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THE DESIGN ISSUE

Inspirational Residential
& Hospitality Design



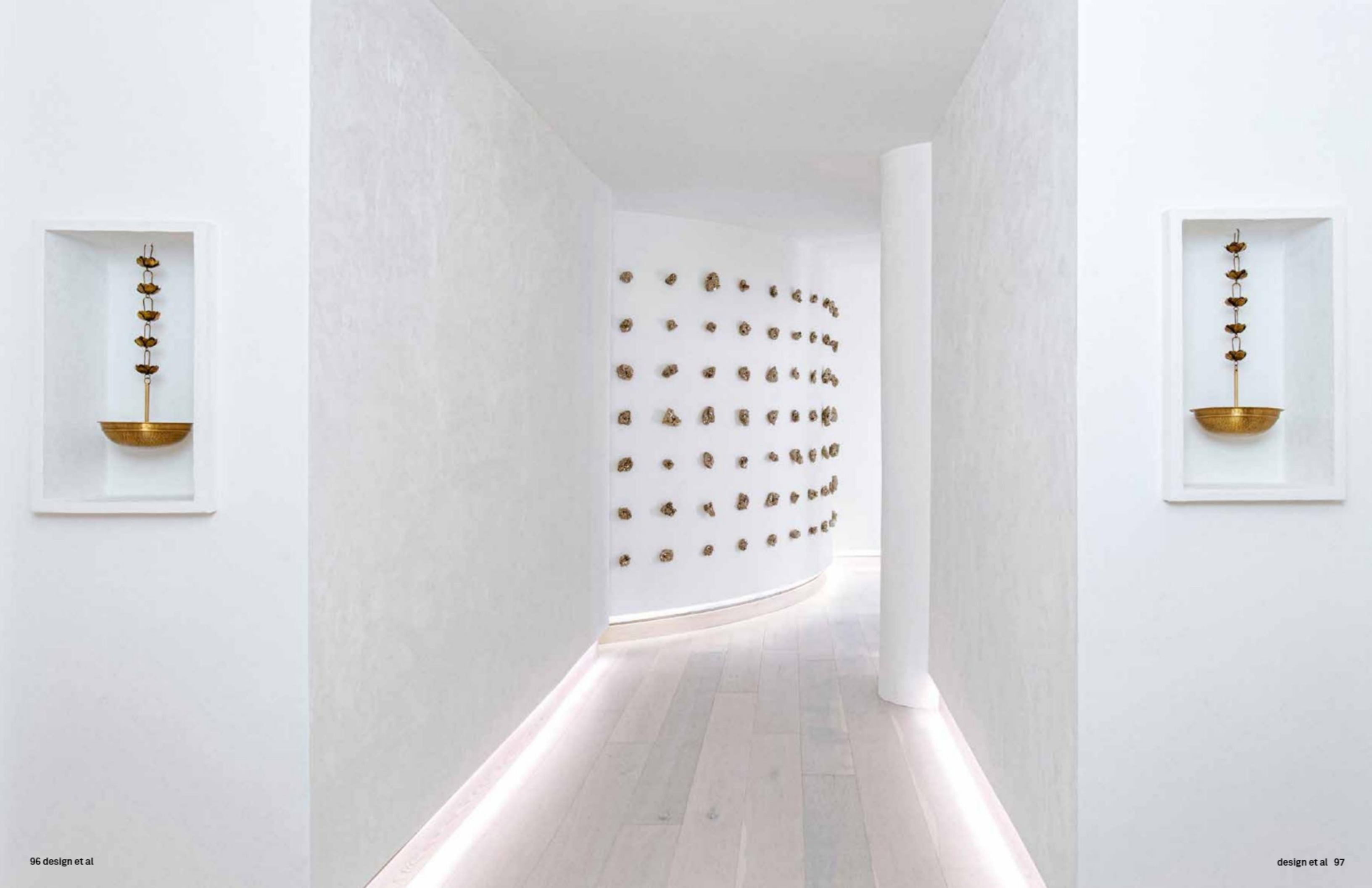


A TRANQUIL ESCAPE IN BUSY
MANHATTAN

THE WELL BY ROSE INK WORKSHOP







“It’s the hub with entrances to reflexology, lecture library, mindful movement. It’s the space where you pause, reflect and set an intention before entering the next layer of spaces.”

Interior Design practice, Rose Ink Workshop, were enlisted to create a full-service spa and wellness centre that was designed around the concept of health, consciousness, and well-being in an urban city. The Well project is located in Manhattan, New York, and was designed to be an environment that would support an individual's overall well-being. The goal for Rose Ink Workshop was to create a space that would be healthy, beautiful, happy, and slightly ethereal.

The brand itself takes a holistic approach towards the services that are offered, and this was mirrored in the approach for the design. A challenge for the interior design team was to pull away from the idea of what a traditional centre of wellness should look like, and create a space that was truly unique.

Rose Ink Workshop were inspired by nature, art, and the concept around a well and what it symbolises. It was crucial that the team kept everything light and natural, as not to take away from the user experience. The designers played with various textures, tones, shapes/forms, unique spatial layouts, organic materials and the natural products of plants and stones. Genesis Hospitality Corporation provided hand-crafted Architectural Wood Refinements and throughout the design the team created a holistic environment using white-washed wood, selenite sconces, Moroccan tiles, sculptural pieces, curved and textured walls, and concrete and fabric-covered walls. In addition, the team used lighting to subtly highlight the architectural details and finishes. It is the details and finishes that make each aspect of this project come together harmoniously.

Ensuring the flow of spaces and the unveiling of guest experiences were right became an important element to the team. Rose Ink Workshop had to carry out a lot

of programming to fit into the footprint of the space, and were presented with the challenge of ensuring the flow was right both operationally and aesthetically. Rose Ink Workshop worked closely with The Well team and built up the shapes of The Well to encompass the differing degrees of public to private space.

Speaking about how the design integrates into its wider environment, Creative Director at Rose Ink Workshop, Liubasha Rose commented “The design incorporates both natural and urban elements, creating a hub that is calming, accessible, and modern enough for the patrons of the bustling city.” The Well can be seen as an escape from the crowded streets of Manhattan, a space where one can truly immerse themselves in relaxation and forget the pressures of life.

The Well includes numerous relaxation amenities such as a full-service spa, meditation rooms, a private training gym, an organic restaurant, a reflexology room, locker rooms and a retail reception where one can purchase the products they had sampled within the spa, allowing guests to take a slice of relaxation home with them. The Well is a beautiful balance of luxury, health and wellness and serves to offer a soothing space where customers can completely disengage. Liubasha Rose describes The Well as “an ecosystem that channels positive energy so that people inhabiting the space take it in and expand their inner vessel and capacity for knowledge, spirit and understanding of the universe. So when they leave they can spread those feelings to do good and be well.”

The project reflects the symbolism of which its name bears, a man-made vessel that since the beginning of time has provided people with access to water and help to sustain life. Liubasha Rose explains the choice behind the project's name “In the context of our project, The

Well is a conduit for members to heal and to elevate energetically. It's part of the same human wellness story...The heart of the club where our 'intentions well' is located and is designed with curved walls that feel like a hug when you're inside. It's the hub with entrances to reflexology, lecture library, mindful movement. It's the space where you pause, reflect and set an intention before entering the next layer of spaces.”

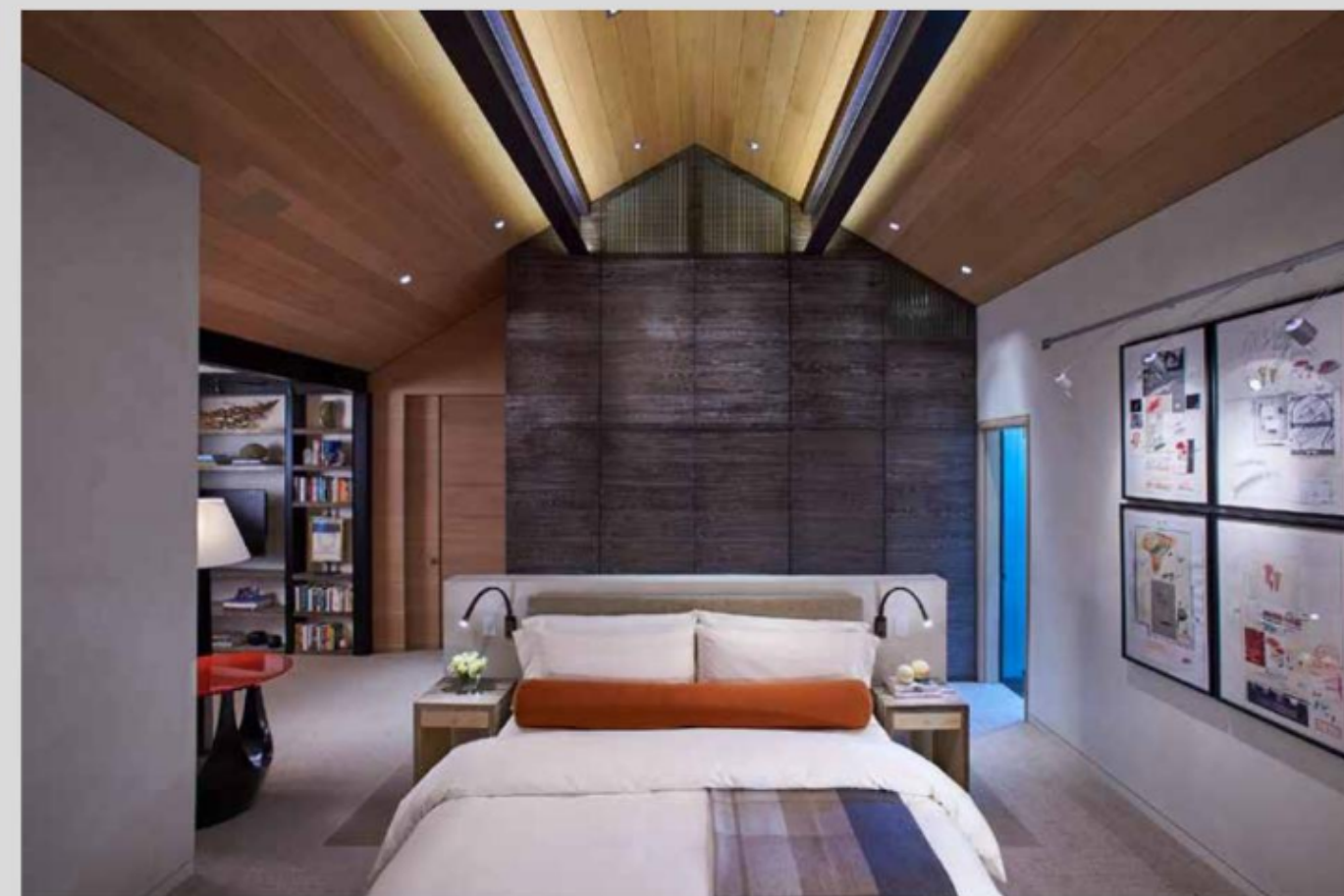
The Well project has seen Rose Ink Workshop shortlisted in the Spa/Spa Hotel at The Hotel & Property Awards 2020. Speaking about the importance of the awards, Liubasha Rose said “The awards are primarily important for exposure and awareness in the design community. It also helps with the credibility of the firms that are selected, and a wonderful way to acknowledge all the hard work that is put into these varying projects”.

Rose Ink Workshop has created a tranquil escape that offers client's complete escapism and acts as a juxtaposition to its heavily populated surroundings of New York City. The interior design practice's initial goal was to create a space that would not only support an individual's overall well-being, but allow customers to take a piece of relaxation home with them. The team wanted to pull away from the idea of what a traditional wellness centre should look like and create a space unlike any other. To achieve this, the team added standout features in order to make the project feel truly unique. Liubasha Rose commented “As a design philosophy, we always err on the side of more texture. Plaster adds softness and erases hard lines. My favourite use of plaster in the club is the Relaxation Lounge, inspired by the Crystal Cave from the original Superman movies, there is diagonal toothy, trowel plaster on the walls and a smooth, almost Venetian plaster on the ceiling.”



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Photo by Patrick Sudmeier
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