

# Hospitality Interiors

ISSUE 96 | JULY - AUGUST 2021





# NEWH UK – learning, leadership and wellbeing in hospitality design

By Alicia Sheber

## La Pause – spa and wellness webinar

The webinar series La Pause, presented by the international charity NEWH's UK, Paris and Milan chapters, continues to flourish. With education and funding student scholarships at its heart, the networking organisation's monthly forums provide the global design community with opportunities to learn about the evolving hospitality sector.

The May event brought together industry leaders to discuss the future of spa and wellness.

Architect Alberto Apostoli, founder of Studio Apostoli in Verona, Italy, has designed numerous spas across the world as well as products and equipment for private wellness spaces. Studio Apostoli is an atelier of architecture, interior design, engineering and product design, whose primary mission is to design with wellness at the core of every project.

Creator and founder of London-based Muza Lab, Inge Moore, launched her studio with a vision that the design process should be intimate, where insight, experience and creativity are shared to achieve outstanding interiors. With an instinctive eye for beauty and visual harmony, and tastes honed by global travel and informed by family values, she instinctively designs places that make people feel elegant and cherished.



Alberto Apostoli

Emlyn Brown, global VP wellbeing, Accor, is responsible for the group's spa, fitness and wellness activations across all luxury and premium brands globally. Based in Paris with a dedicated support team, the wellbeing department integrates wellness throughout the customer journey.

The conversation explored the many ways wellbeing spaces are changing. Visibly enhanced cleaning protocols make practitioners and clients feel safer, while flexible layouts allow social distancing and monetisation of underused areas. Growing in popularity are immunity-boosting treatments and non-touch therapies requiring minimal space and labour, yet high ROI – infrared sauna, hyperbaric oxygen, salt inhalation and cryotherapy. Meditation and mindfulness help prevent illness, while tactile, clean-feeling spaces evoke the senses. Accor's 'second nature' approach combines feng shui and biophilia across the Raffles properties, and imaginative brand partnerships expand the ways wellness is delivered.

The session was moderated by Alicia Sheber, NEWH UK's director of marketing – a design, hospitality and travel journalist, and a ghostwriter who helps design leaders create books and written materials. La Pause has paused for the summer, and will resume in the autumn with new topics.



Inge Moore



Emlyn Brown