

LUXURY HOTEL AND WELLNESS RESORT

FRANCE

Concept development 5 star hotel and wellness resort for the luxury traveller looking for Wellness 2.0 destinations. Designed for future strategic directions and operational implementation.

The concept is build around the desire of global consumers to escape from unprecedented stress, 24/7 connection and 'noise'. A complete and authentic time-out in the mountains of the Pyrenees Orientales with uncompromising peace and quit, close to the forces of nature.

In the brand story the wellbeing narrative flows in everything that will touch the guest experience and is translated into the tiniest detail to nourish the mind, body and soul to achieve an enhanced state of health and wellbeing. Everything from design, guest rooms, F&B, health & wellness services and products are all intertwined to lead to an optimum quality stay.

The resort will operate at the highest possible level of environmental sustainability, powered by the energy of its hot springs.

The concept is used to engage the invest company, to attract potential hotel management companies and will serve as a guideline for the architect and design team.

RESEARCH | CONCEPT DEVELOPMENT

