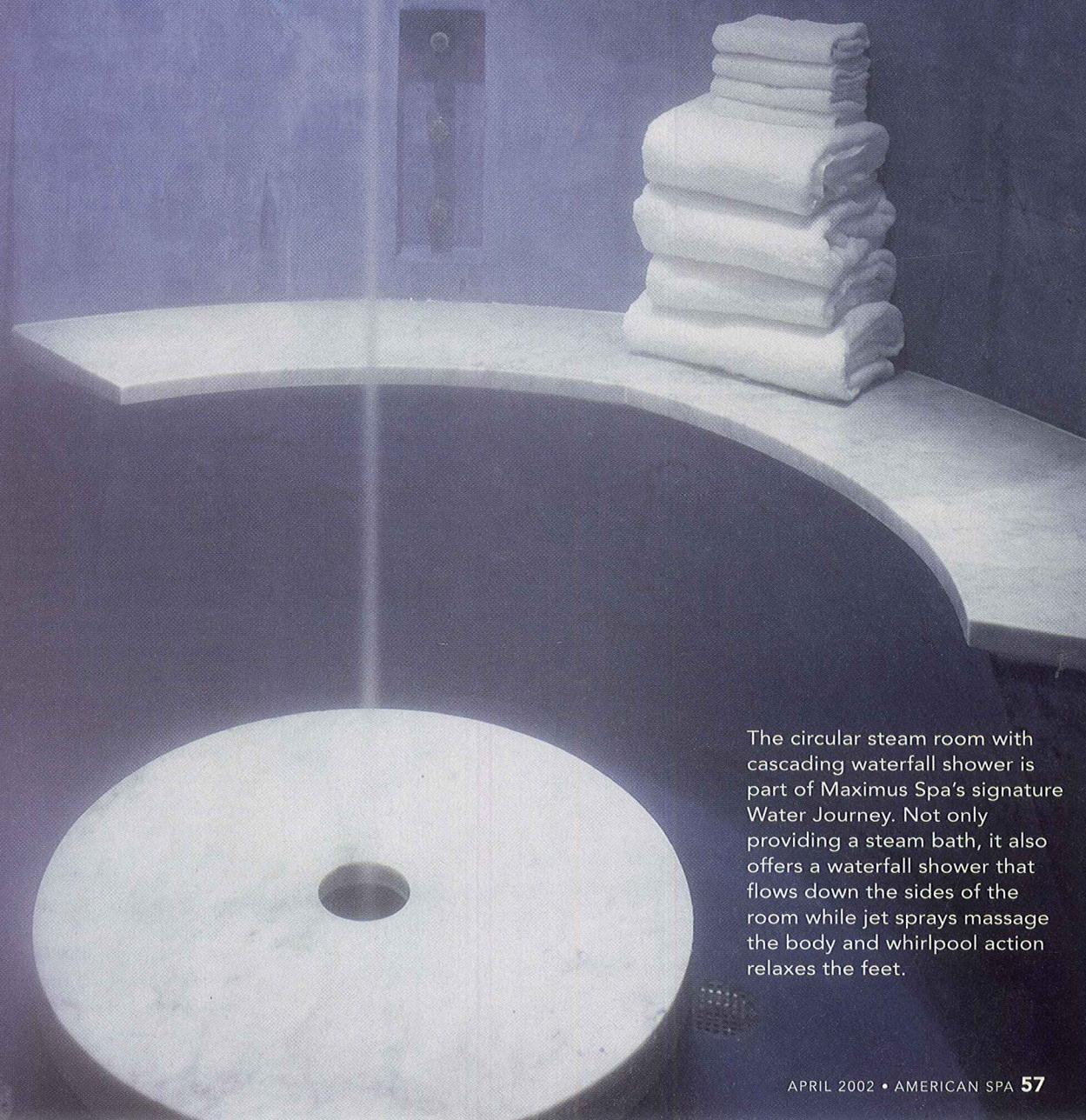




EYE ON DESIGN

Architecture and design take center stage this month as we highlight a collection of spas that bring creativity and innovation to the forefront with their own unique signature styles.



The circular steam room with cascading waterfall shower is part of Maximus Spa's signature Water Journey. Not only providing a steam bath, it also offers a waterfall shower that flows down the sides of the room while jet sprays massage the body and whirlpool action relaxes the feet.

Set in New York City's trendy Soho, Maximus on Mercer captures the flavor and feel of its industrial forebearers with the use of raw columns.

EYEONDESIGN

MAXIM

new york city

Inspired by the growing popularity of oxygen bars, the Maximus Spa Bar is a unique concept created to transform facial treatments as we know them. Designed to look and feel like a regular cocktail bar, the spa bar is manned by a spatender who, like a bartender, dispenses advice and cocktails. In this case, however, the advice and cocktails pertain to skincare. The spatender analyzes each client's skin and then mixes an individualized cocktail cleanser in a martini glass. A steam spray and oxygen toning mist then follow, preparing the skin for a facial. Intended to accommodate three clients simultaneously, the spa bar features a modern look with clean lines and an industrial feel. A shimmering metal bead curtain hanging behind the bar creates a more intimate—but chic—setting.

US

Combining form and function, this treatment room is the site of Maximus's signature Water Journey. Complete with frosted glass doors, it features Illumination Enhancement lighting, which can be customized to meet clients' individual needs. Available in all facial and massage cabins, the lighting comes with more than 6.7 million different choices. Light therapy plays a key role in setting the mood and achieving the desired ambience throughout the spa.—Heather Mikesell

PHOTOGRAPH COURTESY OF MAXIMUS ON MERCER



MAXIMUS ON MERCER

Owners: Richard Calcasola, Joyce Calcasola, and Jim Morrison
Opened: August, 2001

- **CLIENT BASE**
60% female
40% male
ages 20 to 50
- **SPACE**
2,800 square feet,
9 treatment rooms
- **COST TO BUILD**
\$200 per square foot
- **SERVICES**
-body treatments
-color therapy
-facials
-foot treatments
-hair
-hydrotherapy
-makeup
-massage
-reflexology
-sunless tanning
-spa skincare bar
-waxing
-wraps
- **MOST POPULAR**
Signature Water Journey and massage
- **PRICE RANGE**
\$14 for lip waxing to
\$475 for A La Carte
Massage Series (buy
five, get one free)
- **PRODUCT LINE:**
-Time 2 (private label line)
- **EQUIPMENT**
-Color Kinetics lighting provided by Michaels Electric
-P-Ryton hydrotherapy tub
-Steam room with cascading shower and Vichy shower designed by Chris Kofitsas
- **ARCHITECT & DESIGNER**
Chris Kofitsas, New World Design Builders, West Paterson, NJ
- **SPA CONSULTANT**
Robin Kluge, Westbury, NY