



GLOBAL WELLNESS  
SUMMIT 2018

OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

# Wellness in Design: From the Cradle to the Departure Lounge

**Clodagh**, CEO & principal, Clodagh Design, US

CLODAGH

# **WELLNESS BY DESIGN**

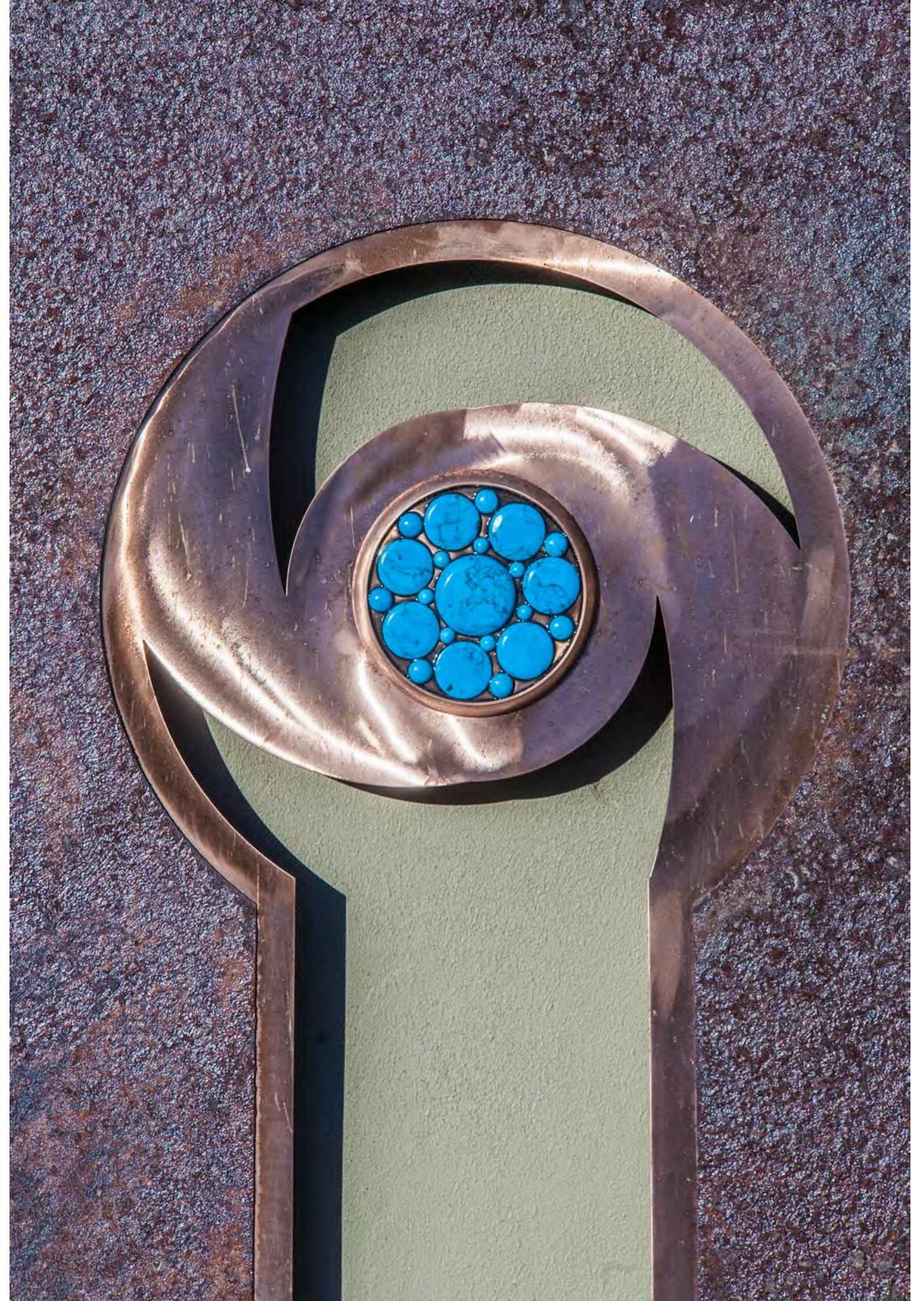
**FROM THE CRADLE TO THE  
DEPARTURE LOUNGE**

**WELLNESS IS NOT A  
DESTINATION, BUT A  
JOURNEY; A STATE OF  
MIND**











# TOTAL DESIGN:

## THE FOUR C'S

**CONTEMPLATE**







**CLEANSE**



**CLARIFY**





**CREATE**







**A SPACE CANNOT BE  
TRULY BEAUTIFUL  
UNLESS IT FUNCTIONS  
IN HARMONY WITH  
WHO WE ARE.**

# THE ELEMENTS

EVERYTHING IN OUR  
WORLD IS A  
COMPOUND OF  
THE FIVE ELEMENTS









**GOOD DESIGN  
APPEALS TO ALL SIX  
SENSES-TOUCH,  
SIGHT, SMELL,  
SOUND,  
SPIRIT, AND TASTE.**



# MY TOOLBOX OF FIVE DESIGN MODALITIES

# BIOPHILIA

THE HEALING ASPECTS OF NATURE.  
HUMANS ARE INNATELY DRAWN TO  
LIFE AND THE NATURAL WORLD  
BECAUSE WE ARE PART OF IT











# BIOGEOMETRY

THE EFFECT PHYSICAL  
SHAPES HAVE ON ENERGY  
FIELDS AND, IN TURN, ON  
THE HUMAN BODY



# CHROMATHERAPY

USE OF LIGHT IN THE FORM  
OF COLOR TO  
BALANCE ENERGY











# FENG SHUI

THE CHINESE ART OF THE  
PLACEMENT OF BUILDINGS  
AND THE ORGANIZATION OF  
INTERIOR SPACES TO CREATE A  
SMOOTH FLOW OF CHI











# WABI SABI

CELEBRATION AND  
REVERENCE FOR THE  
NATURAL  
AGING OF THINGS













STOP

COMPLACENCY



**THE LINES  
SEPARATING HOME  
AND AWAY ARE  
INCREASINGLY  
BLURRED**















































**WE MAKE  
THE  
INVISIBLE  
TANGIBLE**









### SANDWICHES & SALADS

SMOKED TROUT TARTARE	12
SMOKED SALMON TARTARE	13
SMOKED CHICKEN TARTARE	12
SMOKED TUNA TARTARE	11
SMOKED SALMON TARTARE	13
SMOKED CHICKEN TARTARE	12
SMOKED TUNA TARTARE	11

### ARTISAN SNACKS

ARTISAN SNACKS	5
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### PASTRIES & BREAD

CRISPING	9
CRISPING	9
CRISPING	9
CRISPING	9
CRISPING	9
CRISPING	9
CRISPING	9

### COFFEE

COFFEE	4
COFFEE	4
COFFEE	4
COFFEE	4
COFFEE	4
COFFEE	4
COFFEE	4

### TEA

TEA	5
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*"Congratulations! It's a dependent."*





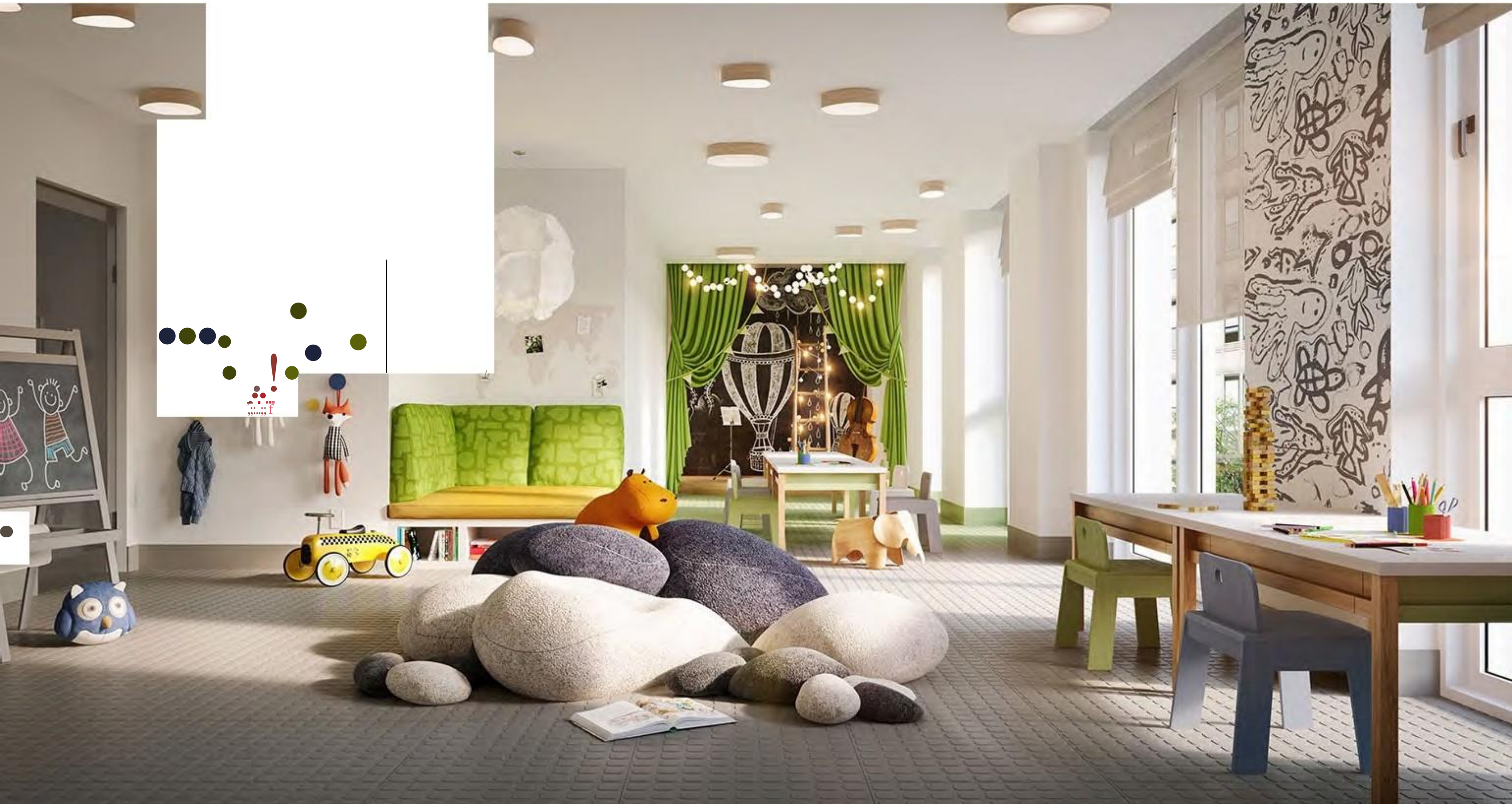






















**IT'S NOT ABOUT  
DESIGN, IT'S ABOUT  
CREATING  
EXPERIENCES.**





























7 /



# WELLNESS IN THE WORKPLACE















**EVERY ROOM IS A  
LIVING ROOM**

















































*'I've decided to purge our material goods, starting with your crap.'*



**“YOU’LL  
NEVER SEE A  
U-HAUL  
FOLLOWING A  
HEARSE.”**

**- ANONYMOUS**



**DID YOU FIND  
JOY?**

**DID YOU BRING  
JOY?**



**DID YOU LEAVE  
JOY?**





















*It's very nice. I just think they could add a spa.*