



wellness
CENTER *medical*
boutique day SPA
HOTEL SPA SPA
resort
DESTINATION *spa*

INTERNATIONAL DESIGN CONCEPTS

DESIGNING *experiences*

When was the last time you were truly surprised and delighted?

When an experience exceeds your expectations ~ we call it the "wow" factor.

From the initial glimpse of the spa entry, to the texture below your feet, we 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.

These designs are much more than a set of building plans. We architect a carefully orchestrated flow of experiences, to immerse your guests and patients in positive, nurturing environments that promote healing and wellness.

Built with a deep knowledge of the realities and opportunities within the spa industry, we set the stage for your spa to be profitable, efficient and highly successful...as well as unique, exclusive and distinctive.

EXPERT *services*

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
 - Theme & Signature Services Development
 - Construction Documents & Details
 - Interior Design, Lighting Specifications, Finish Selections
 - Equipment & Custom Fabrications
 - Branding & Marketing
 - Graphics, Signage & Website Design



PASSION COMES FROM *depth*

International Design Concepts is not just another spa consultancy. As the leading authority in spa design for over 20 years, we've contributed to hundreds of spa projects. And 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. All of our drawings are provided by licensed architects and engineers, to ensure all requirements are met properly.





OUR MISSION IS
your vision

You are an entrepreneurial leader who seeks a completely original statement. Passionate and committed, you want to create the finest spa possible, because you deserve it ~ and you recognize the competitive advantage 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: connecting your goals with 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, a leader in the spa industry. Michael began his career designing interiors for major department stores, including Saks Fifth Avenue and Harrods of London, and has since been involved in over 350 design projects. A frequent speaker at spa conferences worldwide, Michael fuses years of international travel and specialized experience into a rare combination of design and business expertise.

The award-winning IDC design team includes AIA architects, interior designers, mechanical engineers and CAD specialists, as well as rendering, drafting, 3D modeling, graphics, web and marketing professionals.

Whether it's an addition, remodel or a grounds-up multi-acre site, we invite you to contact us today. We'd love for your project to become our next creative opportunity, a totally unique spa that has not yet been seen ~ or experienced.





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