



8 WELLNESS HOMES & COMMUNITIES

360° healthy living, 365 days a year



GOCO Retreat Niutuo, Great Beijing, China is scheduled to open in 2016

Back in 2007, Spafinder named 'spa real estate' a top trend, after tracking the rise of a new breed of residence that essentially let people live at a luxury spa. However, many pioneering projects were subsequently hit by the global financial crisis. Now though, with both the economy and stress levels back on the rise, comprehensive concepts of what a master-planned healthy home, community or city could be like are firmly back on the agenda.

This trend lies at the intersection of a \$150 trillion global real estate market and the \$3.4 trillion annual wellness market, with wellness living developments currently estimated at \$100 billion.

As the world continues to urbanise at an unprecedented rate, so humans live in more stressful, polluted environments, fuelling demand for urban residences that are essentially 'wellness oases' within cities, as well as new healthy-living focused 'satellite' cities, where commuting is made easy and family life is at the heart. Research and technology will drive innovation and growth, but new wellness communities will benefit greatly from a reconnection with the simple things, like interaction with the natural environment and a greater sense of community. The future will almost certainly hark back to aspects of the past that we have lost touch with.

9 WELLNESS FROM THE ISLAMIC WORLD

Beyond argan oil and the hammam

The hunger for all things authentic and indigenous makes the spa and wellness scene an increasingly global village, with approaches like Indian Ayurveda and yoga and Traditional Chinese Medicine now embraced worldwide. However, the traditions of the wider Islamic world have been often overlooked, despite more than 1,000 years of sophisticated, nature-based traditional medical systems and countless beauty solutions and body treatments.

This vast 'wellness map' includes Middle Eastern countries like Saudi Arabia and the UAE, North African nations like Morocco and Egypt, Sub-Saharan countries like Nigeria and Sudan, Central Asian states like Turkey or Kazakhstan and Southeast Asian nations like Indonesia and Malaysia. Most people don't associate Africa and the Middle East with wellness, even though advanced food-as-medicine, and anti-ageing and healing systems, have been refined across these regions for over a millennium.

Many people are only familiar with a handful of traditions, a few Middle Eastern super spices, Moroccan argan oil or a Turkish hammam, but we predict that more of the world will experience nutritional, preventative health, beauty and 'spa' traditions central to Islamic worlds in 2015 and beyond, even if they might not even know what they are yet.

A new world opening up

More Middle Eastern, African and Malaysian medicinal plants, spices, ancient grains and fruits are becoming the buzzed-about super foods - with ingredients like freekeh, fenugreek, teff, turmeric and harissa already topping multiple global 2015 food trends forecasts.

Ingredients used for food, medicine and beauty are trending globally: from camel's milk and blackseed oil to baobob fruit and frankincense.

Global interest in spa treatments beyond the hammam will increase, from rasul experiences to sand bathing and even sand-immersive massage tables that bring the Arabic practice inside any spa.

Middle Eastern/African-inspired spas are moving beyond Asian menus to go deeper into indigenous ingredients, medicines, treatments and design.

