



International Design Concepts

Creating Spas, Medical Spas & Wellness Centers since 1984

BIOGRAPHICAL INFORMATION

Michael Effler

Founding Director, International Design Concepts

Michael Effler is a master of creating the ‘Wow Effect.’ He’s helped hundreds of spa and wellness entrepreneurs build spa environments with a dynamic sense of flow that makes their clients feel great, their staff work more efficiently, and their business stand out in the marketplace.

Since founding International Design Concepts (IDC) in 1984, Michael collaborates with spa leaders with vision to design and develop highly profitable spas, med spas and wellness facilities. Offering a rare combination of design and business savvy, Michael has roamed the globe working on projects in the US, Canada, Asia and Europe.

If you work with Michael, you get a lot more than a set of building plans. IDC approaches design as a holistic fusion of theme, services, environment, marketing, visual merchandising for products, and operations. To get it right, a successful spa must have all these ingredients working in harmony.

Very few spa professionals can claim 30 years’ experience in this industry. While many architects design great homes or offices, they don’t know the unique need of spas and wellness facilities, such as lighting, quiet, water, traffic patterns, optimizing space for spa services, product sales, etc. Sadly, many spa owners learn this the hard way, spending thousands of dollars and hours correcting mistakes made by lack of experience. Don’t be one of them; hire a professional with proven spa expertise.

A true efficiency guru, and an expert in ergonomics and value engineering, Michael uncovers hidden opportunities to save and make money for his clients. He carved out an entire medspa in a mezzanine no one had even imagined. He converts closets into space for services. He optimizes plumbing in his sleep.

International Design Concepts’ unique, strategic designs create a highly efficient, smooth operating environment that maximizes practitioners’ time as well as spa owners’ return on investment (ROI). The IDC creative process results in spas that age gracefully, operating without a major remodel for 15-20 years!

Michael shares his extensive spa design knowledge through articles for *Spa Canada, Spa Business, DaySpa, The Medical Spa,* and *Spa Management* magazines. A founding member of the Medical Spa Association, member of International Spa and Day Spa Associations, and faculty of Sea Courses, Michael is a popular speaker at international exhibitions and seminars in New York, Chicago, Toronto, Vancouver, Montreal, Las Vegas and Hawaii (ASAPS, IECSC, ESI). Topics include “*Designed To Lead: Spas That Make Millions;*” “*What They Don’t Tell You about Building a Spa;*” “*Increase Revenue from Your Existing Practice;*” “*Spas of the Future;*” and “*Ten Secrets of Performance-Based Wellness Facilities.*”

Michael’s career includes major department stores such as Saks Fifth Avenue and Harrods of London. The IDC client list includes luxury hotels Marriott, Hilton, Trump Towers, Sheraton and Royal Hawaiian, and resorts such as Ocean Reef, Palm Island, and La Jolla De Los Cabos. Spas include Paul Brown Hawaii, Z Salon & Spa, Pebble Beach, Hermann Memorial Wellness Center, Azul MedSpa, Chrysalis Inn and Spa. Recent projects include Felice Aveda Concept Spa and Bliss Yoga Spa in Canada.

From grounds-up construction to interior renovations, logos and signage, the award-winning IDC team is an expert design/development resource for independent spa and wellness entrepreneurs. Along the bumpy road to success, what matters most is someone you can trust. With IDC, “we’ve got your back.”

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