

# hospitality design

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## what's next

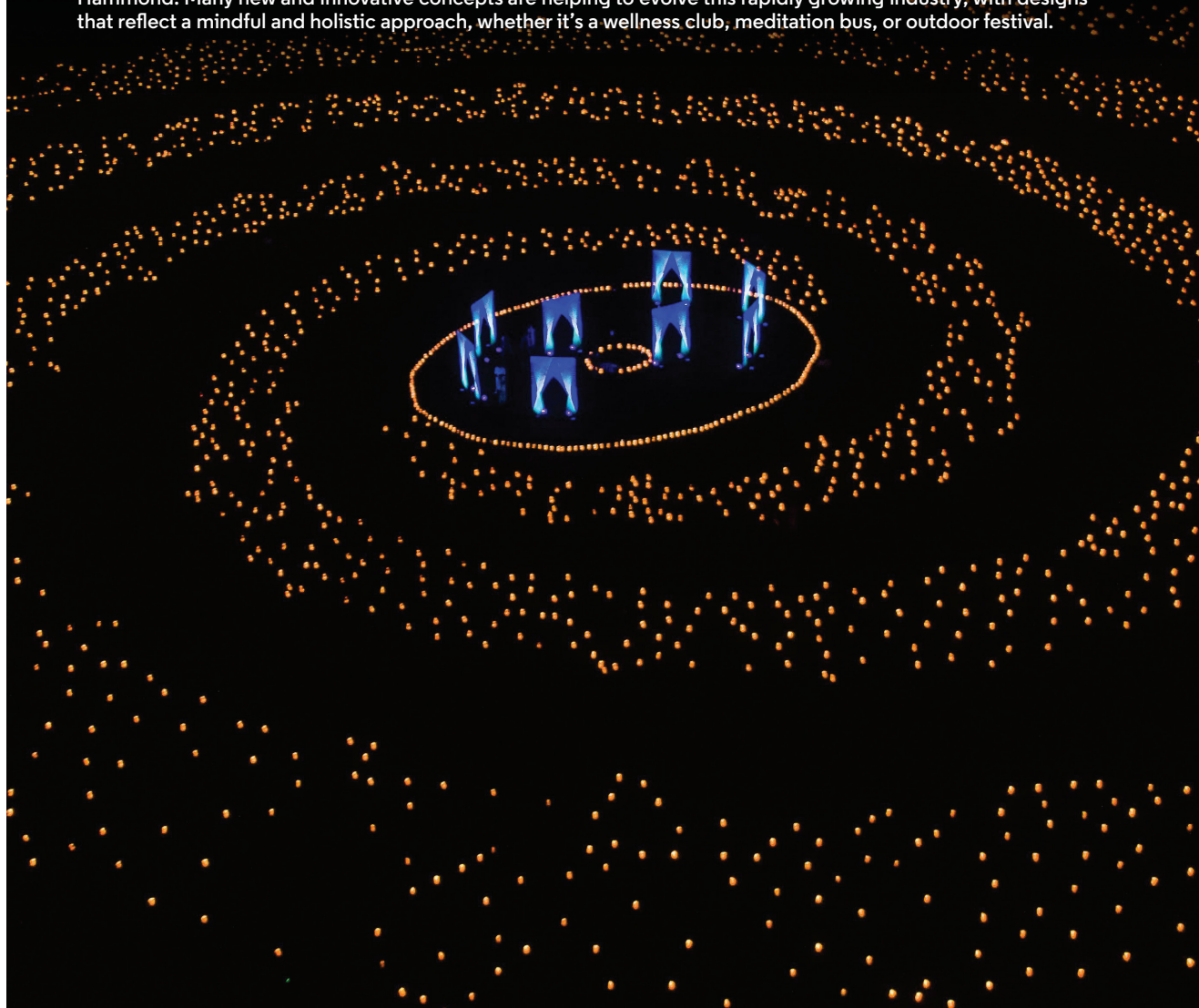
the trends issue

**HDexpo**  
a hospitality design event

**Hospitality Design**  
Circulation: 25,000

what's next **wellness**

**Our take:** According to the Global Wellness Institute's latest Global Wellness Tourism Economy report, wellness tourism is estimated to reach a whopping \$919 billion by the year 2022. What's behind the drive? "With all the technology surrounding us and taking away connections to other people, we are yearning to reconnect with ourselves and others—that is where the heart of this is," says Be Time founder and CEO Carla Hammond. Many new and innovative concepts are helping to evolve this rapidly growing industry, with designs that reflect a mindful and holistic approach, whether it's a wellness club, meditation bus, or outdoor festival.



**Ondalinda, Careyes, Mexico** → Now in its third year, the multiday Ondalinda festival founded by Los Angeles-based entrepreneur Lulu Luchoire is being touted as the next Burning Man—with a wellness twist. Events at the recent festival in November included heart opening cacao ceremonies, mud healing on the beach, meditation, water activities, and yoga. A different spirit animal was tied to each night's celebration, with guests encouraged to dress as one for the final

event. The standout was an evening on the beach, where thousands of candles formed a Chakana cross, the universal symbol of wholeness used for meditation and teaching practices. Nearby, four tents hosted a different Mexican ceremony or tradition exploring earth, air, wind, and fire through vibration and music for a truly transformative experience. That's only enhanced with the event's dedication to philanthropy: Each year, a portion of the proceeds goes to a Mexican community.

### Be Time, New York →

“Meditation is where yoga was 10 years ago,” explains Carla Hammond, who recently launched mobile meditation and relaxation studio Be Time. “Many have heard about it but haven’t had the chance to experience it or don’t know how to go about it.” The handiwork of London- and Mexico City-based Aidia Studio, Be Time’s tricked-out bus—which offers 15 and 30 minutes sessions throughout the day—is outfitted with 15,000 chromotherapy LED lights; curved, perforated metal walls; and wood plank floors for a cocoon effect. “It is [just] as important to take care of our minds as our bodies,” Hammond says, pointing to the myriad benefits of meditation including increased productivity, creativity, focus, and happiness. She is also experimenting with pop-up brick-and-mortar locations, with one currently in the James NoMad Hotel and soon, WeWork.



**The Well, New York →** The latest arrival in New York’s Flatiron neighborhood will cement the area’s new nickname as the Fitness District. Set to open its doors in early 2019, members’ club the Well occupies 13,000 square feet on Fifth Avenue and will offer a range of services and amenities for a modern, holistic wellness experience. The full-service spa, reflexology lounge, yoga

and meditation studios, private training gym, classroom, and organic restaurant and vitamin bar are awash in shades of cream, gray, and green, and separated into intimate cloisters anchored by curved shapes. Partnering with Rose Ink Workshop, the design “feels elegant and uncluttered with layers of texture and color throughout,” says Kane Sarhan, who founded the Well along with Rebecca Parekh

and Sarrah Hallock. In addition, integrative medicine doctors and health coaches will combine the practices and doctrines of both Eastern and Western medicine to build customized plans for members. “Everyone in New York is trying to optimize themselves and their time, and the more we can simplify the path to a healthier life, the better,” he says.

