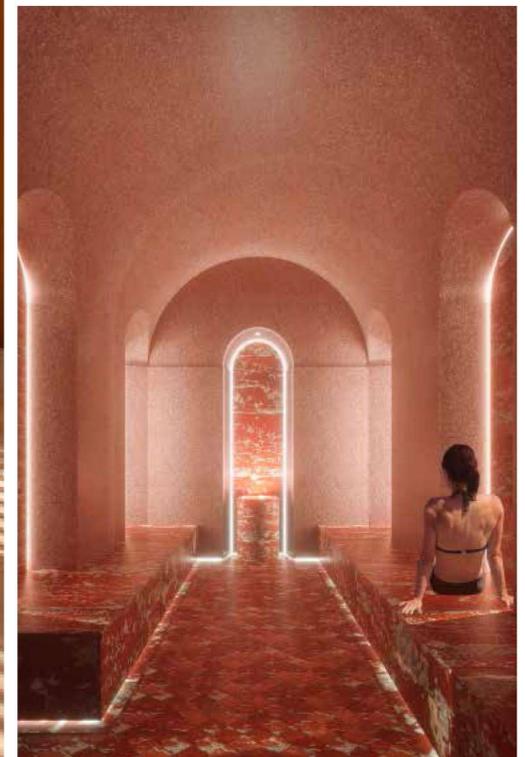
If you are refurbishing your spa during an enforced closure period, ensure you have the right



This page from bottom: FAAS Medical Spa, China; Atrium SPA & Beauté, Maçon, France



Clockwise from left: Portopiccolo Spa Sestiana in Italy; an Apostoli concept design for Cipriani Spa in Milan, Italy; Lefay Resort & Spa Dolomiti, Pinzolo Italy



bedroom to avoid the changing areas.

A spa's flow can be reappropriated through a combination of clear signage, which also provides reassurance for guests. I suggest a synoptic communication made of a mix of texts, drawings and colours. The most important thing to consider is that your signage is creative, almost fun. We shouldn't make our guests think that they are in a clinical environment." ▷

Alberto Apostoli's Three Takeaways

The great outdoors: Use as much of your spa's external space as possible

The cluster concept: Try to provide a series of micro-spas that share only a few common spaces

Filter spaces: Offering guests a space in which to relax also allows for the sanitation of various areas

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