



DRAW ON YOUR  
SENSES TO  
REDESIGN A BLAH  
MASSAGE ROOM.

By Liz Barrett

## MASSAGE HAS BEEN — AND REMAINS — THE

No. 1 requested treatment in spas across the nation. Yet, there are still spas that miss the mark when it comes to offering client- and therapist-friendly massage spaces. This can be a crucial error, because today's typical clients are more discerning. They may already have visited spas in faraway, exotic destinations; have experienced unusual and dramatic treatments; and may even be designing mini spas at home. When clients like these walk through your doors, they're practically overflowing with expectations. They won't be impressed if you take them to a tiny room with four white walls and a sheet-covered bed in the center. They also won't return.

"Designing the perfect massage room is all about reaching that 'ooh' factor," says Polly Johnson, division manager for the corporate accounts division of SpaEquip ([spaequip.com](http://spaequip.com)). "Your main objective should be for clients to enter the room and say, 'Ooh!'"

Where do you start? Call upon your natural senses to act as guideposts along your design route, and you'll be going in the right direction.