

A group of women in dark grey robes are relaxing on white, tufted lounge chairs. They are positioned around a hot tub with bubbling water. The scene is set outdoors, likely on a rooftop or terrace, with large windows in the background. The lighting is warm and golden, suggesting late afternoon or early morning. The overall atmosphere is one of relaxation and luxury.

SPACE & PLACE

GEN Z AND THE SPA WORLD

WELCOME

Hello, I'm Daniel Taylor, Architectural Designer

- 7+ years at Space & Place within in Sport and Leisure industry
- Spa industry prior Design Manufacturing and Install
- Passionate about health & wellness, sustainability

DANIEL TAYLOR

+44 7557 740 960

0800 909 8008

daniel.taylor@space-place.com



SPACE&PLACE

www.space-place.com

@inspaceandplace

Architecture for Human Beings

Key Principles

What?

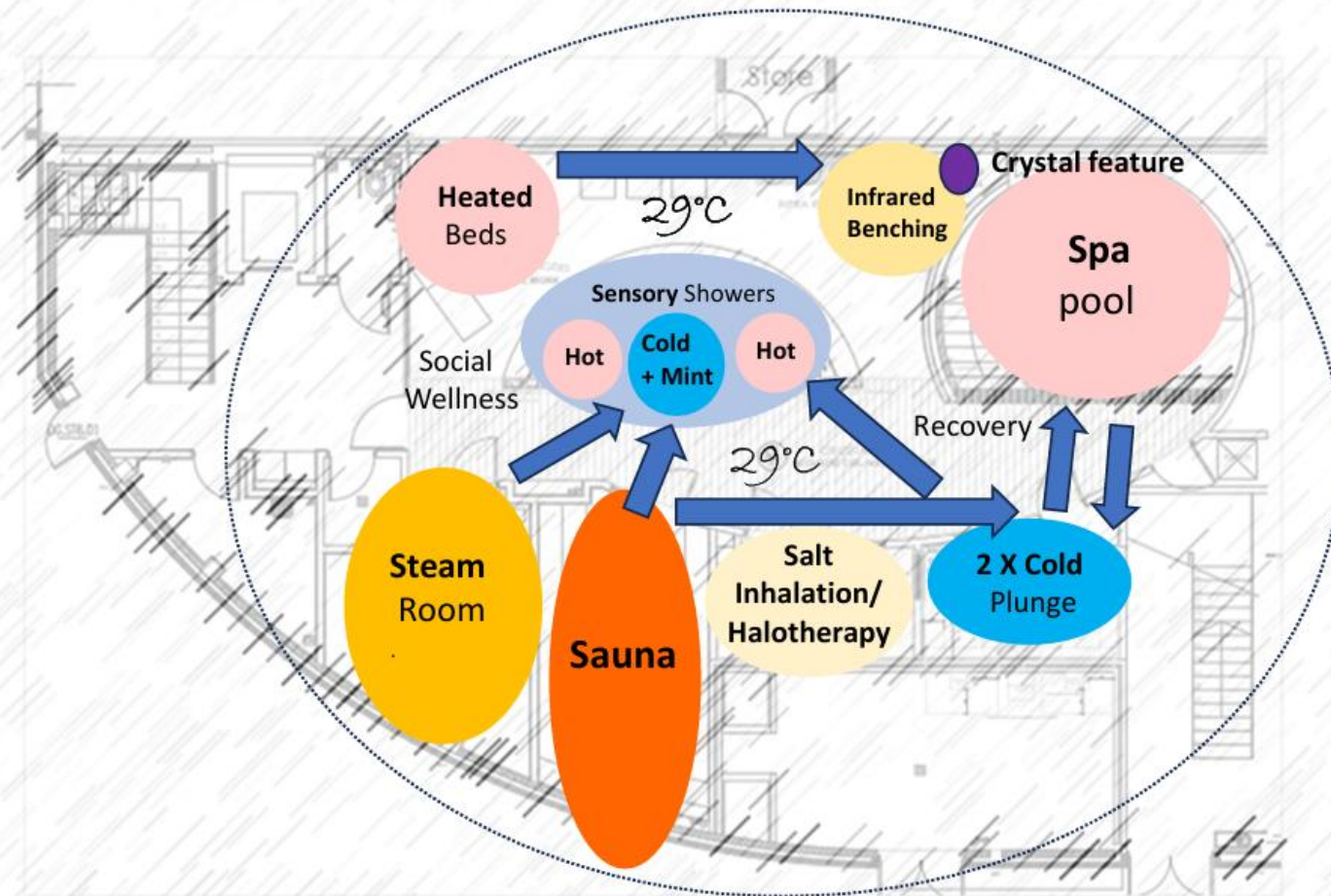
Thermal Circuit (Hot - Cold - Rest)

The Heat: 70-90°C indoor/outdoor wooden saunas. Sweating helps flush toxins, relax muscles, and relieve stress.

The Plunge: 5-15°C cold plunge pools or ice buckets. Triggers endorphins, boosts circulation, and resets the nervous system.

The Chill: Relaxing around fire pits or in community gardens to rehydrate and socialize

Thermal circuit



- Legend
1. Sensory Sauna showers
 2. Retractable works to Heated beds
 3. New Cold plunges and experience room with ice feature
 3. Hydrotherapy temperature up to 38degrees
 4. Salt inhalation room
 5. Infrared sauna with and without red light therapy
 6. Remedial works to steam room
 7. Remedial works to hot saunas
 8. New Acoustic timber ceiling and lighting
 9. Infrared Sensing
 10. New wet seating and crystal feature

SPACE PLACE

Thermal Experiences

-  90°C
-  40°C - 100% Humidity
-  34-38°C
-  29°C
-  18-24°C - 40% - 60% humidity or dry option + salt
-  10°C

You + alignment

Scale 1:1000

DATE: 2024/01/10

SPACE PLACE

WESTMINSTER LOUR

GROUND FLOOR

Spa Benefits

Why?

Physical Health

- Relieves Muscle Pain
- Improved Circulation
- Support Immune System
- Reduce Inflammation
- Detoxification

Mental Health

- Reduces Stress
- Improves Sleep
- Digital Detox
- Boost Mood
- Builds Self-Esteem
- Sense of belonging

Aesthetic Health

- Deeply Cleanses Skin
- Hydrates
- Exfoliates



Improved Circulation



Stress Relief



Reduced Inflammation



Detoxification

Spa Types

What?



Day/Wellness Spa

Visited a few hours at a time
Focus on relaxation

Destination Spa

Large complexes
Usually involve overnight stay
Robe Dining

Community Spa

Accessible, affordable, and sociable.
Regular wellness participation
Community gathering
Sauna and plunge offering

Sports Spa

Elite recovery
High tech – Cryo
Universities / Football facilities

Variations

What?

Sauna



Pine Sauna



Infra Red Sauna



Himalayan Salt Sauna



Banya Sauna

Cold



Bucket Shower



Ice Feature



Cold room



Ice Bath



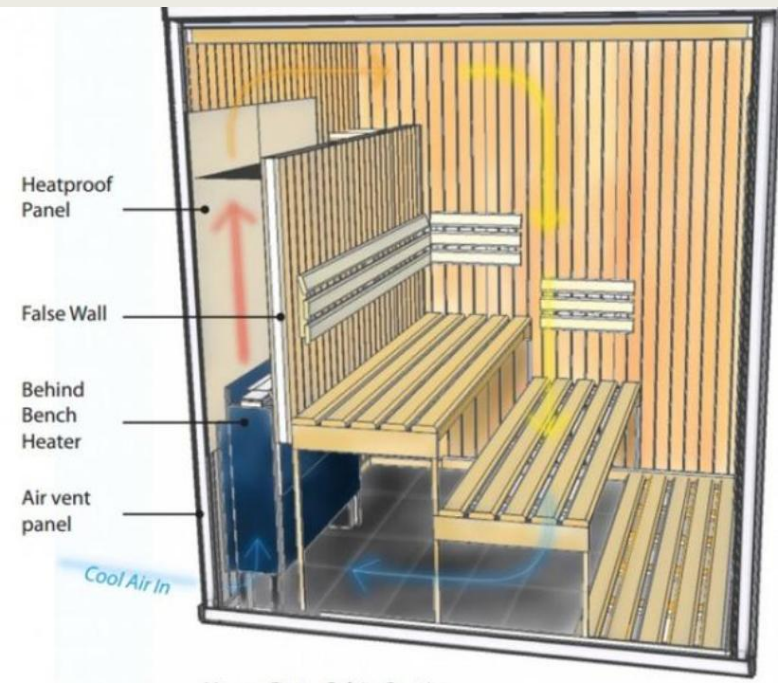
Trends

Cold Rooms
Ice Feature
Ice bath





Sauna Stove





Relax space
Heated beds





Circulation
Infra Red stations
Reflexology
Foot spas





Acoustic's





Outdoor
Zen gardens
Hydro pool





Energy

Glazed fronts

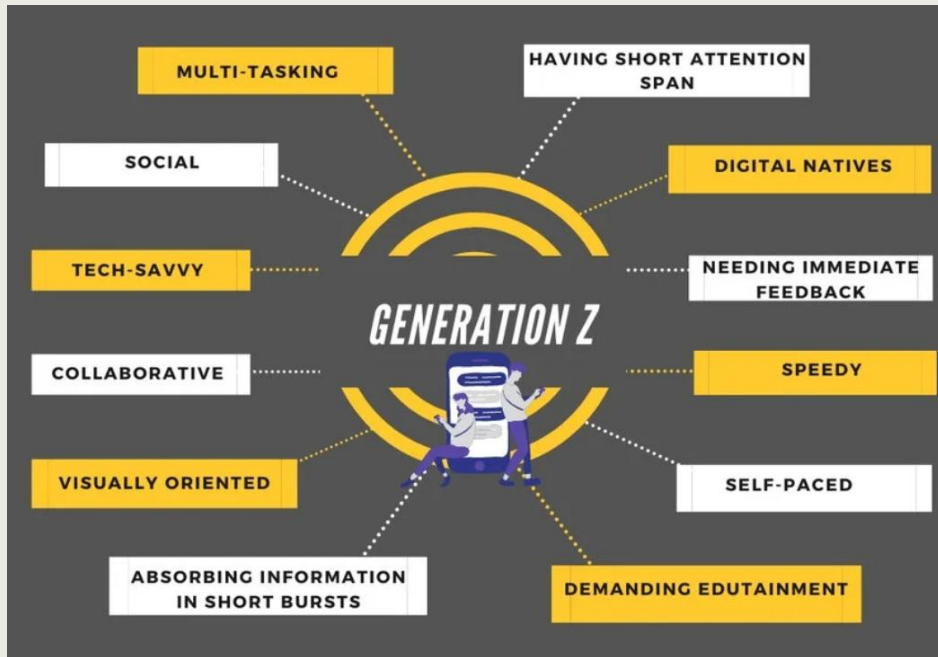
Correctly specifying heater size

Why?

“For Gen Z, spas are no longer occasional luxury escapes — they are part of everyday wellness culture.”

Clear growing demand from consumers who want more than just a gym membership. They are looking for facilities that support performance, recovery and overall wellbeing within one environment.

How Gen Z Is Changing the Spa Industry



Characteristics

Preventative health focus
Digital Natives
Climate conscious
Diverse
Sociable
Experience-driven

Demand for

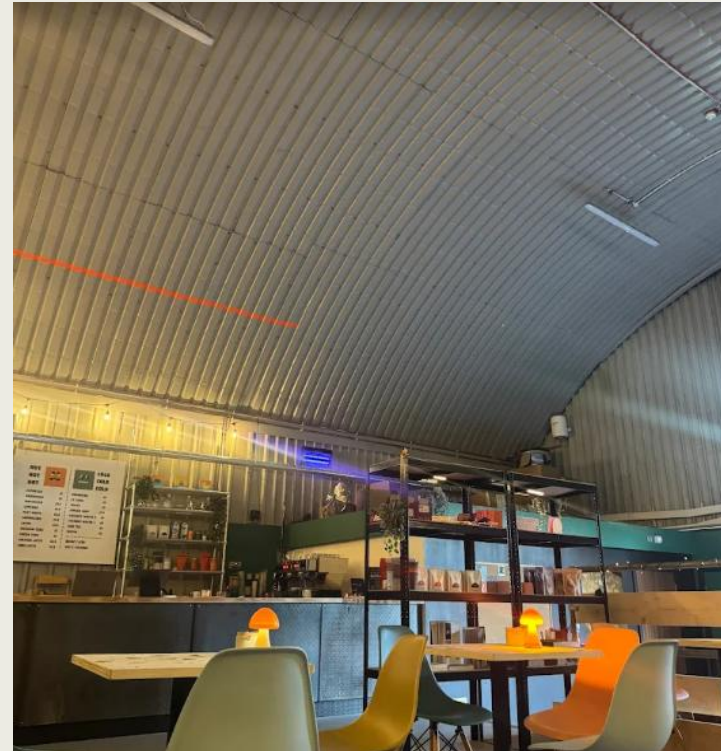
Wellness over luxury
Technology enabled wellness
Sustainable & eco-friendly products
Inclusive wellness
Shared wellness experiences
Theatre

Community Spa

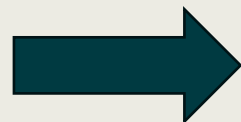
Wellness over luxury



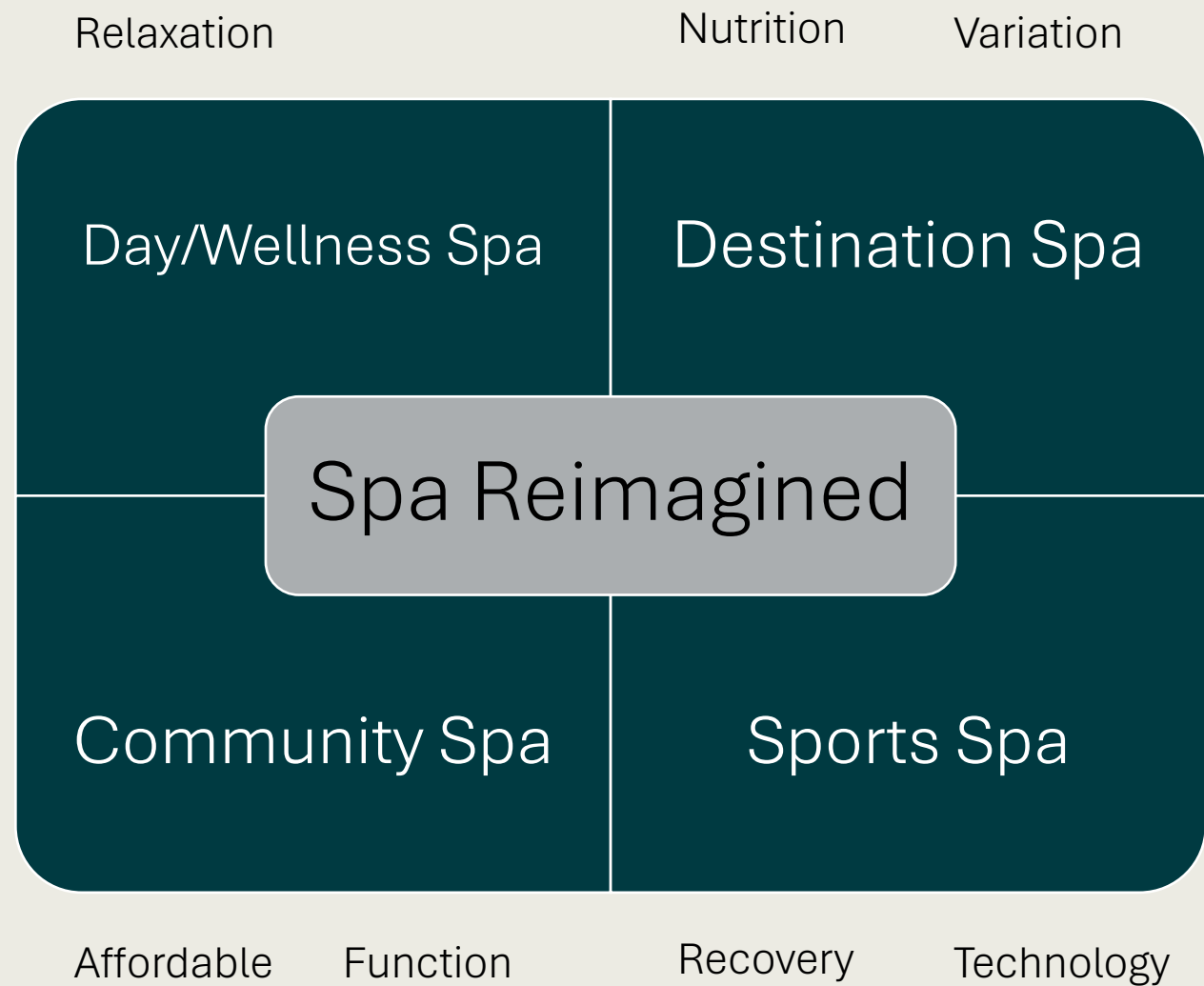
Kontrast – Manchester



Hackney Wick – London



Social





Community

Chilterns
Lifestyle Centre

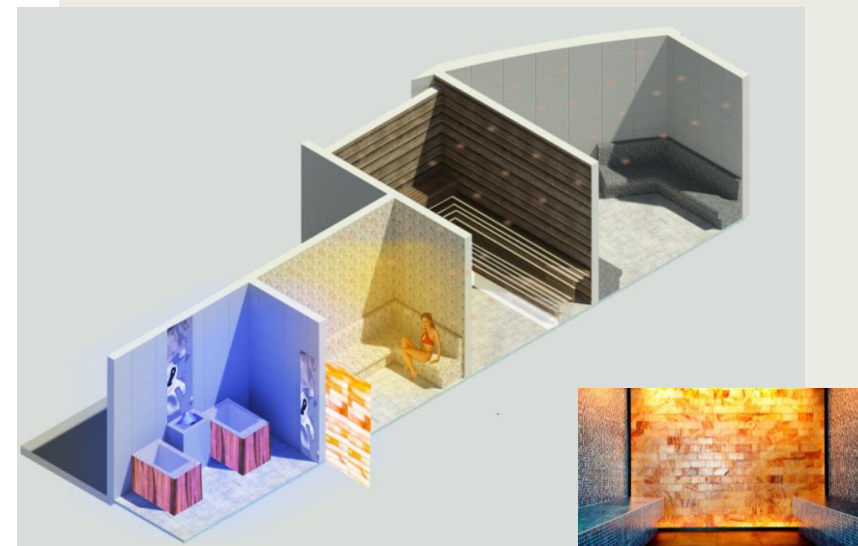
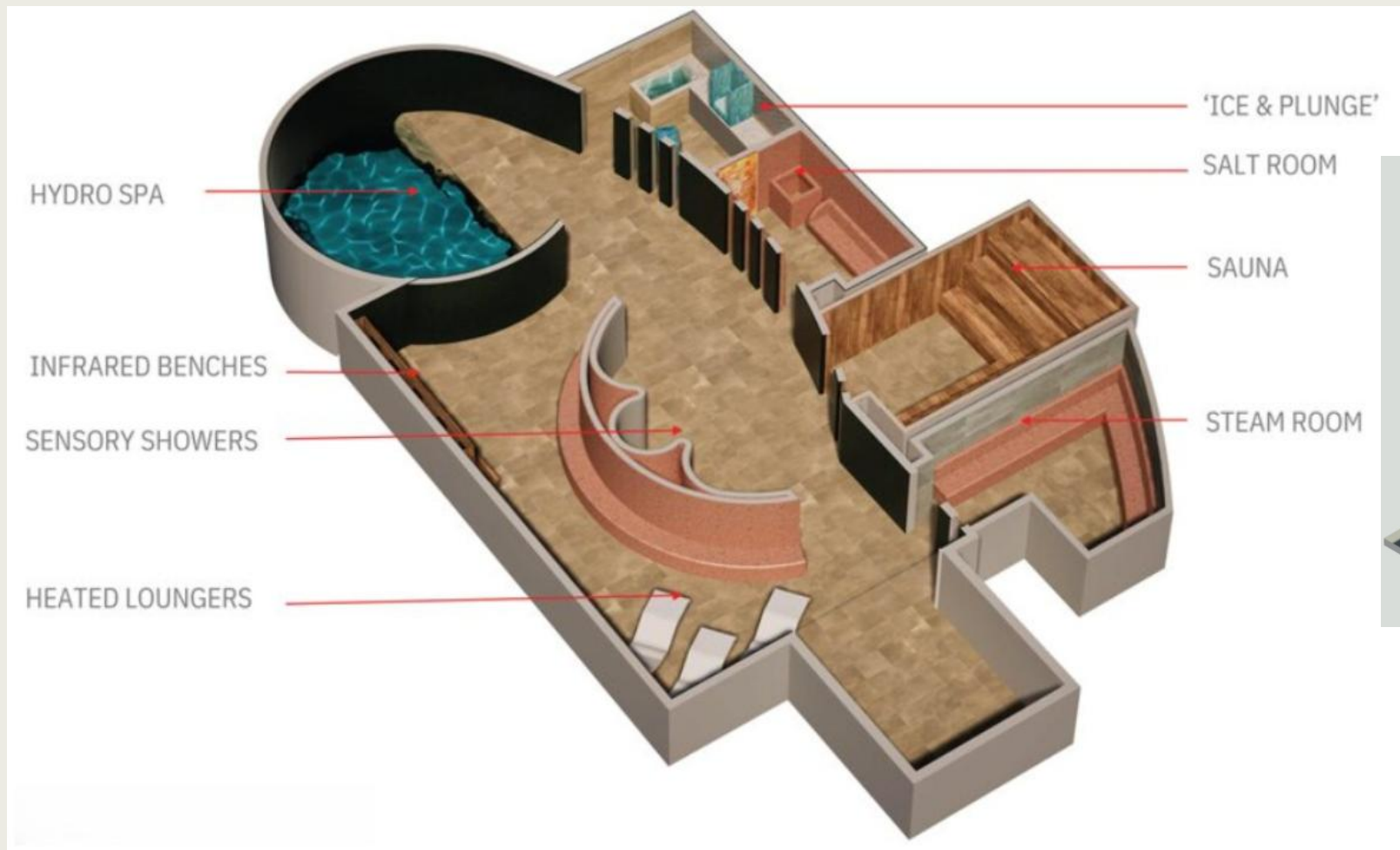




Riverhills Health Club

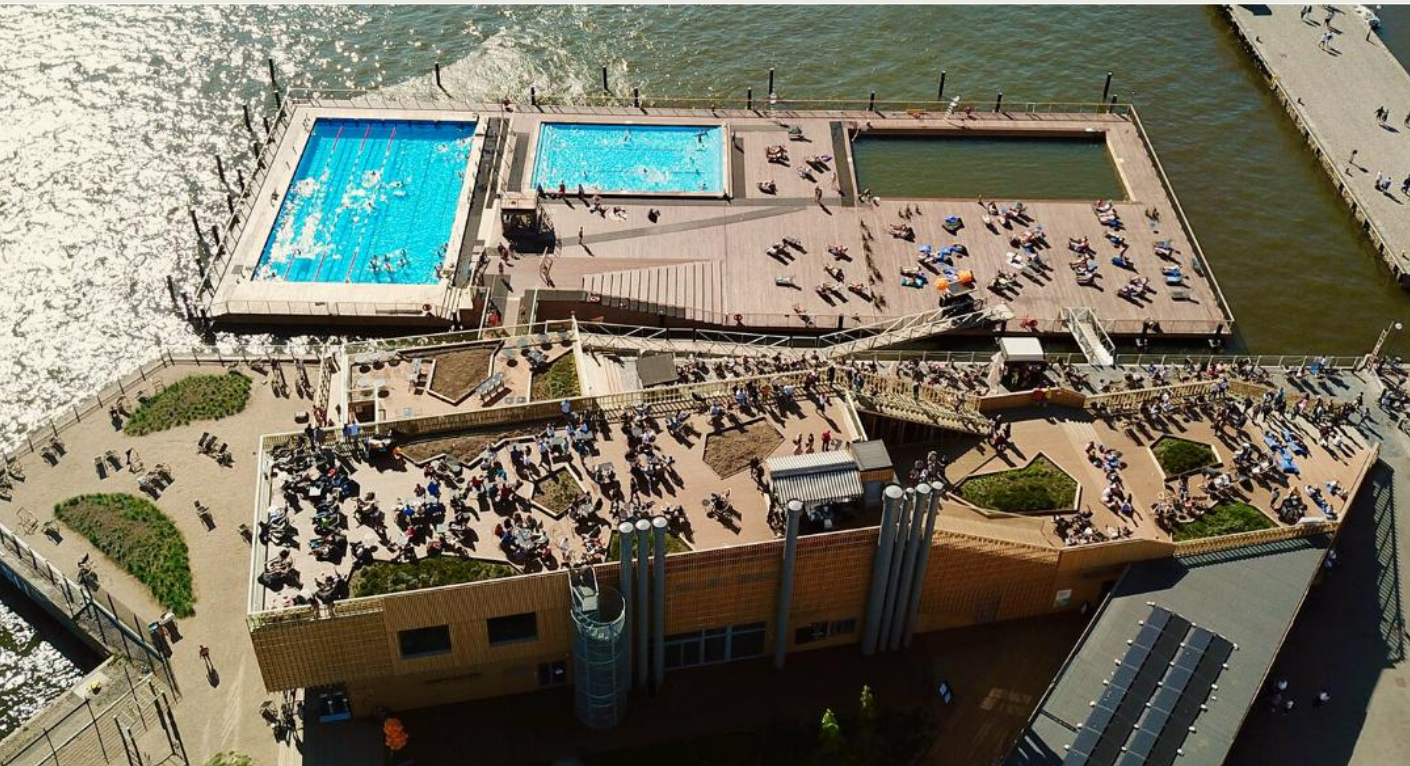


Westminster Lodge



Nordic Urban

Cardiff



Helsinki



KEY TAKEAWAYS

- Can we learn from the community spa model?
- Relax to recovery? Enhancing existing facility mix
- Co-location of services within leisure?
- Key drive to harness spa and allow it to play its roll in overall physical/mental health ? Social prescribing?

A photograph of a spa lounge. In the foreground, a woman with blonde hair is seen from behind, wearing a dark grey bathrobe. She is sitting on a white, tufted lounge chair. To her right, another woman is lying on a similar chair, also in a dark grey bathrobe, looking towards the right. In the background, a third woman is lying on a chair, and a hot tub with bubbling water is visible. The scene is brightly lit, suggesting a sunny day. The text "SPACE & PLACE" is overlaid in the center of the image.

SPACE & PLACE

