

# New level of wellness at The Cube

Sports, medical, health and holistic programmes to combine at Dubai Sports City development

## WELLNESS

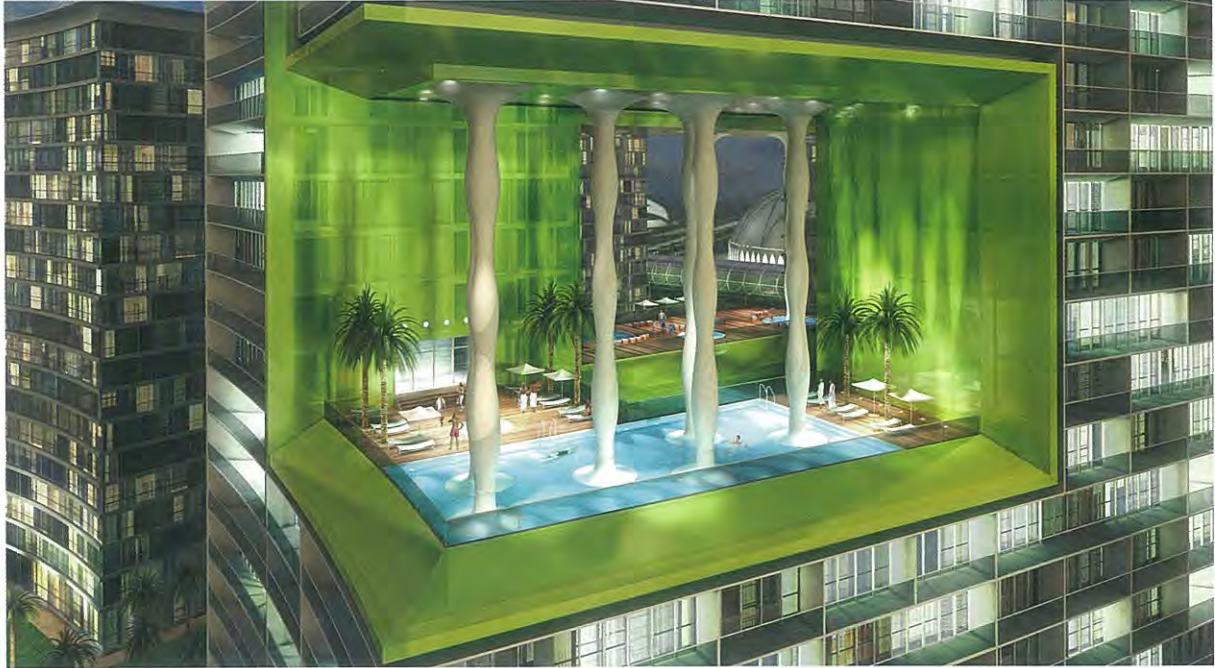
A fusion of health, fitness, sports and spa would be vital in achieving the holistic approach intended by Dubai Sports City's (DSC) latest project, The Cube, its project designer has revealed.

Regional director UAE/GCC Schletterer Wellness & Spa Design Dr Gerald Huber said: "A successful medical spa is based on a holistic approach and a sensitive system of diagnosis and therapy forms.

"Achieving more health and healing, a medical spa concept consists of vital ageing, movement, mind and mental health, executive health and the aesthetics component. This includes the regeneration process on the one side and the holistic medical approach on the other side," he explained.

"Only the holistic approach and implementation of such important aspects of sport-medical wellness will guarantee an authentic experience and real benefit for guests," continued Huber, when asked about the link between fitness, sports and spas.

"Schletterer Wellness & Spa Design has worked out a unique, high-class and very profitable sport-medi-



■ The Cube has been billed as Dubai's first sports hotel and its sports-medical spa concept will combine health, fitness, sports and spa facilities

cal hospitality concept. The fitness and sports-medical competence has to be implemented sensitively in several wellness and spa features. The benefits for guests are obvious—a competent wellness and sports facility offering an added value in the form of competent medical care," said Huber.

Positioned as "the sports hotel in Dubai", The Cube would be located in DSC to become part of the "national infrastructure" being developed there, said Huber.

"By considering The Cube as the top address for sportive and health-orientated people, it's clear to position the outstanding medical spa facilities in DSC," he added.

The Cube's preventative care offering includes personal trainer sessions, various cardio training in combination with low oxygen, inhalations, detox foot spas, high altitude metabolism, nutrition and lifestyle advice and chromo therapy.

"The sport-medical area focuses especially on a pro-

phylactic zone including vitality-enhancement, performance-enhancement and rehabilitation," added Huber.

Other facilities across the 3000m<sup>2</sup> centre include kinesis training, active exercise zones, physiotherapist services, oxygen infusions, an infinity treatment pool, signature sport and wellbeing treatments, ceremony treatment suites and a 4 Senses Spa Zone. There will also be serail, herbal, steam and salt inhalation baths, cosmetic and Ayurveda treatments,

and a holistic thermal zone with a floating sound pool.

Huber also revealed that although The Cube project would be unique, Schletterer was also in the process of setting up a medical spa full service joint venture.

"This will include a basic core model of a medical spa, supplemented with local-specific health traditions and project USPs," he said.

The company has also worked on medical projects such as Ostseebad Damp in northern Germany.

## Health club boom on the cards for Dubai

### HEALTH CLUBS

International health club chains are eyeing up the region's fitness market, *Leisure Manager* can exclusively reveal, with four new chains expected to make announcements soon.

Following the success of the world's largest health

club chain Fitness First in the region, Virgin Active Health Clubs is understood to be close to announcing the signing of its first lease in Dubai.

Two other major international chains are believed to be focusing their expansion plans on Dubai.

The Singapore-based True Group, which operates clubs under the names True Yoga, True Fitness and True 'Est' in Singapore, Malaysia, Thailand and Taiwan, has revealed it is exploring the possibility of expanding to the emirate. Vice president marketing for True

Yoga Vivien Ho said: "It has indeed been an exciting road for us with the expansion of our different business units across the regions.

"There are indeed plans to expand to Dubai."

Ho added that it was too early to share any further information at this stage.

US chain 24 Hour Fitness Worldwide, which operates 400 clubs, is also expected to expand to Dubai.

Meanwhile, the launch of a new home-grown gym chain is imminent. Dubai Properties is expected to announce its own health club brand this month.