



be well

New Spa and Bath Culture
and the Art of Being Well

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Meditation, Facials, and Sound Therapy



THE WELL
NEW YORK, USA

Rather than go uptown for yoga and downtown for acupuncture, The Well offers many healing modalities in one central, frankincense-scented setting.

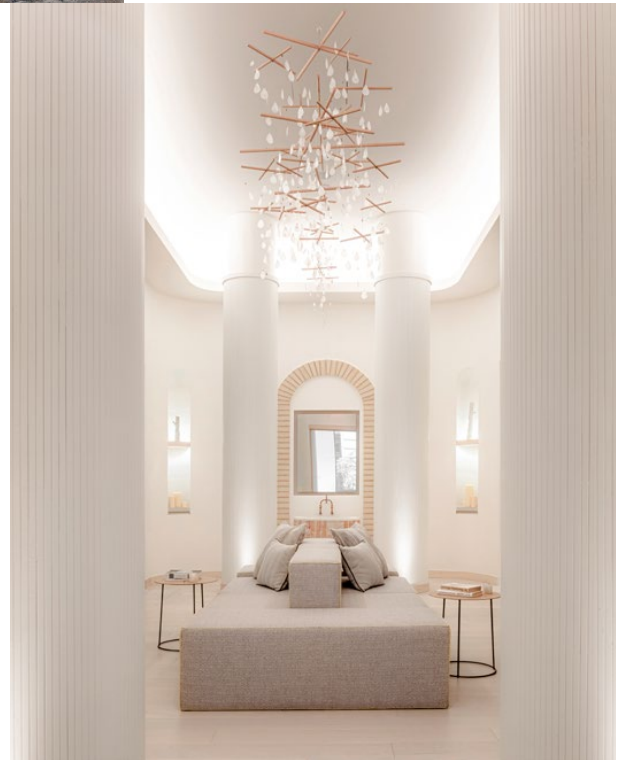
The idea for The Well came to Rebecca Parekh in 2009, during an intense time of her life while she was working on a financial trading desk in Manhattan. "I had very little time to navigate the city's disparate—and spread out—wellness offerings," she says. Inspired to find a solution, Parekh set out to create a streamlined destination in New York City, where you could find integrative doctors, health coaches, and other holistic gurus, all under one roof.

The Well brings this vision to life in a milky calm, serene atmosphere. Since opening in 2019, the modern health club includes a spa with steam and sauna, an organic restaurant, reflexology lounge, yoga and meditation studios, private training gym, and areas for workshops on topics such as digital distraction and detoxing your home. The sheer size of The Well—all 1,672 square meters (18,000 square feet) of it—would be considered large anywhere, but in New York City, it is epic.

The services are far-reaching, too, integrating Chinese medicine, sports medicine, Ayurveda,

nutrition, and body therapy. The Complete workout class, for example, blends strength training with mindful movement and breath work. And the sound healing experience, "is way more than your average sound bath," says Parekh. "In ours, vocal expression and meditative tones converge to harmonize the environment and promote relaxation." You can also take part in emotional support circles and rituals, like the burning ceremony, in which guests write down what they would like to release and place it in a box inside the meditation dome. "We then burn the notes as symbolic purification," says Parekh.

With such diverse offerings, everyone is encouraged to find what works for them. "I don't believe there is a one-size-fits-all solution—wellness can mean different things to different people," says Parekh. Taking a holistic approach is a good first step, though. "When we acknowledge the relationship between our physical, mental, emotional, and spiritual well being, real transformation happens."



— The 1,672-square-meter spa includes a mindful movement studio, co-ed steam and sauna rooms, as well as a private training gym.

! The Well's inner sanctum includes an actual well to symbolize the notion of going deeper into oneself.



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↑ The meditation dome is inspired by Mexican temazcal huts and hosts ancient-style rituals, such as burning ceremonies designed to purify the mind.

→ The reflexology lounge features comfortable recliners where patrons can receive acupressure and therapeutic foot rubs to stimulate energy flow and regeneration.

→→ Curved white walls are lined with plants and pyrite stones to create a soothing atmosphere while crystals buried beneath the floor ensure energetic harmony.

