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Lanserhof at The Arts Club: exclusive medical gym opened in London



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The new London facility is another example of the successful cooperation between ingenhoven architects and the Lanserhof Group. The famous Dover Street in Mayfair is known for its numerous historic clubs and hotels, such as The Arts Club. Co-founded in 1863 by the writer Charles Dickens, the club is one of the oldest private members clubs in London and, to this day, is a meeting point for those involved in the creative arts and for entrepreneurs. The future members of the Lanserhof at The Arts Club will be able to use top-class training facilities with training and treatment rooms, as well as benefit from comprehensive and innovative medical facilities, including MRI. Exclusivity is combined with highly innovative medical treatment options, right in the heart of London.

The architectural concept combines both clients' requirements: While the lounge on the first floor resonates with the interior of The Arts Club, the areas for sports and high-end diagnostics on the four upper floors and in the basement continue the clear and straightforward design of the Lanserhof projects. The key design element on all six floors is the "bronze core." This cube with a bronze surround serves as circulation area that contains a lobby on each floor with access to the stairwell and elevators. The bronze core's interior is white, with a high-quality wooden floor and white wood-paneled walls setting the tone. The establishment's highlight is located on the second floor: Clear lines and the medical fitness studio's high-quality materials create a select setting for fitness activities. The design of the associated changing areas on the third and fourth floors is based on a specially developed innovative lighting concept. The corridor along the lockers is illuminated by soft, comfortable

lighting from cleverly placed wall- and ceiling-mounted spot-lights that create a sensuous pattern on the floor. The individual changing cabins for the users of the fitness facilities create a sense of privacy and ensure that there is always enough space for every guest. The third floor accommodates areas for yoga and personal training programs. The floors above the third floor are exclusively reserved for medical treatment. In spite of the rather narrow and confined layouts, which are typical of London's inner city buildings, these floors accommodate a wide variety of treatment rooms. The atmosphere and material selection is strictly in line with our supergreen® principle and the specifications developed for the Lanserhof medical spas: a bright and straightforward design and ecological materials that have been tested for compliance with health criteria. In addition to the comprehensive interior design concept, ingenhoven architects created a new first floor façade that reflects the building's original design and resonates with the glamorous architectural details of the upper floor façades.

The Lanserhof Group's medical spas are amongst the most modern health centers in Europe. In 1984, the small Lanserhof Hotel close to Innsbruck transformed into a genuine health center with a focus on prevention and regeneration. Today, the Lanserhof Group is one of the most modern health resort operators in Europe in the field of medical spas, giving rise to the LANS Med concept. The facilities combine naturopathy with top medical and scientific approaches, as well as state-of-the-art detox therapy, set in an exclusive environment. Guests can properly regenerate and shed any ballast, giving body and soul a chance to start afresh. In 2014, ingenhoven architects had already completed Lanserhof Tegernsee in Bavaria, which was followed in 2017 by the Lanserhof at Lans in Austria. Another Lanserhof spa will be completed on the German island of Sylt by the end of 2020.