



*wellness*  
CENTERS

*day* SPAS  
& SALONS

*destination*  
& RESORT SPAS

*medical*  
SPAS

*boutique*  
HOTEL SPAS

*integrated*  
CENTERS

**INTERNATIONAL DESIGN CONCEPTS**

# DESIGNING *experiences*

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When was the last time you were truly surprised and delighted?  
When an experience surpasses all expectations - *we call that the "wow" factor.*

From the initial glimpse of the spa entry, to the texture below your feet, our designs invite you to take *an exquisite journey*. Sculpted with light, scent, color, sound and touch, our spas are designed to awaken the soul and entice the senses with a heightened awareness of pleasure.

You'll get much more than a set of building plans. We'll architect a carefully orchestrated flow of experiences - *unique, exclusive, distinctive* - that will immerse your guests and patients in positive, nurturing environments that promote healing and wellness.

Because budget is key, we are *expert value engineers* - making the most efficient use of every square inch of space, as well as your staff's time and energy. Our deep knowledge of the realities and opportunities of the spa industry set the stage for your spa: *profitable, efficient and highly successful.*

## EXPERT *services*

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International Design Concepts is an expert guide for your journey into spa design and development, *from early concept to completion*. Please call us at **1-800-432-1034** to discuss your ideas and the services your project may require.

- Business Planning
- Site Selection, Inspection & Feasibility
  - Architectural Planning & Design, including CAD, Rendering, Drafting & 3D Modeling
  - Theme & Signature Services Development
    - Construction Documents & Details
      - Interior Design, Lighting Specifications, Finish Selections
      - Equipment & Custom Fabrications
        - Visual Merchandising, Product Design & Private-Label
        - Branding/Logo, Graphics & Signage, Marketing, Menus, & Web Design



## PASSION COMES FROM *depth*

International Design Concepts is not just another spa consultancy. As the leading authority in spa design for over 25 years, we've designed or consulted on ***more than 500 spa projects***. As an independent firm, our sole agenda is to design and develop a unique, successful spa to fulfill your vision - not to sell equipment or products.

Unlike general architecture firms, IDC is completely devoted to spa design. We've ***mastered the unique challenges of spa environments***, from air flow and sound abatement, to specialized lighting, space planning and ergonomics. This deep expertise saves clients substantial time and money. We've also developed sustainable spas, earning coveted LEEDS certifications. All drawings are provided by professional designers and licensed architects, to ensure the most exacting standards are met.





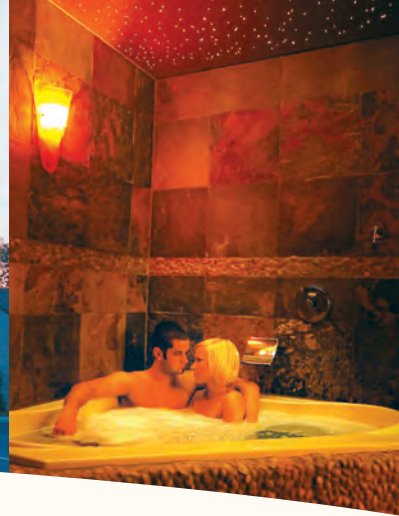
OUR MISSION IS  
*your vision*

You are an entrepreneurial leader who seeks a completely original statement. Passionate and committed, you are driven to ***create the finest possible spa*** ~ and you recognize the competitive advantages and profits it will provide.

We invest a great deal of time and energy into your vision, listening deeply to your needs, dreams and ideas. We'll suggest new perspectives and expand your awareness of the options. Together we'll ***define the essence*** of your project ~ exploring full-service, profitable spa models, unique healing modalities, and sensory delights gathered from around the globe.

As the development process unfolds, we'll sculpt an environment that embodies the ***spirit of the project***: strategically connecting your goals to the land, the building, your staff ~ and the clients you will ultimately serve.





## THE PURSUIT OF *excellence*

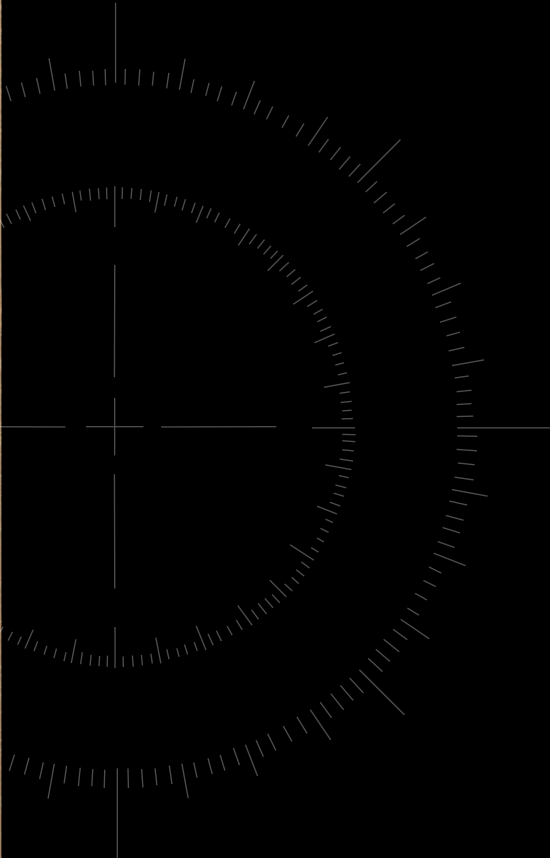
International Design Concepts was founded in 1984 by Michael Effler, who began his career designing interiors for major department stores such as The Bay, Macy's, Saks Fifth Avenue and Harrods of London.

Michael fuses an international sensibility with a deep knowledge of the nuances of spa development and operations - *a rare combination of design and business expertise*. A frequent speaker at spa conferences worldwide, Michael is committed to creating success through building awareness.

The award-winning IDC design team is based on Bainbridge Island, Washington in the eco-friendly Northwest, where natural beauty *influences our organic design principles*.

We're excited to collaborate on your unique creative opportunity, to help you transform your passion into *a platform for wellbeing and profit*. Whether it's a one-room addition, remodel or a grounds-up multi-acre site, we invite you to contact us today.





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