

Using Sound to Differentiate Your Spa

Generating an environment of relaxation and calm is essential to delivering the ultimate spa experience, and sound is a key ingredient, says Chris Gunton, managing director of CGA Integration

Designers will have worked hard to deliver a visual sense of tranquillity, staff will have been trained to deliver physically soothing treatments, and specially selected products will help to relax or stimulate through aromatherapy. But when guests step foot into a spa, what do they hear?

"Sound can often be overlooked, but during treatments, when lights are dimmed, guests often close their eyes," says Chris Gunton managing director of CGA Integration. "This means that other senses including hearing become heightened, so audio replaces colour and becomes a key factor in generating the most appropriate mood.

"There is so much we can do with sound. By investing in carefully placed

speakers, a good quality music source and good quality audio content the whole spa experience can be greatly enhanced," Mr Gunton continues.

Ensuring that there are sufficient speakers within treatment rooms will allow true stereo sound to be delivered, which will enable a truly immersing audio experience using some of the spatial qualities of stereo to move sound around the room.

Speakers available today do not have to impact on the visual look of treatment rooms; plastered in speakers are completely invisible and as such can be placed in the ceiling or even in walls. Technology even allows speakers to be placed behind wooden panelling or glass and mirrors.

To further enhance a speaker's delivery, sound needs to be generated from a



The award winning Luxury Eco-Spa at Dorchester Collection's Coworth Park where CGA were audio partners.

quality source in a good quality format. MP3 or other computer formats are badly compressed forms of recording and storing music. Music servers which can store CD content in an un-compressed format are now available on the domestic market. These servers allow the delivery of music in a far superior depth and clarity to that delivered by MP3 files or ipods, which in turn delivers an over all better spa experience for your guests.

True stereo sound works by generating a sound stage. This delivers a rich audio tapestry which creates an environment for your guests to mentally escape their world as you soothe the aches and pains from their bodies. Differentiate your spa experience through quality sound and hear your guests tell you about the difference.

For more information call 0845 0584650 or visit www.cga-integration.co.uk

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