

Douglas Wallace designs Karma Spa at Grosvenor-Pulford Hotel, Chester

(June 2008) Douglas Wallace, the major Irish firm of architects, designers and project managers, have completed the design for the Karma Spa at the Grosvenor-Pulford Hotel outside Chester for a total cost of €1.25m.

Douglas Wallace designed the spa to reflect an exotic style that uses lighting in a dramatic way to establish a series of 'stage sets' on which the treatments are delivered. The design scheme uses a colour pallet of rich, dark tones set against intensely coloured mosaics and feature elements, reinforced with atmospheric lighting. Throughout the spa design, there are subtle touches which reference a North African theme.

The spa offers eight treatment rooms, a traditional Hammam area, relaxation room and beauty area. The design maximises the available space and creates a unique and memorable customer experience.

With over twenty years experience designing major spa and wellness projects in Ireland, the UK and Europe, Douglas Wallace's design for the Karma Spa reflects their understanding of the important operational issues associated with these complex projects. The spa is situated in the ground floor area of the hotel and also uses a redundant basement space. As heavily serviced spaces where most of the operations involve water or heat, the choice of layout, materials and construction details for a spa are crucial.

Ian Sherman, Principal, Douglas Wallace commented: "The design for the new Karma Spa reflects the growing importance of spas in the hotel sector, recognising that the customer experience must be at the core of the offering. Spas are now an established leisure activity and the Karma Spa shows what can be achieved when a creative and specialist design team work in conjunction with an adventurous client whose aim is to offer guests a truly unique space in which to relax and unwind."

He added: "The Grosvenor-Pulford Hotel saw an opportunity to establish a vital new element within the hotel that has not only created a new spa market for their business, but has also reinforced their offering for functions and weddings and for the key leisure break market. The final spa has exceeded their expectations and it is trading well ahead of projections. Spas are costly developments for hotels but the effect on the hotel's business has more than justified the expenditure of €1.25m."

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Press enquires:

Aine Rooney, Principal, Douglas Wallace
aine.rooney@douglaswallace.com