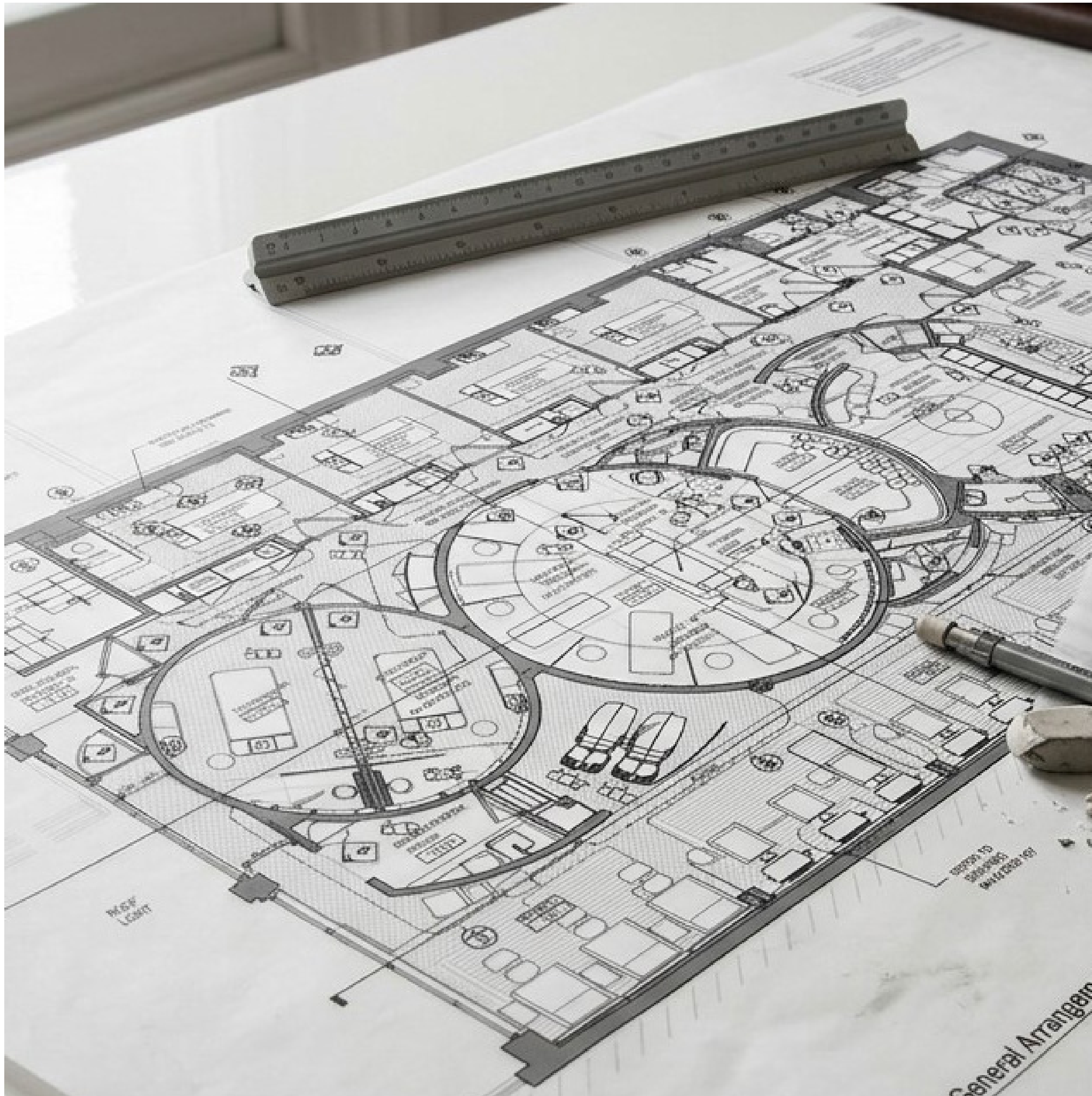


Defining Wellness

Why successful wellness projects require more than a schedule of rooms.

The operational, experiential and technical foundations of successful wellness projects.





Wellness is one of the most complex building types in hospitality.

A wellness project is not simply a collection of treatment rooms, pools and fitness facilities.

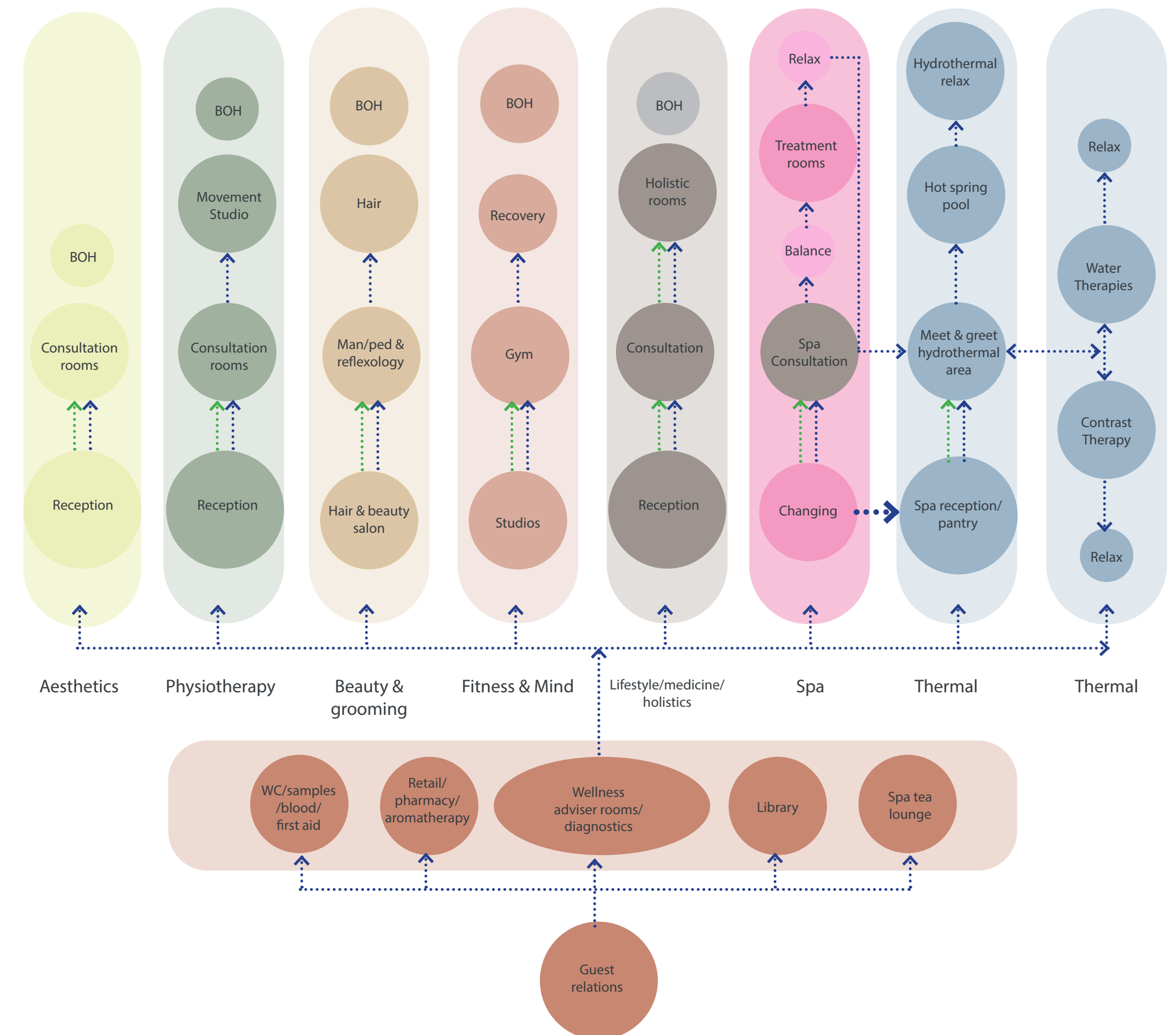
It can combine hospitality, spa, thermal bathing, fitness, nutrition, diagnostics, preventative healthcare, longevity, food and beverage, retail and specialist engineering into a single guest experience.

Each component has its own operational model, technical requirements, staffing structure, environmental conditions and spatial implications.

The challenge is not defining the facilities The challenge is defining how they work together.

Before wellness can be designed, it must first be defined.

Interconnected Wellness Services and Guest Journeys



Most wellness projects begin with an architectural brief. They rarely begin with a complete wellness brief.

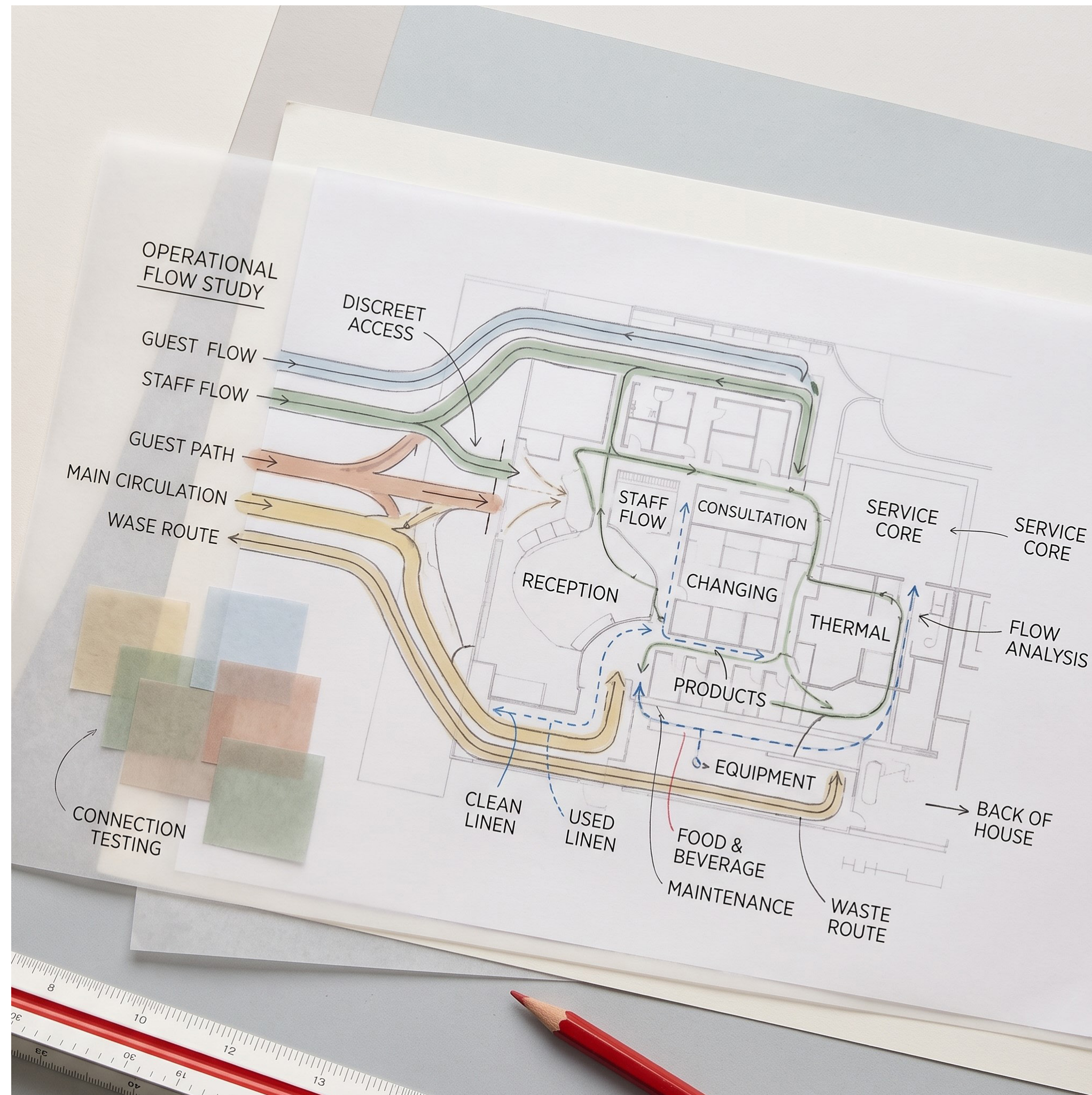
Clients typically know what they want to build.

What is often less clearly defined is:

- Who the users are
- What services will be provided
- How guests move through the experience
- How departments interact
- What staffing and operational models are required
- What specialist equipment is needed
- What technical infrastructure supports the experience

Without this information, critical project decisions are often made using assumptions rather than evidence.

The wellness brief sits between ambition and design.



One building. Multiple guest journeys.

A wellness destination rarely serves a single type of guest.

Residents, members, day visitors, clinical guests and VIPs may all share the same facility, while expecting very different experiences.

Some arrive for a consultation.

Some arrive for thermal bathing.

Some arrive for a treatment.

Some may spend an entire day moving between diagnostics, fitness, therapies, recovery and nutrition.

The challenge is not accommodating more guests.
The challenge is accommodating different guests.

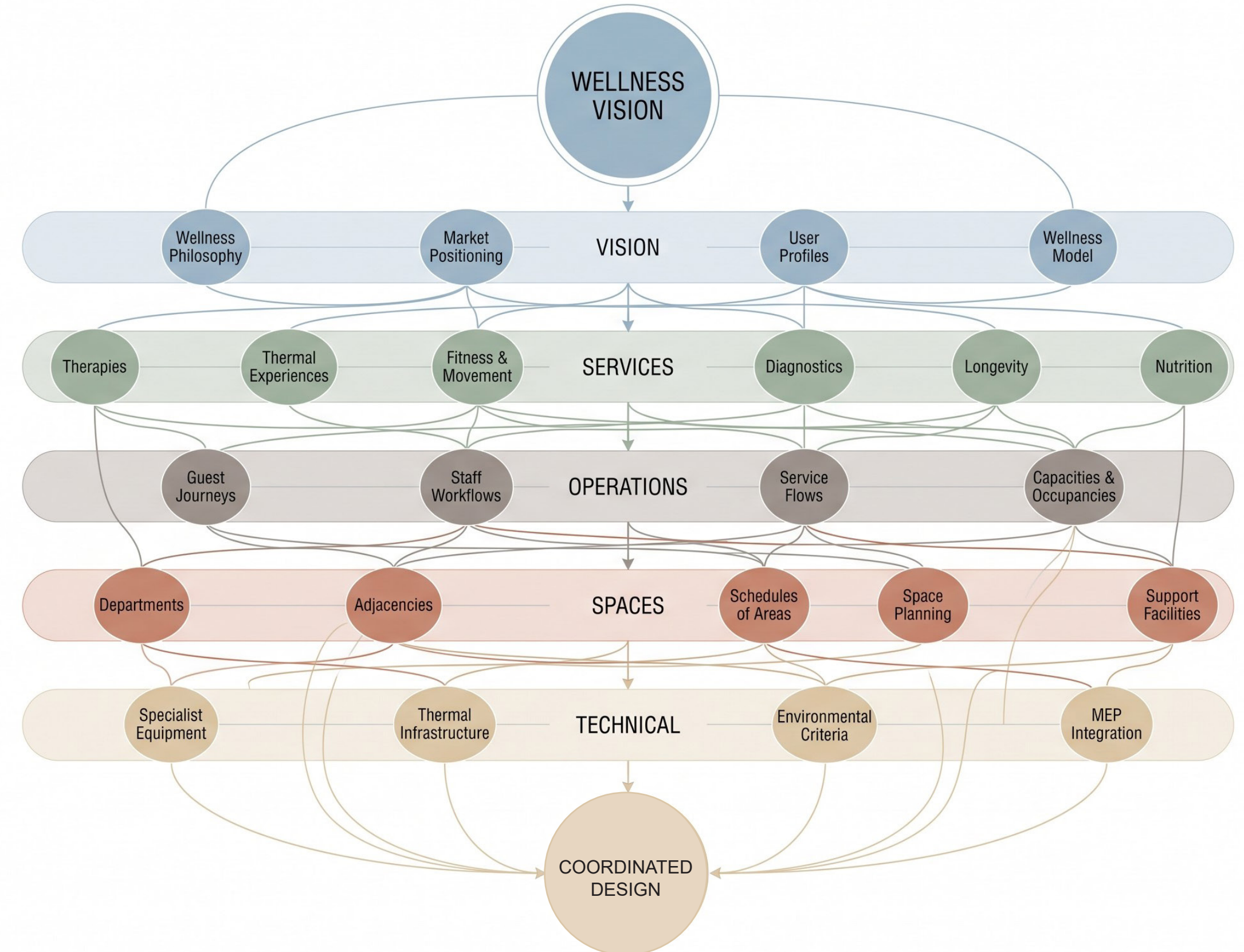
Wellness is shaped by hundreds of interconnected decisions.

Successful wellness projects are not created by selecting facilities, finishes or equipment.

They emerge from a series of interconnected decisions that define how the wellness proposition operates, how guests experience it and what the building must support.

Each layer informs the next, ultimately influencing every major design decision across the project.

Better definition leads to better decisions.





Wellness is changing faster than most buildings.

The science, technology and operational models shaping wellness today are evolving rapidly. Designing successful wellness environments increasingly requires knowledge that extends beyond traditional hospitality, architecture and interior design.

Neuroscience is beginning to influence spatial design.

Biophilic design is influencing how people engage with environments.

Behavioural psychology is shaping guest journeys.

Longevity is reshaping service programmes.

Medical wellness is changing the relationship between hospitality and healthcare.

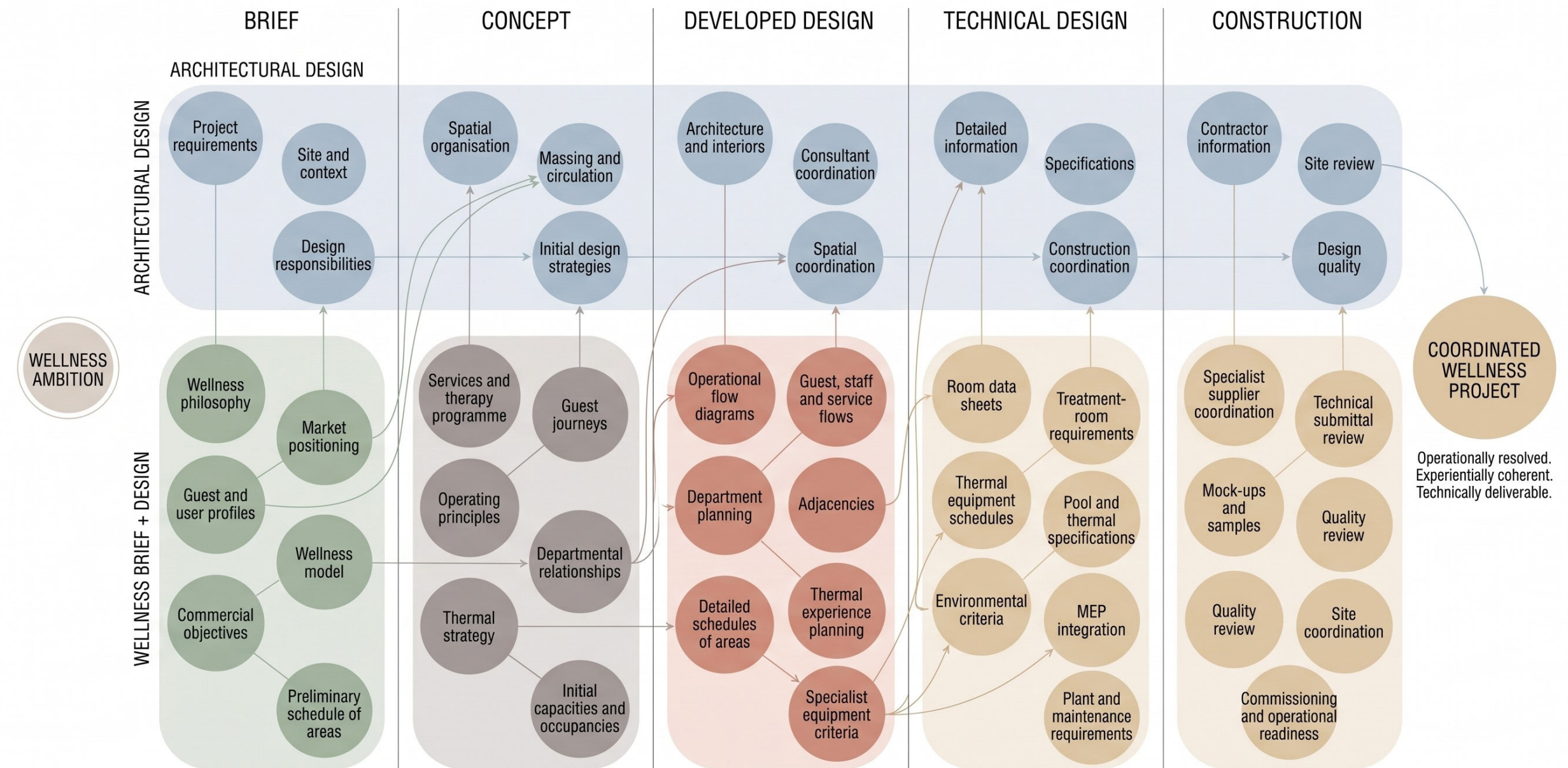
Designing for wellness increasingly requires knowledge that extends well beyond architecture.

How the wellness brief develops alongside design

The architectural process develops the building.

In parallel, the wellness process develops the information that allows the building to operate successfully.

A successful wellness project develops operationally, experientially and technically alongside its architecture.





Every Wellness Facility Has a Second Building Hidden Behind the First.

A wellness destination rarely operates as a single facility.

Treatment rooms, thermal experiences, fitness, diagnostics and recovery spaces may all share the same building, while relying on very different operational requirements.

Some spaces require continuous servicing.

Some require specialist equipment and preparation.

Some require complete privacy.

Others must accommodate high levels of movement and activity.

The challenge is not accommodating more functions.

The challenge is integrating them seamlessly behind the scenes.

The outcome

The result is not simply a better spa.

It is a project where strategy, operations, guest experience, architecture, interiors and engineering have been aligned from the beginning.

Outcomes

Better Definition

A clear wellness proposition, operating model and project brief.

Better Design Decisions

Architecture informed by guest experience, operations and specialist requirements.

Better Technical Coordination

Thermal, treatment and longevity requirements integrated into the wider consultant team.

Better Operational Performance

A facility that can function as intended once opened.

Reduced Risk

Less redesign, fewer assumptions and greater confidence throughout delivery.

Translating wellness ambition into coordinated project information.



WELL Architecture + Design

Defining successful wellness projects.

For more than 25 years, WELL has helped developers, operators, brands and architects transform wellness ambitions into coordinated project briefs, operational frameworks and deliverable design information.

Areas of Expertise:

- Wellness Strategy
- Operational Planning
- Guest Experience Design
- Spa & Longevity Planning
- Thermal Environments
- Specialist Technical Coordination
- Architecture & Interiors

The most important wellness decisions are often made before design begins.

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