



**GLOBAL WELLNESS
INSTITUTE™**

WELLNESS COMMUNITIES & REAL ESTATE INITIATIVE

2026 WELLNESS REAL ESTATE ATLAS

An Analysis of the 2026
Global Glimpse Projects

Executive Summary

This *Wellness Real Estate Atlas* has been developed as a companion to Susie Ellis's *Global Glimpse*, presented at the Global Wellness Summit's fifth annual Wellness Real Estate & Communities Symposium on May 12, 2026. While the *Global Glimpse* highlights a selection of leading wellness real estate and community projects worldwide, this Atlas offers an additional lens—one that seeks to interpret these projects through the framework of the Global Wellness Institute's Wellness Communities & Real Estate Initiative (WCREI).

This work is an initiative-led effort, created within the WCREI community to support dialogue and exploration across the sector. It is not formal Global Wellness Institute research, but rather an expert interpretation intended to provide perspective, provoke thinking, and encourage more holistic approaches to wellness real estate.

Using the WCREI's six-pillar framework—social, physical, mental, environmental, economic, and civic—we have reviewed each project to better understand how wellness is being expressed, prioritized, and integrated across different geographies and development models. Every project is unique, in location, natural assets, product type, vision, and people served. Like a mixing board where every channel must be active for the music to feel whole, true wellness communities require all six pillars – social, physical, mental, environmental, economic and civic – to be present and engaged, even if each is applied to a different level depending on the project's unique needs. The WCREI approach differs from more traditional “checklist” approaches in this way.

The evaluations in this Atlas are provided as a reference only. They reflect how each project “reads” against the WCREI framework based solely on publicly available information and materials submitted by project representatives. No site visits or interviews were conducted. These assessments are inherently subjective starting points, not judgements, and should be understood as directional rather than definitive.

Every project included in this Atlas represents a meaningful and forward-thinking contribution to the evolution of wellness real estate. Their inclusion alone signals a high level of intention and ambition.

Our hope is that this Atlas serves as a useful tool for developers, investors, policymakers, and practitioners alike—helping to illuminate patterns, highlight innovation, and ultimately advance a more integrated vision of wellbeing in the built environment.

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2026 Wellness Real Estate Atlas

MASTER LIST



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WELLNESS COMMUNITIES & REAL ESTATE INITIATIVE

TIER 01

Top of Class

15 projects

Projects with deep evidence across most WCREI domains and a clearly intentional wellness vision. Models for the field.

	<p>AMAALA Residences, Triple Bay Triple Bay, Saudi Arabia · Middle East -North Africa · Ultra-luxury wellness destination with branded hotel residences</p> <p>AMAALA is an ultra-luxury wellness destination developed by Red Sea Global on Saudi Arabia's north-western Red Sea coast, within the Prince Mohammed bin Salman Nature Reserve.</p>	<p>Social Physical Mental</p>	<p>Environmental Economic Civic</p>
	<p>Babcock Ranch Babcock Ranch , United States · North America · Master-planned community / solar-powered town</p> <p>Babcock Ranch is America's first solar-powered town, a 18,000-acre master-planned community in Southwest Florida designed around sustainability, health, and technology.</p>	<p>Social Physical Mental</p>	<p>Environmental Economic Civic</p>
	<p>Canyon Ranch Austin Austin, United States · North America · Wellness resort and residential community on a Texas Hill Country ranch</p> <p>Canyon Ranch Austin is a 600-acre wellness resort and residential community in the Texas Hill Country, featuring 134 luxury home lots designed by Lake Flato Architects.</p>	<p>Social Physical Mental</p>	<p>Environmental Economic Civic</p>
	<p>Dhun Jaipur Chak Gulabpura, INDIA · Asia - Pacific · Regenerative master-planned neighborhood / sustainable township</p> <p>Dhun is a pioneering 500-acre regenerative neighborhood on previously barren land in peri-urban Jaipur, Rajasthan.</p>	<p>Social Physical Mental</p>	<p>Environmental Economic Civic</p>
	<p>Fox Point Farms Encinitas, United States · North America · Agrihood master-planned community</p> <p>Fox Point Farms is a Shea Homes "Agrihood" community in Encinitas, California, built around a 5.5-acre working organic farm on a 21.5-acre site with 250 homes.</p>	<p>Social Physical Mental</p>	<p>Environmental Economic Civic</p>



Gelephu Mindfulness City (Gelephu Special Administrative Region / GeSAR)

Gelephu, BHUTAN · Asia - Pacific · Master-planned city / Special Administrative Region (SAR) with wellness at its core

Gelephu Mindfulness City is Bhutan's Special Administrative Region designed as the world's first city built around mindfulness, sustainability, and human flourishing.



Indigo Community

Richmond, United States · North America · Master-planned agrihood community with town center, urban farm, and mixed-use retail

Indigo is a 235-acre master-planned agrihood community in Richmond, TX, developed by Meristem Communities with a mission to build "Places for People" rather than cars, capital, and corporations.



Lake Nona

Orlando, United States · North America · Master-planned wellness community / smart city

Lake Nona is a 17,000-acre master-planned community in Orlando, Florida, developed by the Tavistock Group as an integrated wellness and innovation hub.



Palmetto Bluff

Bluffton, United States · North America · Master-planned residential and recreational preserve with luxury resort

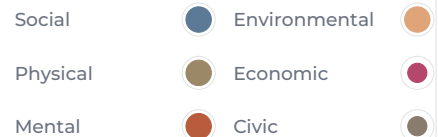
Palmetto Bluff is a 20,000-acre master-planned residential and recreational preserve in Bluffton, South Carolina, set at the confluence of the May, Cooper, and New Rivers in the Lowcountry ecosystem.



Rancho Mission Viejo

United States · North America · Master-planned community with all-age and 55+ neighborhoods, wellness-oriented lifestyle community

Rancho Mission Viejo is a 23,000-acre master-planned community in South Orange County, California, built on a historic cattle ranch with deep agricultural roots.



Serenbe

Atlanta, United States · North America · Master-planned biophilic wellness community / agritourism community

Serenbe is an award-winning biophilic community on the edge of Atlanta founded by Steve and Marie Nygren, designed to connect people to nature and each other through walkable English-village-style hamlets, a 25-acre organic farm, and extensive nature trails.





Sunbridge

Orlando, United States · North America · Master-planned community / "naturehood"

Sunbridge is a 27,000-acre master-planned community in Central Florida, developed by Tavistock (creators of Lake Nona), branding itself as a "naturehood" — a nature-embracing community.



The Residences at Rancho La Puerta

Tecate, Mexico · North America · Wellness residential community on the grounds of a destination wellness resort

The Residences at Rancho la Puerta is a wellness-focused residential village of 113 private homes set within the 4,000-acre grounds of the world-renowned Rancho La Puerta destination wellness resort in Tecate, Mexico.



Val de Vie Estate

Paarl, South Africa · Africa · Master-planned luxury wellness and lifestyle estate

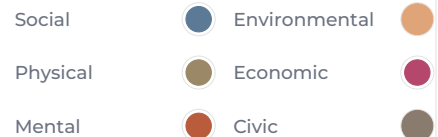
Val de Vie Estate is a 917-hectare master-planned luxury lifestyle and wellness estate in South Africa's Cape Winelands, developed by Martin Venter from a former wine farm acquired in 2003.



Zibi

Gatineau / Ottawa, Canada · North America · Sustainable urban waterfront community (brownfield redevelopment)

Zibi is a 34-acre master-planned sustainable urban waterfront community redeveloping the former Domtar pulp and paper mill on the Ottawa River, straddling both Ottawa, Ontario, and Gatineau, Québec.



TIER 02

Great Positioning

31 projects

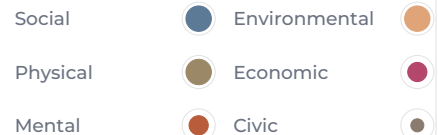
Strong wellness positioning with credible programming or amenities, but gaps in one or more domains keep them from the top tier.



Al Fahid Island

Abu Dhabi, UAE · Middle East -North Africa · Master-planned wellness island community (mixed-use: residential, retail, hospitality, education)

Al Fahid Island is Abu Dhabi's first master-planned coastal wellness community, positioned as the world's first Fitwel-certified island.





Amrit Ocean Resort

Riviera Beach, United States · North America · Wellness resort hotel with residential components (residences)

Amrit Ocean Resort is a luxury wellness resort on Singer Island, Florida, branding itself around a holistic wellness philosophy rooted in Ayurveda and modern regenerative practices.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Barclays Bank Campus

Glasgow, United Kingdom · Europe · Corporate campus / urban mixed-use regeneration

The Barclays Bank Campus in Glasgow's Tradeston district is a 6.7-acre urban regeneration project transforming a brownfield site into a sustainable workplace and community hub for 5,000 employees.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Belle Farm

Middleton, United States · North America · Eco, health and wellness neighborhood / master-planned residential community

Belle Farm is a sustainable residential community in Middleton, Wisconsin explicitly branded as an "Eco, Health and Wellness Neighborhood." It preserves 50% open space overlooking Graber Pond and features all homes with solar, geothermal heating/cooling, and EV-ready wiring.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Brent Cross Town

London, United Kingdom · Europe · Master-planned mixed-use urban regeneration / new town

Brent Cross Town is a large-scale urban regeneration project in North London, developed as a joint venture between Related Argent and Barnet Council.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Clinique La Prairie Health Resort AMAALA

Red Sea Global , Saudi Arabia · Middle East -North Africa · Wellness resort and branded residences within AMAALA master-planned destination

Clinique La Prairie Health Resort AMAALA is an ultra-luxury longevity clinic and wellness resort on Saudi Arabia's Red Sea coast, developed by Red Sea Global in partnership with the Swiss longevity brand Clinique La Prairie.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Eywa, Tree of Life

Dubai, UAE · Middle East -North Africa · Luxury wellness residential tower

Eywa Tree of Life is a luxury wellness-focused residential tower in Dubai developed by R-EVOLUTION, a European boutique developer.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Harvest Green

Richmond, United States · North America · Master-planned agrihood community

Harvest Green is Houston's first master-planned "agrihood" — a 1,700-acre community in Richmond, TX built around a 12-acre working farm at its center.

- Social Environmental
- Physical Economic
- Mental Civic



Lefay Wellness Residences Lago di Garda

Gargnano , Italy · Europe · Luxury wellness villas/residences integrated into a five-star resort

Lefay Wellness Residences Lago di Garda is a luxury property ownership model set within an 11-hectare natural park on the hills above Gargnano, Lake Garda.

- Social Environmental
- Physical Economic
- Mental Civic



Lotus Living

Philadelphia, United States · North America · Wellness-centered apartment building and social club

Lotus Living is a wellness-centered apartment building and social club in Philadelphia's Old City that explicitly brands itself around holistic, wellness-focused living.

- Social Environmental
- Physical Economic
- Mental Civic



Miraval The Red Sea Residences

Shura Island, SAUDI ARABIA · Middle East -North Africa · Branded wellness resort with private residences (resort + 20 beachfront villas)

Miraval The Red Sea is the brand's first international destination, combining a 180-key wellness resort with 20 branded beachfront villas on Shura Island, the central hub of Saudi Arabia's regenerative Red Sea Destination.

- Social Environmental
- Physical Economic
- Mental Civic



NAVA Lakehouse

Denver , United States · North America · Mixed-use residential community (condominiums, rowhomes, penthouses, retail)

Lakehouse is Colorado's first WELL Gold Certified residential community, developed by NAVA Real Estate Development in Denver's Sloan's Lake neighborhood.

- Social Environmental
- Physical Economic
- Mental Civic



Neos-Life (Neos Village)

Montemor-o-Novo, PORTUGAL · Europe · Master-planned intentional wellness village / regenerative community

Neos-Life is an ambitious regenerative wellness village on 1,000 acres in Alentejo, Portugal, aiming to house 500 residents across 200 homes alongside a retreat center, school, organic farm, and wellbeing facilities.

- Social Environmental
- Physical Economic
- Mental Civic



	Olivette	Asheville, United States · North America · Master-planned agrilhood community	Olivette is a 411-acre planned agrilhood community along the French Broad River near Asheville, NC, centered around a working farm, river access, and nature-based living.	Social		Environmental		
				Physical			Economic	
				Mental			Civic	
	OneCITY Nashville	Nashville, United States · North America · Urban mixed-use wellness-focused neighborhood / master-planned community	OneCITY is a 18.7-acre mixed-use wellness neighborhood in Nashville developed by Cambridge, designed around the concept of "mindful, healthy living." The community integrates healthcare, life sciences, and technology sectors with residential, retail, hotel, and office uses across 500,000 sq ft of space.	Social			Environmental	
				Physical			Economic	
				Mental			Civic	
	Park Wellstate Shonan Fujisawa SST (パークウェルステイト湘南藤沢SST)	JAPAN · Asia - Pacific · Senior service residence (シニアサービスレジデンス) — luxury retirement community	Park Wellstate Shonan Fujisawa SST is a luxury senior service residence developed by Mitsui Fudosan Residential Wellness, located within the Fujisawa SST (Sustainable Smart Town) development.	Social			Environmental	
				Physical			Economic	
				Mental			Civic	
	ROMM Convent	Bangkok, THAILAND · Asia - Pacific · Luxury wellness condominium (CBD retreat residence)	ROMM Convent is a luxury wellness-focused condominium in Bangkok's Silom-Sathorn CBD, positioned as "The One & Only Wellness Residences on Convent-Sathorn." The 32-floor tower with 175 residential units features Fitwel certification and integrated healthcare services through partnerships with BNH Hospital and BeDee by...	Social			Environmental	
				Physical			Economic	
				Mental			Civic	
	Rowan University Wellness Village (West Campus Development Project)	Glassboro, United States · North America · University-anchored intergenerational wellness village and innovation center	Rowan University is developing a \$690 million West Campus project comprising a Wellness Village and a Center for Manufacturing Innovation on 220 acres at the intersection of Routes 55 and 322 in Gloucester County.	Social			Environmental	
				Physical			Economic	
				Mental			Civic	



SHA Residences Mexico

Cancun, MEXICO · North America · Wellness-branded luxury residential development

SHA Residences Mexico is a luxury residential development by SHA Wellness Clinic, the leading integrative medicine wellness clinic.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Six Senses The Palm, Dubai

Dubai, UAE · Middle East -North Africa · Branded hospitality and wellness residences

Six Senses The Palm, Dubai is a beachfront resort and branded residential development on Palm Jumeirah's quieter West Crescent, combining 61 suites and 172 privately-owned residences.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



The Farm at San Benito Wellness Residences

Lipa City , PHILIPPINES · Asia - Pacific · Wellness resort with wellness residences component (investment villas)

The Farm at San Benito is a multi-awarded eco-luxury holistic medical wellness resort in Lipa City, Batangas, offering 16 private wellness residences (Acacia villas) on a 99-year lease basis.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



The Mather

Tysons, United States · North America · Senior living / Life Plan Community (CCRC)

The Mather is a luxury Life Plan Community (CCRC) in Tysons, Virginia, operated by Mather, a non-profit senior living organization established in 1942.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



THE WELL Bay Harbor Islands

Miami, United States · North America · Wellness-branded mixed-use residential condominium with offices and wellness club

THE WELL Bay Harbor Islands is a wellness-branded luxury residential condominium developed by Terra Group in partnership with New York-based wellness club THE WELL.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



THE WELL Coconut Grove

Miami, United States · North America · Wellness-branded luxury residential condominium

THE WELL Coconut Grove is a wellness-branded luxury residential development in Miami's historic Coconut Grove, developed by Terra in partnership with THE WELL wellness brand.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



	<p>The Wilds by Aldar Dubai, UAE · Middle East -North Africa · Master-planned nature/wellness community — villas, mansions, apartments, and duplexes</p> <p>The Wilds by Aldar is a nature-led master community in Dubai designed as Dubai's first LEED Platinum and Fitwel 3-Star certified residential development.</p>	Social		Environmental	
		Physical		Economic	
		Mental		Civic	
	<p>Tri Vananda Phuket, THAILAND · Asia - Pacific · Wellness real estate community — multigenerational residential villas with integrated health resort</p> <p>Tri Vananda is a regenerative wellness community in Central Phuket spanning 230 acres, with only 15% land development to preserve forests and lakes.</p>	Social		Environmental	
		Physical		Economic	
		Mental		Civic	
	<p>ULYSSIA Residences Sunrise, United States · North America · Residential superyacht / mobile wellness community at sea</p> <p>ULYSSIA is a 323-metre residential superyacht envisioned as the world's most exclusive residential community at sea, offering 133 privately owned residences and five-star amenities including a 1,900 sqm Chenot wellness facility.</p>	Social		Environmental	
		Physical		Economic	
		Mental		Civic	
	<p>Val de Vie Evergreen Lifestyle Paarl, South Africa · Africa · Senior living / retirement community within a larger mixed-use estate</p> <p>Val de Vie Evergreen is a luxury retirement community (65+) within the larger Val de Vie Estate in Paarl, South Africa.</p>	Social		Environmental	
		Physical		Economic	
		Mental		Civic	
	<p>Velvære Park City Park City, United States · North America · Luxury wellness ski-in/ski-out residential community</p> <p>Velvære is a 60-acre luxury wellness community in Park City's Deer Valley East Village, featuring 115 ski-in/ski-out residences with direct access to Deer Valley Resort via a private lift.</p>	Social		Environmental	
		Physical		Economic	
		Mental		Civic	
	<p>Wellness Valley Cesena , ITALY · Europe · Regional wellness ecosystem / multi-stakeholder wellness district (not a traditional real estate development)</p> <p>Wellness Valley is a regional wellness initiative launched in 2003 in the Romagna region of Italy, coordinated by the Wellness Foundation founded by Nerio Alessandri (Technogym CEO).</p>	Social		Environmental	
		Physical		Economic	
		Mental		Civic	



Zamaya Fitness Resort

Tulum, MEXICO · North America · Fitness resort with integrated luxury villa residences (wellness resort community)

Zamaya Fitness Resort is a world-class training facility in the Mayan jungle of Tulum, Mexico, designed for athletes and fitness enthusiasts of all abilities.

Social



Environmental



Physical



Economic



Mental



Civic



TIER 03

Wellness Forward

32 projects

Projects taking meaningful steps toward wellness real estate, often hospitality or amenity-led, with room to deepen intentionality and community design.



AKEN MIND, Kanora Bay Residences

Cartagena, Colombia · Latin America-Caribbean · Wellness resort & residential development (hotel + lots + residences)

AKEN MIND, Kanora Bay Residences is a planned wellness-oriented resort and residential development in the exclusive northern area of Cartagena, Colombia, set to open in July 2028.

Social



Environmental



Physical



Economic



Mental



Civic



Algodon Wine Estates

, Argentina · Latin America-Caribbean · Wine resort, golf resort, and luxury residential real estate community

Algodon Wine Estates is a 4,138-acre luxury wine, wellness, and culinary estate in Mendoza, Argentina, combining a boutique hotel, championship golf course, tennis center, winery, and residential homesites.

Social



Environmental



Physical



Economic



Mental



Civic



Aman Miami Beach Residences

Miami, United States · North America · Luxury oceanfront hotel and private residences

Aman Miami Beach is a forthcoming luxury development in Miami Beach's Faena District, combining an Aman hotel with private Aman Residences for ownership.

Social



Environmental



Physical



Economic



Mental



Civic



Ameyalli Resort & Residences

Midway, United States · North America · Residential wellness resort with co-owned vacation homes

Ameyalli is a residential wellness resort and historic hot springs destination in Midway, Utah, offering 1/8th shared co-ownership of fully furnished vacation homes from \$400K.

Social



Environmental



Physical



Economic



Mental



Civic





Cipriani Resort, Residences & Casino

Punta Del Este, Uruguay · Latin America-Caribbean · Luxury resort with branded residences, casino, and beach club — a mixed-use oceanfront destination

Cipriani Resort, Residences & Casino is a \$450-600M oceanfront luxury development in Punta del Este, Uruguay, built on the historic San Rafael Hotel site.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Continuum 12000 Sport & Wellness Residences

Miami, United States · North America · Waterfront luxury condominium with integrated sport and wellness programming

Continuum 12000 is Miami's first waterfront condominium dedicated to sport and wellness, developed by Continuum Company at 12000 N Bayshore Drive in North Miami.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Daphne Steele Building / National Health Innovation Campus

Huddersfield, United Kingdom · Europe · Healthcare education and innovation campus (academic/institutional)

The Daphne Steele Building is the first of up to seven buildings on the University of Huddersfield's seven-acre National Health Innovation Campus.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Elysium Fields

Docklands, Australia · Asia - Pacific · Mixed-use luxury wellness residential precinct (towers with apartments, hotel, retail, office, wellness facilities)

Elysium Fields is a \$1.7bn luxury mixed-use wellness precinct in Melbourne's Docklands, explicitly branded as "Australia's first next-generation wellness precinct." It features residential towers with build-to-sell and build-to-rent apartments, a wellness and anti-ageing medical clinic, cryotherapy/IV/sauna...

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



Equinox Resort Anguilla Port Nimara

Southwest Anguilla, Anguilla · Latin America - Caribbean · Luxury marina resort with hotel, residential villas, yacht club, and retail/dining

Port Nimara is a planned luxury mixed-use marina destination in Southwest Anguilla, featuring a 62-room Equinox resort hotel, yachting marina with 118 berths, residential villas and residences, shopping and dining, a yacht club, and beach facilities.

- Social
- Physical
- Mental
- Environmental
- Economic
- Civic



	<h3>Fasano Las Piedras</h3>	<p>Punta Del Este, Uruguay · Latin America-Caribbean · Luxury branded residential resort community / master-planned country & beach estate</p>	<p>Fasano Las Piedras is a 480-hectare luxury branded residential development in Punta del Este, Uruguay, combining beach and countryside living.</p>	Social		Environmental	
	<h3>HQ Residences Miami</h3>	<p>Miami, United States · North America · Branded luxury condominium tower with hospitality-informed wellness programming</p>	<p>HQ Residences Miami is a 35-story branded condominium tower in Edgewater, developed by Black Salmon, The Boschetti Group, and Constellation Group with HQ Hotels & Residences by sbe handling brand and lifestyle programming.</p>	Social		Environmental	
	<h3>Madison Grand</h3>	<p>Melbourne, Australia · Asia - Pacific · Luxury build-to-rent apartment tower</p>	<p>Madison Grand is a luxury build-to-rent apartment tower by Gurner Group, located at 344 City Road in Melbourne, south of the Yarra River.</p>	Social		Environmental	
	<h3>Mövenpick BDMS Wellness Resort Bangkok</h3>	<p>Bangkok, THAILAND · Asia - Pacific · Urban wellness resort hotel with on-site wellness clinic</p>	<p>Mövenpick BDMS Wellness Resort Bangkok is a 5-star urban resort hotel in central Bangkok, featuring 211 rooms and suites surrounded by 1.2 acres of tropical gardens.</p>	Social		Environmental	
	<h3>One Bear Mountain</h3>	<p>Victoria, CANADA · North America · Luxury condominium tower within a master-planned resort community</p>	<p>One Bear Mountain is an 18-story luxury condominium tower, the first concrete and steel high-rise built in the Bear Mountain resort community in 15 years.</p>	Social		Environmental	
	<h3>Preserve Life Corporate Homes</h3>	<p>Atlanta, United States · North America · Corporate wellness community / wellness retreat with residential lodge homes</p>	<p>Preserve Life positions itself as "The World's First Corporate Wellness Community" on 1,200 acres in Douglas County, Georgia, 25 minutes from Hartsfield-Jackson Atlanta International Airport.</p>	Social		Environmental	



	ROCA 815	PORTO ALEGRE, Brazil · Latin America - Caribbean · Luxury boutique residential apartment building	ROCA 815 is a boutique luxury residential building in the Bela Vista neighborhood of Porto Alegre, Brazil, developed by AMX Property.	Social		Environmental	
				Physical		Economic	
				Mental		Civic	
	Silva Gigiri	Nairobi, Kenya · Africa · Luxury branded residential apartments with hospitality-style management	Silva Gigiri is a luxury branded residential development in Nairobi's diplomatic Gigiri neighborhood, positioned as an "internationally branded residential sanctuary" with hotel-style management.	Social		Environmental	
				Physical		Economic	
				Mental		Civic	
	Six Senses Residences Dubai Marina	Dubai, UAE · Middle East -North Africa · Ultra-luxury branded residential tower	Six Senses Residences Dubai Marina is a 122-story ultra-luxury branded residential tower by Select Group, set to be the tallest residential tower in the world.	Social		Environmental	
				Physical		Economic	
				Mental		Civic	
	Steyn City	Johannesburg, South Africa · Africa · Master-planned residential lifestyle estate / mixed-use community	Steyn City is a 2,000-acre master-planned lifestyle estate in northern Johannesburg, envisioned by late insurance magnate Douw Steyn as a "city within a city." It integrates luxury residential living with world-class amenities including a Jack Nicklaus-designed golf course, 300m lagoon, schools, medical facilities...	Social		Environmental	
				Physical		Economic	
				Mental		Civic	
	Swan Lake Residence New Cairo	Mohamed Naguib Axis, Egypt · Middle East -North Africa · Closed residential compound with commercial area	Swan Lake Residence is a 450-feddan closed residential compound in New Cairo developed by Hassan Allam Properties, featuring villas (Selina), apartments (The Iris), and a commercial promenade with office spaces.	Social		Environmental	
				Physical		Economic	
				Mental		Civic	
	Swan Lake Residences Khao Yai	Tambon Pong TaLong, Thailand · Asia - Pacific · Low-rise luxury condominium / wellness-oriented residential community	Swan Lake Residences Khao Yai is a low-rise luxury condominium development on 27 acres adjacent to Khao Yai National Park, a UNESCO World Heritage site.	Social		Environmental	
				Physical		Economic	
				Mental		Civic	



	<h3>Tavan Jargal Resort</h3>	<p>Ulaanbaatar , Mongolia · Asia - Pacific · Wellness resort with residential villas</p>	<p>Tavan Jargal Resort is a wellness resort project located 40 km from Ulaanbaatar, Mongolia, designed by Alberto Apostoli Studio, an Italian architecture firm specializing in "wellness architecture." The project comprises 27 villas of four typologies, three dining options including a traditional Mongolian ger...</p>	<p>Social</p>		<p>Environmental</p>	
	<h3>The Estate Hotels & Residences (St. Kitts)</h3>	<p>Various , ST. KITTS & US · North America · Luxury wellness resort and residences with integrated preventative medicine and longevity centers</p>	<p>The Estate is a new luxury hospitality brand by SBE, co-founded with Tony Robbins, combining high-end resort living with integrated preventative medicine and AI-driven longevity diagnostics.</p>	<p>Social</p>		<p>Environmental</p>	
	<h3>The Forestias</h3>	<p>Bangkok, THAILAND · Asia - Pacific · Master-planned wellness community / mixed-use development</p>	<p>The Forestias is a 398-rai master-planned community in Bangkok developed by MQDC, branded around forest conservation and well-being.</p>	<p>Social</p>		<p>Environmental</p>	
	<h3>The Greenwich by Rafael Viñoly</h3>	<p>New York City, United States · North America · Ultra-luxury residential supertall tower</p>	<p>The Greenwich is an 88-story ultra-luxury residential supertall tower designed by Rafael Viñoly at 125 Greenwich Street in Manhattan's Financial District.</p>	<p>Social</p>		<p>Environmental</p>	
	<h3>The Havens</h3>	<p>Bonsall , United States · North America · Gated resort-style master-planned wellness community</p>	<p>The Havens is a European-inspired, resort-style, wellness-focused gated community in Bonsall, California, developed by Corman Leigh Companies in partnership with Bonsall Oaks, LLC.</p>	<p>Social</p>		<p>Environmental</p>	
	<h3>The Nest of Humanity®</h3>	<p>San José del Cabo, Los Cabos, Mexico · North America · Regenerative wellness community / master-planned community</p>	<p>The Nest of Humanity is a proposed regenerative human living community in San José del Cabo, Los Cabos, Mexico, designed to integrate wellness, ecological regeneration, and social connection.</p>	<p>Social</p>		<p>Environmental</p>	



The Residences at Nikki Beach Resort & Spa Antigua

Antigua, Antigua · Latin America - Caribbean · Branded luxury beachfront resort with residential condos and villas

The Residences at Nikki Beach Resort & Spa Antigua is a \$400M luxury branded resort development on Jolly Beach, Antigua — the brand's first in the Western Hemisphere.

Social



Environmental



Physical



Economic



Mental



Civic



Torvec Longer Life Club (The Green Man Hotel at The Odeleite River Valley Eco Centre)

Foz de Odeleite, Portugal · Europe · Wellness resort and eco-village with hotel apartments, long-term residential units, and eco-lodges

Torvec's Longer Life Club (The Green Man Hotel at The Odeleite River Valley Eco Centre) is a proposed wellness resort and eco-village in the Odeleite River valley in southern Portugal.

Social



Environmental



Physical



Economic



Mental



Civic



Vivert Reserva da Mata

Brazil · Latin America-Caribbean · Gated wellness residential community / eco-condominium with nautical and wine features

Vivert Reserva da Mata is a luxury eco-condominium in southern Minas Gerais, Brazil, built around a lake (Represa do Funil) and 400,000 m² of preserved Atlantic Forest (RPPN).

Social



Environmental



Physical



Economic



Mental



Civic



Wen Living San José del Cabo

San José del Cabo, MEXICO · North America · Wellness-centered residential condo community

Wen Living is a wellness-branded condo community within the Club Campestre San José gated master community in Baja California Sur, Mexico.

Social



Environmental



Physical



Economic



Mental



Civic



Émerge Residences by Elysian

Dubai, UAE · Middle East -North Africa · Boutique branded longevity residential development

Émerge Residences is a 78-unit boutique longevity-focused residential development by Elysian Developments in the Meydan Avenue district of Dubai.

Social



Environmental



Physical



Economic



Mental



Civic



2026 Wellness Real Estate Atlas

PROJECT DOSSIERS



GLOBAL WELLNESS
INSTITUTE™

WELLNESS COMMUNITIES & REAL ESTATE INITIATIVE



TOP OF CLASS

MIDDLE EAST -NORTH AFRICA

AMAALA Residences, Triple Bay

Triple Bay, Saudi Arabia

Developer: Red Sea Global (RSG), a Public Investment Fund (PIF) company

Scale: Phase 1 (Triple Bay): 9 resorts, 1,600+ hotel keys including branded and unbranded residences; ultimately 3,900+ rooms across 29 hotels and ~1,200 luxury residential villas,...

Status: Under construction (Phase 1 / Triple Bay opening 2025–2026; initial resorts Equinox, Four Seasons, Nammos, Rosewood,...

<https://www.visitredsea.com/en/destinations/amaala>

SUMMARY

AMAALA is an ultra-luxury wellness destination developed by Red Sea Global on Saudi Arabia's north-western Red Sea coast, within the Prince Mohammed bin Salman Nature Reserve. Triple Bay, its premier wellness-led enclave, will feature nine resorts including Equinox, Four Seasons, Six Senses, Nammos, Rosewood, Clinique La Prairie, Jayasom Wellness Resort, Ritz-Carlton, and the AMAALA Hotel. The destination's design is anchored in regenerative tourism, 100% renewable energy, and a marine conservation commitment...

WELLNESS POSITIONING

Extremely explicit and sophisticated — wellness is AMAALA's primary brand identity. The name derives from the Arabic words for 'hope' and 'purity,' and Red Sea Global's Group CEO frames AMAALA as 'the new home for wellness in the world,' inviting guests and residents to 'live longer, better.' The 5-km linear wellness park, a curated collection of wellness-specialist operators...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The AMAALA Yacht Club functions as a social anchor — a clubhouse, sailing marina, sport and leisure hub open to guests and residents. The Triple Bay Marina Village will include gathering spaces, fine...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Corallium, the Red Sea Marine Life Institute (Foster + Partners), serves as a public education and scientific research centre on marine biodiversity — an extraordinary contemplative and learning...

Economic

Affordability, complete community, life-cycle value, local economy

AMAALA is expected to generate 50,000 jobs and SAR 11 billion annually in GDP contribution, which is structurally significant economic value for Saudi Arabia's north-western coast. The RSG-mandated...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Physical wellness infrastructure is the destination's central selling point. The 5-km linear wellness park connects all resorts. Equinox Resort features an open-air magnesium vitality pool,...

Environmental

Materials, natural systems, mobility systems, resilience

AMAALA's environmental credentials are the most comprehensive of any project in this cohort. 100% renewable energy across the entire destination will eliminate approximately 350,000 tonnes of CO₂...

Civic

Sense of ownership, collaboration, integration

AMAALA is developed by Red Sea Global, a sovereign wealth vehicle of the Public Investment Fund, meaning there is no independent resident governance — the project is top-down by design. There are no...

OVERALL RATIONALE

AMAALA Triple Bay is one of the most ambitious and best-resourced wellness destinations in the world, with industry-leading environmental commitments (100% renewables, 30% net conservation benefit, visitor cap), extraordinary physical wellness programming (Equinox, Six Senses, Clinique La Prairie, Jayasom), and a credible contemplative offer via the Foster + Partners marine institute and arts village. It scores 9 on both physical and environmental domains — the strongest scores in this cohort in those dimensions. However, it is a luxury tourism destination with controlled residential access, not a holistic...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Strongly yes — wellness is the master planning principle, not a layer added to a resort or real estate project. Scalable: Partially — the scale is extraordinary (4,000+ km²) but the model is bespoke and sovereign-funded; replicability at smaller or public-budget scales is not evident. Focused: Yes — the combination of wellness-specialist resort operators, the linear wellness park, the visitor cap, and the marine...

KEY AMENITIES & EXPERIENCES

Equinox Resort (magnesium vitality pool, subterranean spa grotto, hyperbaric chambers, IV therapies), Six Senses AMAALA (3,000 m² spa, sleep/detox/longevity/biohacking programmes), Four Seasons Resort and Residences (luxury spa with halotherapy/cryotherapy, 27-hole oceanfront golf, 300-ha trail network, Discovery Centre, 6 dining venues), Clinique La Prairie Health Resort,...



TOP OF CLASS

NORTH AMERICA

Babcock Ranch

Babcock Ranch , United States

Developer: Kitson & Partners (founded by Syd Kitson)

Scale: 18,000 acres total; ~50% set aside for green space. 870-acre solar field. Multiple neighborhoods with builders including Toll Brothers, Lennar, DiVosta, Dream Finders, DR Horton...

Status: Operating (expanding — new neighborhoods like TerraWalk, Creekside Run, Webb's Reserve actively selling)

<https://babcockranch.com/>

SUMMARY

Babcock Ranch is America's first solar-powered town, a 18,000-acre master-planned community in Southwest Florida designed around sustainability, health, and technology. Half the land is preserved as green space, powered by an 870-acre solar field, with resilient infrastructure built to withstand hurricanes. The community features multiple residential neighborhoods, a downtown with retail and dining, schools, healthcare facilities, and an extensive network of trails, parks, and social programming.

WELLNESS POSITIONING

Moderately explicit — the website highlights "wellness" and "health" as core initiatives alongside environment, education, energy, and technology. The tagline emphasizes being a "community built for the future" with "fun, wellness, and an appreciation for the environment." It is branded primarily as a solar-powered, sustainable town rather than a pure wellness community, but...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Founder's Square serves as a hub for social gatherings and events with dining options. The website highlights a "full social calendar" of festivals, family events, and daily fitness classes. Lake...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The site emphasizes "learning where you live" with best-in-class education from early childhood through high school. Beautiful placemaking with Founder's Square, lakes, and parks creates a sense of...

Economic

Affordability, complete community, life-cycle value, local economy

Multiple builders (Toll Brothers, Lennar, DiVosta, Dream Finders, DR Horton) suggest some housing diversity, but no specific price ranges or affordable housing programs are visible on the website...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Designed as "America's most walkable, hikeable, and bikeable town" with an extensive trail system connecting residents to retail, dining, and schools. The Lee Healthy Life Center provides a wellness...

Environmental

Materials, natural systems, mobility systems, resilience

50% of the 18,000-acre footprint is green space. America's first solar-powered town with an 870-acre solar field producing clean energy. Water conservation is woven into green infrastructure with...

Civic

Sense of ownership, collaboration, integration

No visible resident governance structures, HOA participation mechanisms, or community decision-making processes are described on the website. The community is developed and operated by Kitson &...

OVERALL RATIONALE

Babcock Ranch is a strong sustainability-focused master-planned community with impressive environmental and physical wellness credentials — particularly its solar power, storm resilience, and walkable/bikeable design. However, it is not explicitly branded as a wellness community, and gaps exist in mental wellness programming, economic accessibility, and civic engagement. It scores well on environmental sustainability and physical health infrastructure but lacks depth in social support systems, lifelong learning, and resident governance. Score revised by WCREI Co-Chair (April 2026) — Recognized as Top of Class...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — designed from the ground up with specific goals around solar energy, storm resilience, and walkability. Scalable: Yes — 18,000 acres with phased development and ongoing expansion. Focused: Moderately — focused on sustainability and family lifestyle but not narrowly on wellness. Contextual: Yes — designed for Southwest Florida climate, hurricane resilience, and regional connectivity. Activated: Yes — active events...

KEY AMENITIES & EXPERIENCES

870-acre solar field, Founder's Square (downtown with dining/retail), Lee Healthy Life Center wellness facility, Tampa General Hospital partnership, extensive trail system, community gardens, Lake Timber Lodge, Cypress Lodge pool and fire pit, The PKWY (network of 6 parks), sports courts, Babcock Ranch High School Field House (hurricane shelter), FPL Solar Energy Center, free...



TOP OF CLASS

NORTH AMERICA

Canyon Ranch Austin

Austin, United States

Developer: CR Austin Resort, LLC (Gottesman Residential Real Estate)

Scale: 600 acres, 134 home lots (0.8-3.7 acres each), 3 curated home designs by Lake Flato

Architects (2,868-4,827 sq ft), starting at \$3.5M

Status: Under construction — resort opens Fall 2026, homes delivered 12+ months after resort opening

<https://www.canyonranchaustin.com/>

SUMMARY

Canyon Ranch Austin is a 600-acre wellness resort and residential community in the Texas Hill Country, featuring 134 luxury home lots designed by Lake Flato Architects. It is the first resort and residential community in the U.S. with on-site concierge medicine, and the first resort in the world with a dedicated women's wellness practice. The development includes a 15,000 sq ft fitness barn, the largest spa in Texas (37 treatment rooms), and 35+ daily wellness activities year-round.

WELLNESS POSITIONING

Extremely explicit — wellness is the core brand identity. The homepage declares "A World of Wellness Wonder," the resort is branded as "Wellness Redefined," and the tagline "Where Texas Hill Country Becomes Texas Well Country" directly positions wellness as the defining characteristic.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The site describes "The Gathering" — a park-like setting with event lawn, dog park, and community gardens for families and neighbors to connect. "Community Cabin" hosts culinary offerings, lounge...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Strong mind and spirit programming including meditation in the meadow, sound baths, sacral chakra classes, journaling, wildflower workshops, and acupunctures. "Mind + Spirit" is listed as a core...

Economic

Affordability, complete community, life-cycle value, local economy

Homes start at \$3.5M, indicating an ultra-luxury, single price-point community with no affordability or mixed-income component. No mention of diverse housing types, live/work options, or local...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Exceptional physical wellness programming: 15,000 sq ft fitness barn with movement studio, yoga deck, training center, recovery lab, and outdoor workout spaces; 37-treatment-room spa; on-site...

Environmental

Materials, natural systems, mobility systems, resilience

Set on 600 acres of native Texas Hill Country with lake vistas, trails, and natural sanctuaries. Landscaping by Campbell Landscape Architecture and architecture by Lake Flato emphasize biophilic...

Civic

Sense of ownership, collaboration, integration

No mention of resident governance, community decision-making structures, or civic engagement on the website. The project appears operated top-down by Canyon Ranch and Gottesman Residential. No...

OVERALL RATIONALE

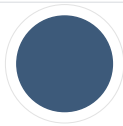
Canyon Ranch Austin is explicitly designed as a wellness community with exceptional physical and mental wellness programming, strong social amenities, and biophilic design. It scores highly on Social (8), Physical (9), and Mental (8) domains due to its comprehensive wellness resort infrastructure, daily programming, and community spaces. However, it scores lower on Environmental (6) due to lack of stated sustainability certifications, Economic (4) due to ultra-luxury single price point with no affordability, and Civic (3) due to absence of resident governance or civic engagement structures. The project is a...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Strong — wellness is the explicit design intent. Scalable: Unclear — single 600-acre site, no replication discussed. Focused: Strong — wellness is the singular focus. Contextual: Strong — Texas Hill Country setting embraced through Lake Flato's architecture and native landscaping. Activated: Strong — 35+ daily activities, resort membership, on-site medicine. Respectful: Moderate — preserves native landscape but...

KEY AMENITIES & EXPERIENCES

15,000 sq ft fitness barn, world-class spa (37 treatment rooms), on-site concierge medicine, women's wellness practice, 600 acres of trails and natural sanctuaries, community gardens, dog park, community cabin with culinary offerings, yoga deck, recovery lab, outdoor adventure programming, nutrition services, sound baths, acupunctures, tennis courts, bocce, stargazing ledges,...



TOP OF CLASS

ASIA - PACIFIC

Dhun Jaipur

Chak Gulabpura, INDIA

Developer: Dhun Life Private Limited, founded by Manvendra Singh Shekhawat

Scale: 500 acres, designed for 8,500 residents

Status: Under construction / partially operating (ecological restoration ongoing since 2013, residential development underway)

<https://dhun.life/>

SUMMARY

Dhun is a pioneering 500-acre regenerative neighborhood on previously barren land in peri-urban Jaipur, Rajasthan. Founded by cultural conservationist Manvendra Singh Shekhawat, it transforms degraded land into a biodiverse, water-positive habitat with 70%+ green zones, 200,000+ trees planted, and traditional water harvesting systems. India's first B-Corp certified real estate development, Dhun integrates living, learning, and collaborative spaces with a focus on ecological restoration and community wellbeing.

WELLNESS POSITIONING

Dhun explicitly brands itself as a living laboratory for human and planetary wellbeing. The website tagline reads 'A Living Laboratory for Human and Planetary Wellbeing.' The project is India's first certified B-Corp real estate development, scored 100+ on B Impact Assessment. Wellness is central to its identity — the name 'Dhun' evokes resonance/harmony — though the website...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Dhun features a School of Pursuits & Passions with workshops, artist residencies, dialogues, and community events. The project restores 63 historic havelis (mansions) as living cultural anchors —...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The School of Pursuits & Passions offers adult learning in culinary arts, theatre, and wellness. The Dhun School encourages curiosity and connection with nature, community, and self for children. The...

Economic

Affordability, complete community, life-cycle value, local economy

Four housing typologies suggest some diversity in price points, but no specific affordability data is available. The project supports local micro-enterprises and cooperatives, with Dhun serving as a...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Car-free design with three entry points where private vehicles are restricted; walking is the preferred mode within the neighborhood. Shared, app-based, and autonomous vehicles are available. Four...

Environmental

Materials, natural systems, mobility systems, resilience

Over 70% of land is dedicated as green zones/bioreserve. 300,000+ trees planted using Miyawaki method. Traditional chauka rainwater harvesting system captures 550 million litres annually, making it...

Civic

Sense of ownership, collaboration, integration

The project forms 'symbiotic relations with local communities,' with interventions enabling nearby villages to form micro-enterprises and cooperatives. The Collaborate page invites external...

OVERALL RATIONALE

Dhun is a genuinely innovative regenerative community project with strong environmental and physical wellness foundations. Its B-Corp certification, water-positive design, car-free planning, and cultural restoration of 63 heritage havelis demonstrate deep commitment to holistic wellbeing. The main limitations are the minimal website content (making detailed assessment difficult), lack of visible affordability mechanisms, and unclear civic governance structures. It scores well on environmental (9) and physical (8) domains but is weaker on economic (5) and civic (5) dimensions.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Very high — the project is explicitly designed as a regenerative prototype with a clear philosophy prioritizing ecology, community, individual, then systems. Scalable: Moderate — designed as a replicable model for drylands, with B-Corp framework supporting replication. Focused: High — centered on regenerative living in arid environments. Contextual: Very high — uses traditional Rajasthani chauka water harvesting, Miyawaki...

KEY AMENITIES & EXPERIENCES

Bioreserve with 300,000+ trees, traditional chauka rainwater harvesting, 5 water bodies, car-free pedestrian streets, School of Pursuits & Passions (adult learning), Dhun School (children), 63 restored heritage havelis, artists' residencies, farmstay with organic restaurant, outdoor gym, yoga space, farmers' markets, nature trails, community tent, Wellness sanctuary, Synergy...



TOP OF CLASS

NORTH AMERICA

Fox Point Farms

Encinitas, United States

Developer: Shea Homes

Scale: 21.5 acres, 250 homes (cottages, carriages, townhomes, flats) + 40 affordable units; 5.5-acre organic farm

Status: Operating (sold out, priority list closed as of 2026)

<https://www.foxpointfarms.com/>

SUMMARY

Fox Point Farms is a Shea Homes "Agrihood" community in Encinitas, California, built around a 5.5-acre working organic farm on a 21.5-acre site with 250 homes. The community features edible paseos, community gardens, a 6,000 sq ft recreation center with pool and fitness, and a farm-to-table restaurant concept. It includes 39-40 affordable housing units at or below 50% AMI. The project is sold out and actively occupied as of 2026.

WELLNESS POSITIONING

Explicitly wellness-branded as an "Agrihood®" community with farm-to-table positioning. The website emphasizes the organic farm, edible paseos, community gardens, and outdoor recreation as core identity. Wellness is central to the marketing but framed more through lifestyle (farm, food, outdoor living) than clinical wellness programming.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website describes planned social spaces including a community library, dog park, bocce court, fire pit, BBQ areas, and event spaces around the farm. The Facebook page shows active community...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website references finding "inner peace at the San Diego Botanic Garden" nearby but offers no on-site spiritual or contemplative spaces. No lifelong learning, culture, or affinity group...

Economic

Affordability, complete community, life-cycle value, local economy

The community includes 39-40 affordable housing units at or below 50% AMI, showing some affordability commitment. However, market-rate homes start at \$765,000 with carriages from \$1,449,000 — high...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong food & nutrition branding via the 5.5-acre organic farm, farm-to-table restaurant concept, and edible paseos with citrus and nut trees. A planned 6,000 sq ft recreation center includes a...

Environmental

Materials, natural systems, mobility systems, resilience

The 5.5-acre organic farm and edible landscaping demonstrate biophilic design and natural systems integration. Community gardens and loop trails show green space integration. However, no...

Civic

Sense of ownership, collaboration, integration

No resident governance structures, community decision-making processes, or partnerships with local authorities are described on the website. The HOA (\$590/month) covers maintenance and amenities but...

OVERALL RATIONALE

Fox Point Farms scores as a conventional upscale real estate development with strong wellness-adjacent features (agrihood concept, organic farm, edible landscaping, recreation center) but limited substantive wellness programming across the full WCREI framework. It excels in physical wellness (food, movement) and moderately in social and environmental domains, but lacks civic engagement, economic diversity, and mental/spiritual programming. The wellness positioning is marketing-forward rather than programming-deep. Score revised by WCREI Co-Chair (April 2026) — recognized as Top of Class for its agrihood model,...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — farm-centric design is clearly intentional. Scalable: Limited — agrihood model could scale but site-specific. Focused: Yes — agrihood/farm-to-table is a clear focus. Contextual: Strong — fits Encinitas' agricultural and coastal character. Activated: Partially — sold out and occupied but programming depth unclear. Respectful: Partially — affordable units included but overall high-price community.

KEY AMENITIES & EXPERIENCES

5.5-acre organic farm, edible paseos, community gardens, 6,000 sq ft recreation center, swimming pool, fitness center, yoga room, golf simulator, bocce court, dog park, community library, BBQ/fire pit areas, event spaces, farm-to-table restaurant (planned), farm stand, loop trail, Shea Connect smart home technology



TOP OF CLASS

ASIA - PACIFIC

Gelephu Mindfulness City (Gelephu Special Administrative Region / GeSAR)

Gelephu, BHUTAN

Developer: Royal Government of Bhutan (His Majesty King Jigme Khesar Namgyel Wangchuck); masterplan by BIG – Bjarke Ingels Group,...

Scale: 2,494 km² (approximately 1,000 square miles) — comparable to Singapore; 11 mandala-inspired neighbourhoods; Phase 1 target population 2,035

Status: Planned / early infrastructure development — airport construction underway, Phase 1 infrastructure (roads, utilities,...

<https://big.dk/projects/gelephu-mindfulness-city-16791>

SUMMARY

Gelephu Mindfulness City is Bhutan's Special Administrative Region designed as the world's first city built around mindfulness, sustainability, and human flourishing. Based on Bhutan's Gross National Happiness (GNH) index, the masterplan by BIG integrates 11 mandala-inspired neighbourhoods connected by "inhabitable bridges" housing civic and cultural facilities. At its core are a Vajrayana spiritual centre, healthcare centre, university, cultural centre, and a hydroelectric dam incorporating a temple (Sankosh...

WELLNESS POSITIONING

Explicitly and fundamentally wellness-branded — "Mindfulness City" is in the name, the project is described as "the world's first city designed around mindfulness, sustainability, and human flourishing," with wellness & mindfulness listed as a HIGH PRIORITY sector. The entire masterplan is structured around Bhutan's Gross National Happiness framework.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The masterplan includes a cultural centre, market with Bhutanese textiles, university, and central public spaces in each mandala neighbourhood as gathering points. "Inhabitable bridges" double as...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Wellness & Mindfulness is listed as a HIGH PRIORITY sector with "retreats, wellness centres, preventive healthcare, and mindfulness-based programmes in a purpose-built setting." A Vajrayana spiritual...

Economic

Affordability, complete community, life-cycle value, local economy

GMC operates as a Special Administrative Zone with independent legal/regulatory frameworks to attract international business. Seven priority sectors identified: wellness, sustainable agriculture,...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The city is designed for walkability and cycling with permeable paved streets. A healthcare centre and Vajrayana spiritual centre are planned as anchor institutions. Paddy fields along rivers provide...

Environmental

Materials, natural systems, mobility systems, resilience

The city is carbon-negative with 100% renewable energy from hydropower. Buildings use only local materials (wood, stone, bamboo) with strict height limits (3-6 stories) minimizing concrete and steel...

Civic

Sense of ownership, collaboration, integration

The project is conceived through Bhutan's "One Country, Two Systems" model and anchored in the GNH framework, suggesting community-integrated governance. However, specific resident governance...

OVERALL RATIONALE

Gelephu Mindfulness City scores a 7 because it is explicitly designed as a wellness community from its foundational vision, with strong environmental (9) and mental wellness (8) credentials. The masterplan is deeply rooted in Bhutan's GNH philosophy, biophilic design, and spiritual heritage. However, the project is still in planning/early development stages, so detailed programming for social support systems, economic affordability mechanisms, and resident civic governance is not yet visible or fully developed. As the city builds out through the 2030s, scores in these domains could increase significantly.

AGAINST THE SIX GUIDING PRINCIPLES

INTENTIONAL: Highly intentional — every design decision is filtered through the GNH framework. SCALABLE: The mandala neighbourhood model is designed to grow incrementally and remain consistent even if growth pauses mid-development. FOCUSED: Focused on mindfulness and sustainability as core identity. CONTEXTUAL: Deeply contextual — buildings use local materials, respect traditional Dzong architecture, preserve elephant migration...

KEY AMENITIES & EXPERIENCES

Vajrayana spiritual centre, healthcare centre, university, cultural centre, market with Bhutanese textiles, hydroelectric dam with temple (Sankosh Temple-Dam), international airport, inhabitable bridges, paddy fields as biodiversity corridors, 11 mandala-inspired neighbourhoods, permeable streets, biophilic architecture, preventive healthcare facilities, wellness retreats,...



TOP OF CLASS

NORTH AMERICA

Indigo Community

Richmond, United States

Developer: Meristem Communities (founders Clayton Garrett and Scott Snodgrass)

Scale: 235 acres, planned for multiple housing types (single-family, live-work, townhomes) with Indigo Commons town center and 6-acre urban farm

Status: Under construction (website says "Now Blooming"; blog from Nov 2023 indicated expected opening early 2024; Reddit...

<https://www.indigocommunity.com/>

SUMMARY

Indigo is a 235-acre master-planned agrihood community in Richmond, TX, developed by Meristem Communities with a mission to build "Places for People" rather than cars, capital, and corporations. The community features walkable neighborhoods, a central town center (Indigo Commons), a 6-acre urban farm, and a range of housing types designed for aging in place. It is explicitly wellness-oriented, branding itself around the concept of "Full Bellied Living" — a philosophy encompassing body, mind, and spirit.

WELLNESS POSITIONING

Highly explicit — the community brands itself as "Full Bellied Living" with a tagline of "New Homes, Shops + Farm in Richmond, TX." The foundational beliefs include "Design for Humans," "Embed Equity into Every Decision," and "Build Resilience." The Indigo Foundation is established to foster community programs in perpetuity.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The community is designed around social connections with a central town center (Indigo Commons), urban farm, and car-free "mews" (green paseos) scattered throughout to foster interaction. The Indigo...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The "Full Bellied Living" philosophy and "Humanifesto" address sense of belonging and delight. The community celebrates diversity and inclusivity with stated commitment to cultural competency....

Economic

Affordability, complete community, life-cycle value, local economy

The "Retail American Dream" concept allows storefronts to be purchased rather than rented, enabling small business owners to build equity. Multiple housing types support different life stages and...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

85% of homes are within strolling distance of the town center, demonstrating strong walkability. Aging in place is explicitly addressed with a broad range of home sizes and types for different life...

Environmental

Materials, natural systems, mobility systems, resilience

The community integrates a 6-acre urban farm, green paseos, rain gardens, and significant tree planting (one hundred oak trees transplanted). Foundational beliefs include "Build Resilience." However,...

Civic

Sense of ownership, collaboration, integration

The Indigo Foundation provides a governance structure for community engagement, funded by builder contributions, residential re-sales, and commercial tenants. The community commits to inclusivity,...

OVERALL RATIONALE

Indigo is a genuinely wellness-oriented development with strong intentional design philosophy ("Places for People," "Full Bellied Living"), walkability, urban farming, aging-in-place considerations, and a community foundation. However, it is still under construction with limited realized programming. The website lacks depth on specific wellness programming, certifications, and measurable outcomes. It scores as a strong mid-tier wellness community — clearly designed with wellness intent but not yet fully operational. Score revised by WCREI Co-Chair (April 2026) — Recognized as Top of Class for its broad balance...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — built on explicit foundational beliefs and a clear "Places for People" philosophy. Scalable: The model appears designed for replication (Meristem has multiple developments). Focused: Yes — the vision is clearly centered on community and wellness. Contextual: Strong consideration of local culture and diversity in Fort Bend County. Activated: Limited evidence so far — community is still under construction with...

KEY AMENITIES & EXPERIENCES

Indigo Commons town center, 6-acre urban farm, car-free mews (green paseos), walking trails, lake with ADA-accessible kayak launch, rain gardens, live-work storefronts, playgrounds, community events (IndiGolf, mural painting), tree-lined streets



TOP OF CLASS

NORTH AMERICA

Lake Nona

Orlando, United States

Developer: Tavistock Group

Scale: 17,000 acres with multiple neighborhoods, commercial districts, medical campus, and mixed-use zones

Status: Operating / Expanding

<https://lakenona.com/>

SUMMARY

Lake Nona is a 17,000-acre master-planned community in Orlando, Florida, developed by the Tavistock Group as an integrated wellness and innovation hub. It combines residential neighborhoods, a major medical campus (UCF College of Medicine, UF Research Center), USTA National Campus, the Lake Nona Performance Club (with Chopra Mind-Body Zone), a walkable Town Center, and smart city infrastructure. The community explicitly brands wellness as central to its identity, with 44 miles of trails, community events, and...

WELLNESS POSITIONING

Explicitly wellness-branded. The site homepage states "Where Community comes to Life" and "Ignited by innovation. Connected by community." The sustainability blog explicitly states "Wellness is integrated into daily life through 44 miles of trails, connected parks and access to Lake Nona Performance Club." Deepak Chopra is quoted endorsing Lake Nona as a "wellbeing community..."

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The site highlights extensive social programming: community events (Yoga Nona, Pineapple Festival, Art After Dark), multiple gathering spaces (Town Center, Boxi Park, Laureate Park Village Center,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Public art installations (Sculpture Garden, public art program), community events celebrating creativity, Lake Nona High School and multiple educational institutions (UCF College of Medicine,...

Economic

Affordability, complete community, life-cycle value, local economy

The community offers diverse housing (single-family homes, apartments, luxury townhomes) and commercial space "designed to spark growth." Target anchoring Lake Nona West shopping center, Sephora and...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

44 miles of trails, e-bikes and scooters (Move Nona program), Lake Nona Performance Club with Chopra Mind-Body Zone and Spa, community gardens and seasonal farmers markets, smart grid and solar-ready...

Environmental

Materials, natural systems, mobility systems, resilience

The sustainability blog details native landscaping, rewilded meadows, restored lakes, wetland preservation, pollinator-friendly plantings, smart irrigation and stormwater reuse systems. Smart grid...

Civic

Sense of ownership, collaboration, integration

The website shows no evidence of resident governance structures, community decision-making processes, or civic engagement programming. The community is clearly developer-led (Tavistock Group). There...

OVERALL RATIONALE

Lake Nona is one of the most comprehensively wellness-oriented master-planned communities in the U.S., with explicit wellness branding, a major medical/wellness cluster (UCF College of Medicine, Lake Nona Performance Club with Chopra partnership), extensive recreational infrastructure (44 miles of trails, USTA National Campus), sustainability planning, and active community programming. It scores lower on civic engagement (no resident governance visible) and economic diversity (no affordability discussion). The project is developer-driven rather than community-governed.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is explicitly designed into the master plan from day one. Scalable: Yes — 17,000 acres with phased development and expansion (Lake Nona West). Focused: Yes — clearly focused on wellness, innovation, and community. Contextual: Partially — responds to Florida's growing population and Orlando's innovation ecosystem, but is a large-scale greenfield development. Activated: Yes — active events programming,...

KEY AMENITIES & EXPERIENCES

44 miles of trails, Lake Nona Performance Club (with Chopra Mind-Body Zone and Spa), USTA National Campus, Town Center with retail and dining, Boxi Park entertainment venue, Lake Nona Wave Hotel, Laureate Park Village Center, Sculpture Garden, community gardens and farmers markets, e-bikes and scooters (Move Nona), smart grid/solar-ready homes, wetland preservation areas, UCF...



TOP OF CLASS

NORTH AMERICA

Palmetto Bluff

Bluffton, United States

Developer: Palmetto Bluff Company (resort managed by Montage Hotels & Resorts)

Scale: 20,000 acres along 32 miles of May, Cooper, and New River riverfront in Bluffton, South Carolina; multiple residential villages (Moreland, Anson Village, and others); 200-room...

Status: Operating (residential development continuing)

<https://www.palmettobluff.com/>

SUMMARY

Palmetto Bluff is a 20,000-acre master-planned residential and recreational preserve in Bluffton, South Carolina, set at the confluence of the May, Cooper, and New Rivers in the Lowcountry ecosystem. The community centres on the Palmetto Bluff Club, a private membership club offering golf (three courses by architects including Jack Nicklaus and Tom Fazio), boating, dining, racquet sports, and an extensive social events calendar. The 200-room Montage Palmetto Bluff resort operates within the community. The Palmetto...

WELLNESS POSITIONING

Moderately explicit. The community uses the language of 'Life Well Lived' and 'Well Living' (Montage's programme) and positions itself around 'wellness practices, waterway adventures, and love of the landscape.' Wellness is not the singular brand identity — the estate is a Lowcountry residential and club community first, with wellness woven into the social, conservancy, and...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Social bonds at Palmetto Bluff are reinforced by a richly curated events calendar: the Palmetto Bluff Club hosts seasonal celebrations, dining events (the twelve-seat 'Off Course' secret dinner...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Palmetto Bluff's most distinctive strength under the WCREI mental domain is its Arts Initiative — a year-round Artist in Residence programme (February–December, 2026 features 9 artists) running...

Economic

Affordability, complete community, life-cycle value, local economy

Palmetto Bluff is an ultra-luxury community with no publicly documented affordable housing or mixed-income residential offering. Home prices on the Moreland Inland Waterway Trail exceed \$5 million....

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Three golf courses, multiple fitness centres across villages (Canoe Club, Moreland, Lodge), Spa Montage (14 treatment rooms, plunge pools, steam, sauna), saltwater swimming pool, an expansive...

Environmental

Materials, natural systems, mobility systems, resilience

The Palmetto Bluff Conservancy is a full-time 501(c)(3) nonprofit with dedicated staff: a land and wildlife manager, ecological research scientists, an education and outreach manager, and an...

Civic

Sense of ownership, collaboration, integration

The Palmetto Bluff Conservancy operates as an independent 501(c)(3) nonprofit embedded in every home sale — a structural civic mechanism rather than a discretionary philanthropic add-on. The...

OVERALL RATIONALE

Palmetto Bluff is a top-tier wellness community by WCREI standards, distinguished by the Palmetto Bluff Conservancy's extraordinary environmental stewardship (9), the Arts Initiative's genuine cultural vitality and lifelong learning programming (8 mental), and a social events calendar that is richly curated and community-building in spirit. Physical wellness (7) is solid but limited by the absence of healthcare infrastructure. Economic (4) reflects the ultra-luxury market positioning with no internal affordable housing, though the Arts Scholarship and open Conservancy programming add modest inclusion value....

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — the Conservancy was founded in 2003 alongside the community's development, establishing 'land first' as a founding design principle. Scalable: Yes — 20,000 acres with multiple residential villages demonstrates wellness at neighbourhood and estate scale. Focused: Yes — land stewardship, social programming, arts, and physical recreation are coherently focused on human and ecological wellbeing. Contextual: Strongly yes...

KEY AMENITIES & EXPERIENCES

Three championship golf courses (Jack Nicklaus, Tom Fazio designs), Palmetto Bluff Club (boating, dining, racquet sports, social events), Spa Montage (14 treatment rooms, plunge pools, steam, sauna), multiple fitness centres (Canoe Club, Moreland, Lodge), saltwater pool and Jacuzzi, riverfront yoga, May River kayaking and boating, Arts Initiative (FLOW Gallery + Workshop,...



TOP OF CLASS

NORTH AMERICA

Rancho Mission Viejo

United States

Developer: RMV PA3 Development, LLC (operated as Rancho Mission Viejo / RanchLife)

Scale: 23,000 acres; multiple neighborhoods with single-family homes, duplexes, and attached homes from the mid-\$900Ks to high \$1M+

Status: Operating / expanding (new neighborhoods coming Fall 2026)

<https://www.ranchomissionviejo.com/>

SUMMARY

Rancho Mission Viejo is a 23,000-acre master-planned community in South Orange County, California, built on a historic cattle ranch with deep agricultural roots. The community is explicitly branded as a wellness-focused development, recognized by the Global Wellness Institute as one of the largest intentional wellness real estate developments in the world. It features community farms, a nature reserve, ranch camp, extensive parks and trails, clubhouses with fitness centers, and both all-age and 55+ neighborhoods...

WELLNESS POSITIONING

Very explicit. The community has a dedicated Wellness section with the tagline "Grow Well," features "MindBody" branding imagery, and was named by the Global Wellness Institute as one of the largest intentional wellness real estate developments in the world. Wellness is a top-level navigation item alongside The Land, Ranchlife, and Amenities. The site emphasizes outdoor...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The community offers extensive social programming through RanchLife events, activities, a Ranch Camp, and multiple clubhouses serving as gathering spaces. The site highlights Instagram community...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The community emphasizes delight through beautiful natural landscapes, the "Grow Well" ethos, and an education section (Education Overview in navigation). However, the website provides limited detail...

Economic

Affordability, complete community, life-cycle value, local economy

Homes range from mid-\$900Ks to high \$1M+, positioning this as an upper-middle to luxury community with limited affordability. Multiple builders (Shea, TruMark, Lennar, Del Webb, Tri Pointe) offer...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong programming around outdoor fitness (multiple open-air fitness centers), hiking trails, parks, community farms providing fresh produce access, and farmer-style harvest events. Aging-in-place is...

Environmental

Materials, natural systems, mobility systems, resilience

Excellent environmental positioning with a dedicated Nature Reserve, 23,000 acres of preserved rolling hills, oak groves, and meadows. The community is built on a historic cattle ranch with a...

Civic

Sense of ownership, collaboration, integration

The website mentions resident stories and a "culture of care" but provides little evidence of formal resident governance structures, community decision-making processes, or partnerships with local...

OVERALL RATIONALE

Rancho Mission Viejo is a strong wellness-oriented master-planned community with explicit wellness branding and recognition from the Global Wellness Institute. It scores well on environmental stewardship (nature reserve, preserved land), physical wellness (farms, fitness, outdoor lifestyle), and social programming (events, clubhouses, ranch camp). However, it lacks visible detail on affordability, civic governance, specific health certifications, and mental wellness programming. Its luxury price point limits demographic inclusivity. It is a wellness-adjacent community rather than a fully integrated wellness...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is a named pillar of the community with dedicated programming. Scalable: Yes — 23,000 acres with phased development across multiple villages. Focused: Moderately — wellness is broad (outdoor, fitness, farms) but not narrowly defined. Contextual: Yes — built on a 140-year historic cattle ranch with agricultural heritage. Activated: Yes — RanchLife organization actively programs events, activities, and...

KEY AMENITIES & EXPERIENCES

Ranch Camp, community clubhouses, swimming pools, fitness centers, community farms, nature reserve, hiking trails, orchards (lemon/avocado), parks, sports fields, retail spaces, historic cattle ranch (Cow Camp), Gavilán 55+ amenities



TOP OF CLASS

NORTH AMERICA

Serenbe

Atlanta , United States

Developer: Steve Nygren and Marie Lupo Nygren (Nygren Placemaking)

Scale: ~1,000 acres, multiple hamlets (Selborne, Grange, Mado, and more); several hundred residential units plus commercial centers

Status: Operating (expanding)

<https://www.serenbe.com/>

SUMMARY

Serenbe is an award-winning biophilic community on the edge of Atlanta founded by Steve and Marie Nygren, designed to connect people to nature and each other through walkable English-village-style hamlets, a 25-acre organic farm, and extensive nature trails. The community explicitly brands itself around wellness, with programming spanning arts and culture, fresh food, outdoor recreation, and sustainable living. It features a full-service inn, restaurants, stables, event spaces, and a growing residential community...

WELLNESS POSITIONING

Extremely explicit — the homepage declares 'A wellness community connected to nature on the edge of Atlanta.' The site has dedicated sections on wellness, biophilia, sustainability, and quality of life. The tagline 'The best reason to live here is the life here' reinforces wellness as core to the brand.

WCRI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Serenbe features multiple gathering spaces including Grange Green (with gazebo and rocking chairs), Deer Hollow Park, bocce courts, and year-round cultural events with outdoor performances from...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The community emphasizes a slower pace of living, minimal mental stress, and mindful architectural elements like central post boxes and porches that foster neighbor interaction. World-class arts...

Economic

Affordability, complete community, life-cycle value, local economy

The site offers Own, Build, Invest, and Rent options, suggesting some housing diversity. However, there is no mention of affordable housing or diverse price points — the real estate is linked to a...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Serenbe is explicitly walkable with sidewalks and 20+ miles of nature trails connecting homes to restaurants and businesses. It has a 25-acre organic farm producing 300+ varieties of fruits and...

Environmental

Materials, natural systems, mobility systems, resilience

Serenbe is Earthcraft Community certified with every building built for energy and water conservation, including geothermal, solar, and net-zero homes. Water is conserved through natural filtration...

Civic

Sense of ownership, collaboration, integration

There is a Serenbe HOA (myserenbe.com) suggesting some resident governance structure, and a Community Hub on Stacklist for engagement. However, the website provides no detail on resident governance,...

OVERALL RATIONALE

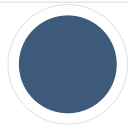
Serenbe is one of the most explicitly wellness-branded communities in the U.S., with strong performance across Social, Physical, Mental, and Environmental domains. Its biophilic design, 25-acre organic farm, 20+ miles of trails, arts programming, and Earthcraft certification demonstrate genuine commitment to wellness. However, it scores lower on Economic and Civic domains — there is little evidence of affordability, economic diversity, or robust resident governance. It is a premium/luxury community that excels at wellness for those who can afford it but lacks inclusive economic design.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — the community was intentionally designed from inception around biophilia and wellness principles. Scalable: Moderate — the hamlet model could be replicated, and Nygren Placemaking now consults on similar projects. Focused: Yes — wellness and biophilia are the clear focus, not generic real estate. Contextual: Yes — designed to protect rural land adjacent to Atlanta from urban sprawl. Activated: Yes — year-round...

KEY AMENITIES & EXPERIENCES

25-acre organic farm, Saturday farmers market, 20+ miles nature trails, gym and cycling studio, swim club with lap pool, tennis courts, stables, bocce courts, dog park, public gardens (pollinator, herb, medicinal), deer hollow park, lake with dock, Grange Green, Selborne Treehouse, Inn at Serenbe, restaurants, outdoor performance venues, community hub on Stacklist



TOP OF CLASS

NORTH AMERICA

Sunbridge

Orlando, United States

Developer: Tavistock Development Company (development of Tavistock Development Company and Suburban Land Reserve/Deseret Ranch)

Scale: 27,000 acres across Orange and Osceola Counties, up to 30,000 residential units, 9M sq ft commercial, 490 hotel rooms, 13,000 acres conservation

Status: Operating (opened 2020), under construction/expanding

<https://sunbridgefl.com/>

SUMMARY

Sunbridge is a 27,000-acre master-planned community in Central Florida, developed by Tavistock (creators of Lake Nona), branding itself as a "naturehood" — a nature-embracing community. It combines residential neighborhoods, commercial districts, and extensive conservation land (13,000 acres) with trails and native landscaping. The community has been designated the nation's first Homegrown National Park Community and partners with the Sustainable Floridians Benchmarking and Monitoring System for environmental...

WELLNESS POSITIONING

Moderately explicit — the project explicitly brands as a "naturehood" and "nature embracing community," with strong environmental and nature-access positioning. However, it is not explicitly marketed as a "wellness community" in the holistic WCREI sense; wellness is implied through nature connection rather than a comprehensive wellness programming framework.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions Basecamp as an information/adventure center with trails, future amenity center with pool and event center, and community engagement around land stewardship. However, there is...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The "naturehood" branding emphasizes delight through nature immersion, and the community engagement section suggests involvement in land stewardship. However, there is no mention of lifelong...

Economic

Affordability, complete community, life-cycle value, local economy

—

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Multiple homebuilders offer diverse price points from ~\$400K-\$620K, 9M sq ft commercial space for jobs, and 490 hotel rooms. Includes a 55+ community and various housing types. However, no specific...

Environmental

Materials, natural systems, mobility systems, resilience

Sunbridge has strong environmental credentials: 13,000 acres of conservation land, Homegrown National Park designation, partnership with Sustainable Floridians for water quality monitoring, native...

Civic

Sense of ownership, collaboration, integration

The website mentions community engagement in land stewardship and partnerships with Florida Headwaters Foundation for educational conservation programs. However, there is no mention of resident...

OVERALL RATIONALE

Sunbridge is a conventional large-scale master-planned community with strong environmental/nature positioning ("naturehood") but limited holistic wellness programming. Its Environmental score is notably high due to conservation commitments and the Homegrown National Park designation. However, it lacks substantive programming across social, mental, civic, and economic wellness domains. The wellness orientation is primarily through nature access rather than a comprehensive wellness community framework. Score revised by WCREI Co-Chair (April 2026) — Recognized as Top of Class for its ambitious master-planned vision...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — nature-embracing design is intentional. Scalable: Yes — 27,000 acres with phased development across decades. Focused: Moderately — focused on nature but not comprehensively on wellness. Contextual: Yes — built on former ranch land preserving native ecosystems. Activated: Low — Basecamp and trails are early activations but limited programming. Respectful: High — tree preservation, native landscaping, water...

KEY AMENITIES & EXPERIENCES

Basecamp information center, hiking/walking trails (multi-use), lake paddle access, future lakefront amenity center with pool, K-8 school, 55+ active adult community (Del Webb), native plant landscaping, commercial districts, research park



TOP OF CLASS

NORTH AMERICA

The Residences at Rancho La Puerta

Tecate, Mexico

Developer: Grupo Espiritu (developer) / Rancho La Puerta (operator); designed in collaboration with Sarah Livia Brightwood Szekely

Scale: 110-acre residential community of 113 homes within the 4,000-acre Rancho La Puerta property; 2-4 bedroom homes ranging from 1,961 to 4,299 sq ft. Full ownership from under \$1.7M...

Status: Under construction / pre-sales — completion expected late 2024 / early 2025; more than 60% sold

<https://residencesatrancholapuerta.com/>

SUMMARY

The Residences at Rancho la Puerta is a wellness-focused residential village of 113 private homes set within the 4,000-acre grounds of the world-renowned Rancho La Puerta destination wellness resort in Tecate, Mexico. The community offers full and fractional ownership options with prices from \$349,000 to under \$1.7 million, featuring turnkey homes designed to blend with the natural Baja California landscape. Residents gain access to a comprehensive well-living program including fitness classes, guided hikes,...

WELLNESS POSITIONING

Explicitly wellness-branded — the site headline reads 'Wellness, Community, Sustainability & Beauty' and states 'Wellness is woven into every corner of this community.' The project is positioned as a 'village rooted in wellness, community, and sustainability' and leverages Rancho La Puerta's 85-year wellness resort legacy.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The site describes 'outdoor spaces for quiet moments and convivial gatherings' with BBQs, firepits, dog park, and a Village Center with community events including art programs, stargazing, and...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Meditation and reflective areas, educational lectures and enrichment programs, and art programs are offered. The website emphasizes 'a village inspired by connection — to self, to others, and to the...'

Economic

Affordability, complete community, life-cycle value, local economy

The project offers both full ownership and fractional (1/8 shared) ownership options, providing some price diversity from \$349,000 to under \$1.7 million. However, no mention of affordable housing...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Guided hikes across 4,000 acres, outdoor gym, pickleball and tennis courts, swimming pool, and instructor-led fitness classes are offered. The site mentions a 'flourishing garden' and 'Residences...'

Environmental

Materials, natural systems, mobility systems, resilience

The about page references 'Human Sustainability' — restoring natural systems rather than just doing less harm — and mentions water-conservation practices for landscaping. Native plants and gardens...

Civic

Sense of ownership, collaboration, integration

No mention of resident governance, engagement in decision-making, or stakeholder partnerships on the website. The community is gated and privately managed, with no evidence of civic integration or...

OVERALL RATIONALE

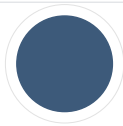
The project is explicitly and strongly wellness-branded with substantive programming across social, physical, mental, and environmental domains, anchored by the legacy of Rancho La Puerta. However, it scores lower on economic diversity (luxury-only pricing) and civic engagement (no resident governance mentioned). It is a genuine wellness community but not a fully integrated WCREI-aligned development across all six domains. Score revised by WCREI Co-Chair (April 2026) — Recognized as Top of Class as the residential extension of one of the world's most established wellness destinations, with decades of programmed...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is central to the design and programming. Scalable: Moderate — 113 homes is a defined scale with potential for expansion. Focused: Yes — clearly focused on wellness lifestyle. Contextual: Yes — deeply rooted in Baja California landscape, Mount Kuchumaa, and Tecate's Pueblo Mágico heritage. Activated: Yes — active programming through Rancho La Puerta partnership. Respectful: Stated commitment to...

KEY AMENITIES & EXPERIENCES

Guided hikes (4, 000-acre property), outdoor gym, meditation areas, BBQs, firepits, dog park, pickleball, tennis, swimming, fitness classes, educational lectures, art programs, stargazing, concerts, flourishing garden, Residences Market, Juice/Wine bar & Cafe, 24-hour security, concierge, housekeeping, shuttle service, access to Rancho La Puerta resort and La Cocina Que Canta,...



TOP OF CLASS

AFRICA

Val de Vie Estate

Paarl, South Africa

Developer: Val de Vie Investments (founder: Martin Venter)

Scale: 917 hectares (2,270 acres) in the Paarl-Franschhoek Valley; 300+ hectares of parks, fynbos reserves, lakes, and farms; 40-ha biodiversity corridor; includes Pearl Valley Jack...

Status: Operating (expanding — new phases active)

<https://www.valdevie.co.za/>

SUMMARY

Val de Vie Estate is a 917-hectare master-planned luxury lifestyle and wellness estate in South Africa's Cape Winelands, developed by Martin Venter from a former wine farm acquired in 2003. It encompasses vineyards, polo fields, a Jack Nicklaus Signature golf course, three wellness and lifestyle centres, equestrian facilities, 42 km of trails, multiple restaurants, a spa, and a purpose-built retirement village (Val de Vie Evergreen). The estate brands itself explicitly as a world leader in luxury wellness estates...

WELLNESS POSITIONING

Exceptionally explicit. Val de Vie's own marketing language mirrors the WCRI framework nearly exactly, stating that it is 'a world leader in luxury wellness estates' offering an environment in which 'mental, physical, social, community, environmental and economic well-being are actively encouraged.' The dedicated Pillars of Wellness page articulates wellness as the...

WCRI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Val de Vie explicitly cultivates social bonds through multigenerational design: the Val de Vie Evergreen retirement village sits alongside family neighbourhoods and equestrian areas, enabling...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The estate's natural beauty — 360-degree panoramic mountain views, 12 lakes, the Berg River, vineyards, and indigenous fynbos — provides rich placemaking and delight. The Val de Vie Foundation runs...

Economic

Affordability, complete community, life-cycle value, local economy

The Val de Vie Foundation has raised over R40 million for surrounding Paarl-Franschhoek communities, supporting 59+ organisations and over 47,000 beneficiaries through education, entrepreneurship...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Physical wellness infrastructure is extraordinary. Three fully equipped gyms, a premier 1,000 m² Yard Wellness Centre with 50-metre Olympic pool, 25-metre heated indoor pool, biokineticist services...

Environmental

Materials, natural systems, mobility systems, resilience

The estate was developed on a former sand quarry and wine farm and has undergone significant ecological restoration. Over 100 bird species, including African Fish Eagles, Cape clawless otters, and...

Civic

Sense of ownership, collaboration, integration

The HOA (Homeowners' Association) is actively managed and well-documented, providing a formal resident governance structure — a step above most comparable luxury estates. HOA members participate in...

OVERALL RATIONALE

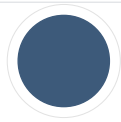
Val de Vie Estate is one of the most comprehensive private wellness estates in Africa, distinguished by its explicit six-pillar wellness philosophy, extraordinary physical infrastructure, multigenerational design, and genuine community philanthropy via the Val de Vie Foundation. It scores highest on physical wellness (9), where its facilities are industry-leading at estate scale, and social (8), where intentional community design removes barriers to neighbour connection. Environmental scores are solid (7) given active biodiversity restoration, smart water systems, and a dedicated Environmental Officer, though...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Strongly yes — wellness is the stated founding philosophy and is articulated in a formal six-pillar framework. Scalable: Yes — multiple residential products across 917 hectares demonstrate wellness at different scales from apartments to multi-hectare estates. Focused: Yes — physical, mental, social, environmental, community, and economic wellbeing are all addressed with specific programmes and infrastructure. Contextual:...

KEY AMENITIES & EXPERIENCES

The Yard Wellness Centre (1,000 m² gym, 50-m Olympic pool, yoga/pilates studio, padel court), Sports and Leisure Centre (25-m heated indoor pool, squash courts, tennis courts, steam rooms, saunas), Camelot Spa, Jack Nicklaus Signature golf course, polo fields and Val de Vie Polo Club, Val de Vie Equestrian Club (100 stables, show-jumping arena, riding school), 42 km of trails...



TOP OF CLASS

NORTH AMERICA

Zibi

Gatineau / Ottawa, Canada

Developer: Windmill Development Group and Dream Unlimited Corp (Three-Point Properties subsequently acquired stake from Windmill)

Scale: 34 acres (15 ha) straddling Ottawa, Ontario (13 acres) and Gatineau, Québec (24 acres); 1,200 planned residential units (condominiums, townhouses, apartments); 35% of units deemed...

Status: Operating (phased construction — multiple buildings complete and occupied; ongoing phases)

<https://zibi.ca/>

SUMMARY

Zibi is a 34-acre master-planned sustainable urban waterfront community redeveloping the former Domtar pulp and paper mill on the Ottawa River, straddling both Ottawa, Ontario, and Gatineau, Québec. Developed by Windmill Development Group and Dream Unlimited Corp, Zibi is Canada's only community recognised by Bioregional as adhering to all 10 principles of the One Planet Living framework — covering zero carbon energy, sustainable water, zero waste, sustainable transport, land and nature, local and sustainable...

WELLNESS POSITIONING

Explicitly positioned as a sustainability and social equity-led community, with wellness integrated across all ten One Planet Living principles. The Bioregional-endorsed One Planet Living framework addresses health, happiness, equity, food, culture, land, and community alongside environmental metrics — making this the most structurally comprehensive wellness community...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

In 2024, 81% of Zibi residents reported knowing at least one neighbour — an exceptional social cohesion metric for an urban development. Over 75,000 people attended events and/or visited Zibi in...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Over 50% of Zibi's artwork is produced by local or Indigenous artists, embedding cultural vitality and delight into daily public life. Terasini Park — designed around the Algonquin teaching of the 13...

Economic

Affordability, complete community, life-cycle value, local economy

35% of residential units at Zibi are deemed affordable, with 19 geared-to-income units completed in 2024 — a rare and genuine affordable housing component in a sustainability-branded development....

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Active mobility is structurally embedded: 25% of residents now report having no vehicle (doubled from the prior year). The community is designed for cyclists and pedestrians, with parking at just 0.6...

Environmental

Materials, natural systems, mobility systems, resilience

Zibi's environmental credentials are the strongest of any urban project in this review. The zero-carbon district energy system — using post-industrial waste heat, clean Hydro-Québec electricity, and...

Civic

Sense of ownership, collaboration, integration

Zibi's civic performance is exceptional by real estate standards. From inception, the developer voluntarily engaged Algonquin First Nations before regulatory requirements mandated it. A formal Letter...

OVERALL RATIONALE

Zibi is the most structurally rigorous wellness community in this cohort under the WCREI framework. Its One Planet Living certification — the only one in Canada — provides a peer-reviewed, externally validated framework across all ten dimensions of sustainable community wellbeing, including health, happiness, equity, food, culture, land, transport, materials, water, and zero carbon energy. Environmental (9) and civic (9) scores reflect genuinely exceptional performance: 88% CO₂ reduction, 35% affordable units, Indigenous co-design from inception, and annual public accountability reporting. Social (8) is...

AGAINST THE SIX GUIDING PRINCIPLES

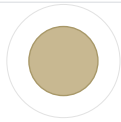
Intentional: Strongly yes — One Planet Living is a comprehensive, binding community design framework, not a marketing aspiration.

Scalable: Yes — the 34-acre brownfield redevelopment model is inherently urban and demonstrably replicable in post-industrial waterfront sites globally.

Focused: Strongly yes — all 10 One Planet Living principles directly address community wellbeing across health, food, culture, equity, environment,...

KEY AMENITIES & EXPERIENCES

Zero-carbon district energy system (post-industrial waste heat, Ottawa River cooling, Hydro-Québec clean electricity), Terasini Park (Algonquin 13-moon teachings, custom rock carvings, etched bronze, flood-resilient riverfront park), Wàsa Zibi Plaza, Head Street Square, Pangishimo Park, Mokaham Park (planning 2025), 12,000+ m² outdoor gathering space, community gardens (CSA...



GREAT POSITIONING

MIDDLE EAST - NORTH AFRICA

Al Fahid Island

Abu Dhabi, UAE

Developer: Aldar Properties (UAE)

Scale: 3.4 million sqm (2.8 sq miles); 11km coastline; 6,000+ luxury residences planned; projected GDV of AED 26-40 billion

Status: Under construction (first phase completing Q2 2029; three launches to date: Fahid Beach Residences, The Beach House...

<https://www.aldar.com/properties/en/Fahid-Island>

SUMMARY

Al Fahid Island is Abu Dhabi's first master-planned coastal wellness community, positioned as the world's first Fitwel-certified island. Developed by Aldar Properties, it spans 3.4 million sqm between Yas Island and Saadiyat Island, offering 6,000+ luxury residences, a 2km waterfront promenade, private marina, and extensive green spaces. The island dedicates 30% of land to natural spaces including mangrove forests, beaches, and a 10km Berm Park wellness corridor with running and cycling routes.

WELLNESS POSITIONING

Explicitly and centrally branded as wellness-focused. The Aldar website describes it as "An Entire Island Designed For Well-Being" and "the feel-good island." It is the world's first Fitwel-certified island, with LEED Cities and Communities Platinum pre-certification and Estidama 3-Pearl targeting. Wellness is the core marketing and design thesis.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The island features the Fahid Beach Club as a "vibrant social hub," a waterfront promenade with retail/dining/art (Coral Drive boutique street with galleries, cafés, ballet school), and a private...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The masterplan emphasizes placemaking with beautiful beachfront spaces, mangrove environments, and landscaped greenery. Meditation pavilions, yoga studios, and a cinema are mentioned in the Beach...

Economic

Affordability, complete community, life-cycle value, local economy

The development targets luxury/international investors with starting prices at AED 4,000,000 and projected GDV of AED 26 billion. It offers freehold ownership for all nationalities and flexible...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness infrastructure: 10km running loop, 15km walking trails, three cycling routes, a 10km Berm Park wellness corridor with fitness nodes and water stations, multiple infinity...

Environmental

Materials, natural systems, mobility systems, resilience

Exceptional environmental credentials: world's first Fitwel-certified island, LEED Cities and Communities Platinum pre-certification, Estidama 3-Pearl targeting. 30% of land dedicated to natural...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making processes, or civic engagement mechanisms on the website. The project is a top-down developer-led master plan with no visible...

OVERALL RATIONALE

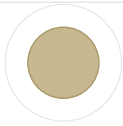
Fahid Island is a genuinely wellness-oriented real estate project — not just greenwashing — with substantive Fitwel certification, extensive movement infrastructure (running loops, cycling routes, wellness corridors), environmental stewardship (30% natural space, mangrove preservation), and high-end design by world-class architects. However, it scores lower on economic diversity (luxury-only pricing), civic engagement (no resident governance), and mental wellness depth (limited cultural/lifelong learning programming). It is best described as a luxury wellness community rather than a holistic wellness-integrated...

AGAINST THE SIX GUIDING PRINCIPLES

****Intentional:**** Yes — wellness is the explicit design thesis with Fitwel certification and dedicated wellness corridors. ****Scalable:**** Yes — 6,000+ units across multiple phases with clear master plan. ****Focused:**** Yes — wellness and coastal living are the clear focus, not diluted. ****Contextual:**** Yes — responds to Abu Dhabi's natural island ecosystem (mangroves, coastline) and regional climate with shaded walkways. ****Activated:****...

KEY AMENITIES & EXPERIENCES

Fahid Beach Club, 11km coastline with 100,000 sqm beaches, private marina (85 berths), 10km running loop, 15km walking trails, 3 cycling routes, Berm Park wellness corridor, mangrove boardwalk (3km), waterfront promenade (2km), infinity pools, wellness centers/fitness studios, yoga studios, spa with salt rooms and cold plunge pools, Coral Drive retail street, cinema,...



GREAT POSITIONING

NORTH AMERICA

Amrit Ocean Resort

Riviera Beach, United States

Developer: Not specified on website; managed as a luxury wellness resort under Preferred Hotels brand

Scale: 103,000 sq ft oceanfront spa facility; multi-story hotel and residences on Singer Island oceanfront

Status: Operating

<https://www.amritocean.com/>

SUMMARY

Amrit Ocean Resort is a luxury wellness resort on Singer Island, Florida, branding itself around a holistic wellness philosophy rooted in Ayurveda and modern regenerative practices. The resort features a 103,000 sq ft four-story oceanfront spa, mindful dining, curated wellness experiences including sound baths and acupuncture, and sea turtle conservation programming. It operates as a hospitality destination (not a residential community) with wellness as its core brand identity.

WELLNESS POSITIONING

Very explicit — the resort brands itself entirely around wellness with the tagline "Wellness For Life." The site is personified by "Amrit" as a wellness guide. Five pillars of wellness (mindfulness, fitness, nutrition, relaxation, sleep) are explicitly stated. The entire property is positioned as a wellness sanctuary.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The resort offers curated social experiences like food & wine showcases, sound baths, and Mother's Day brunches, plus a 103,000 sq ft spa as a gathering space. However, the website focuses on...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The resort strongly emphasizes mental wellbeing through mindfulness, meditation (sound baths, Shirodhara), spiritual language ("journey is sacred," "be well"), and transformative experiences. The...

Economic

Affordability, complete community, life-cycle value, local economy

No information on the website about affordability, diverse housing price points, or economic inclusion. This is a luxury resort with no indication of accessible pricing tiers, local economy...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness programming including Aayush hydrothermal (steam, sauna, salt chambers, plunge pools), acupuncture, Shirodhara, Reiki, sound healing, and a fitness component mentioned in the...

Environmental

Materials, natural systems, mobility systems, resilience

The resort has a dedicated turtle conservation program partnering with MarineLife.org, including turtle-friendly lighting, window treatments to reduce interior glow, and staff training during nesting...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance, community decision-making, or civic engagement. The website has no mention of stakeholder collaboration, local authority partnerships, or community ownership...

OVERALL RATIONALE

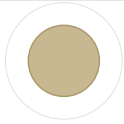
Amrit Ocean Resort is a wellness-branded hospitality property, not a wellness community in the WCREI sense. It excels at personal/individual wellness programming (spa, treatments, experiences, mindful dining) and has strong mental and physical wellness positioning. However, it lacks the community infrastructure, affordability, governance, and civic dimensions that the WCREI framework evaluates. It's a luxury wellness resort, not a residential wellness community.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is the core brand identity with Ayurvedic and holistic foundations. Scalable: Unclear — operates as a single luxury property. Focused: Yes — tightly focused on personal wellness transformation. Contextual: Partially — responds to Singer Island's sea turtle nesting ecology. Activated: Yes — active programming with curated experiences, classes, and retreats. Respectful: Partially — conservation work shows...

KEY AMENITIES & EXPERIENCES

103,000 sq ft oceanfront spa, Aayush hydrothermal (steam/sauna/salt chambers/plunge pools), acupuncture, Reiki, Shirodhara, sound healing, hair & nail salon, oceanfront dining (Tula), fitness classes, floating sound baths, poolside cabanas, sea turtle conservation program, weddings and events venue



GREAT POSITIONING

EUROPE

Barclays Bank Campus

Glasgow, United Kingdom

Developer: Barclays Bank PLC (client); Gensler (design architect); Keppie Design (interior architect); Turner & Townsend (project...)

Scale: 6.7-acre site, 500,000 sq ft across 5 buildings (3 new, 2 renovated), 5,000 employees, part of larger Buchanan Wharf masterplan with 324 residential units and 1M+ sq ft total

Status: Operating (opened mid-2022, "one year on" featured March 2023)

<https://home.barclays/news/2023/3/Barclays-Glasgow-campus-one-year-on/>

SUMMARY

The Barclays Bank Campus in Glasgow's Tradeston district is a 6.7-acre urban regeneration project transforming a brownfield site into a sustainable workplace and community hub for 5,000 employees. The campus features three new buildings (Tradescroft, Windmillcroft, Wellcroft) and two renovated listed buildings, with extensive wellness amenities, a sustainability center, community park, and street food market. Designed with neurodiversity in mind and targeting WELL Gold certification, it represents a...

WELLNESS POSITIONING

Moderate — the project does not brand itself explicitly as a "wellness community" but incorporates significant wellness-oriented design elements including WELL Gold certification target, neurodiversity-focused interiors (partnered with Scottish Autism), wellbeing facilities, street food market with healthy options, and sustainability infrastructure. It is primarily a corporate...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The campus includes community hub spaces for local social enterprises and micro-businesses, a curated "Street" for entrepreneurs to showcase products, indoor/outdoor community event spaces, and a...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The workspace was designed with neurodiversity in mind, considering acoustics, light quality, and finishes to support diverse sensory profiles. There are exhibition spaces and cultural references to...

Economic

Affordability, complete community, life-cycle value, local economy

One of Scotland's biggest inward investments, creating thousands of jobs and economic opportunities including roles for disadvantaged workers and people with disabilities. The campus prioritized...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The campus includes a street food market with healthy food options, wellbeing facilities, and a sustainability center with air source heat pumps for heating/cooling. The design supports hybrid...

Environmental

Materials, natural systems, mobility systems, resilience

Strong environmental credentials: BREEAM Excellent rating, EPC A rating, WELL Gold target, zero waste by 2025 goal, on-site composting, 60,000 honey bees for biodiversity, solar-powered...

Civic

Sense of ownership, collaboration, integration

The campus includes public park space, community event areas, and partnerships with local social enterprises and universities (Glasgow, Edinburgh). There is a Barclays Eagle Lab supporting local tech...

OVERALL RATIONALE

The Barclays Glasgow Campus is fundamentally a corporate workplace project, not a wellness real estate community. While it incorporates notable wellness-oriented features (WELL Gold target, neurodiversity design, sustainability infrastructure, community amenities), these are workplace enhancements rather than holistic wellness community programming. The project scores highest on environmental criteria (7) due to strong sustainability credentials, but scores lower on social, mental, and civic dimensions because it lacks residential community governance, holistic wellness programming, and intergenerational living...

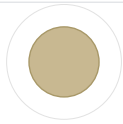
AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness features (neurodiversity, WELL certification, sustainability) were deliberately integrated into design.

Scalable: Moderate — the campus model could be replicated for other corporate sites. Focused: Moderate — wellness is one of several objectives alongside talent attraction and sustainability. Contextual: Yes — design references Glasgow's industrial heritage and river setting. Activated: Moderate — community...

KEY AMENITIES & EXPERIENCES

Street food market with healthy options, wellbeing facilities, community event spaces, public riverside park, sustainability center with solar/heat pumps, on-site composting, honey bee hives (60,000 bees), Barclays Eagle Lab for start-ups, exhibition spaces, "The Street" for local entrepreneurs, neurodiversity-designed workspaces, BREEAM Excellent certified buildings, EPC A...



GREAT POSITIONING

NORTH AMERICA

Belle Farm

Middleton, United States

Developer: Pleasant Acres LLC (Brio Design Homes as builder)

Scale: Approximately 40+ lots with mix of housing types (cottages, row houses, custom homes, ADUs); 50% preserved open space

Status: Under construction (broke ground fall 2024, first homes expected spring 2025; homes currently for sale)

<https://bellefarm.live>

SUMMARY

Belle Farm is a sustainable residential community in Middleton, Wisconsin explicitly branded as an "Eco, Health and Wellness Neighborhood." It preserves 50% open space overlooking Graber Pond and features all homes with solar, geothermal heating/cooling, and EV-ready wiring. The community includes a wellness amenity building with gym, yoga studio, fitness studio, outdoor lap pool, sauna, and meditation room, plus neighborhood businesses like a daycare, grocer, coffee shop, and restaurant.

WELLNESS POSITIONING

Very explicit — the website tagline is "An Eco, Health and Wellness Neighborhood" and wellness is a core brand pillar. The site explicitly states it is "focused on physical and mental wellbeing and a deep respect for the earth" and lists "Wellness Focused" as a key feature.

WCRI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The community is designed around "camaraderie" with courtyard gathering spaces, a restaurant/bar, coffee shop, and grocer fostering social interaction. The master plan shows a central courtyard and...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The guiding principles include "Presence," "Respite," and "So Much Joy." A meditation room is included in amenities. The site emphasizes "delight around every corner" and connection with nature...

Economic

Affordability, complete community, life-cycle value, local economy

Housing prices range from approximately \$180,000 (lots) to \$1.8M (single-family homes), suggesting some diversity. ADUs are allowed for additional income. The community includes local businesses...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness focus: all homes have solar panels, geothermal heating/cooling, and EV-ready wiring. The site mentions trails, bike paths, a gym, yoga/fitness studio, outdoor lap pool,...

Environmental

Materials, natural systems, mobility systems, resilience

All homes feature solar, geothermal, EV-ready wiring, and deep-rooted native plantings (by Jeff Epping). 50% of land is preserved as open space. The community is described as "electrified" and...

Civic

Sense of ownership, collaboration, integration

The website provides no information about resident governance structures, decision-making processes, community partnerships with local authorities, or stakeholder engagement. The HOA handles yard...

OVERALL RATIONALE

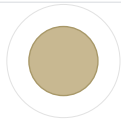
Belle Farm is explicitly wellness-branded with strong environmental and physical wellness features (solar, geothermal, EV-ready, 50% open space, native plantings, wellness amenity building). It scores well on Physical and Environmental domains. However, it lacks depth in Mental, Economic, and especially Civic domains — the website does not detail programming, governance, affordability mechanisms, or community engagement structures. It is a conventional real estate development with strong wellness theming rather than a fully programmed wellness community.

AGAINST THE SIX GUIDING PRINCIPLES

The website lists guiding principles: Wellness, Sustainability, Time Outside, Camaraderie, Presence, Respite, and Joy. These are aspirational and align with Intentional (clear wellness mission) and Focused (wellness-centered). Scalable and Contextual are less evident. Activated is partially addressed through amenities but programming details are thin. Respectful is reflected in the environmental approach.

KEY AMENITIES & EXPERIENCES

Gym, yoga studio, fitness studio, outdoor lap pool, sauna, meditation room, hot tub, restaurant/bar, coffee shop, grocer store, daycare, shared gardens and greenhouse, walking/bike paths, central courtyard, pickleball, solar panels, geothermal heating/cooling, EV-ready wiring



GREAT POSITIONING

EUROPE

Brent Cross Town

London, United Kingdom

Developer: Related Argent & Barnet Council (joint venture)

Scale: 6,700 new homes, 50+ acres of green parks and playing fields, 3m sq ft of office space, 50 shops/cafés/restaurants, £8bn projected value

Status: Under construction / partially operating (some buildings occupied, Clitterhouse Playing Fields improvements starting...

<https://brentcrosstown.co.uk/>

SUMMARY

Brent Cross Town is a large-scale urban regeneration project in North London, developed as a joint venture between Related Argent and Barnet Council. Positioned as "A Park Town for Future London," it delivers 6,700 homes, 3m sq ft of office space, and 50+ acres of green space across a £8bn development. The project explicitly emphasizes community wellbeing through its "Flourishing Community" pledge, working with academic experts to measure and invest in resident health and happiness. It features net-zero carbon...

WELLNESS POSITIONING

Explicitly wellness-branded. The project dedicates an entire page to "Flourishing Community" with the tagline "putting convenience, neighbourliness, inclusivity and good health at the heart of our community, and using science to measure the wellbeing of those within it." It also has dedicated pledges for Sport & Play, Net Zero Carbon, and Strengthening Connections. However, it...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project features 50+ acres of parks and playing fields with play areas, sports facilities, and a natural amphitheatre. The website highlights "Flourishing Community" with community events (book...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The Flourishing Index measures "individual flourishing" and includes psychological wellbeing components, working with Stanford University's Johannes Eichstaedt. Community events like book clubs and...

Economic

Affordability, complete community, life-cycle value, local economy

The project includes diverse housing types (rent, buy, student accommodation) and 3m sq ft of office space supporting local employment. The Community Fund invests in education and employment support....

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Brent Cross West station provides 12-minute connections to St Pancras International, and the site promotes walkable/bikeable design with sustainable urban drainage systems. The Flourishing Index...

Environmental

Materials, natural systems, mobility systems, resilience

Strong environmental commitments: net-zero carbon ambition, 100% renewable energy, heat networks via Vattenfall, climate-conscious construction, sustainable urban drainage systems, and partnership...

Civic

Sense of ownership, collaboration, integration

The project is a public-private partnership between Barnet Council and Related Argent, with public consultations listed on the website. The Community Fund (£280,000 awarded) supports local projects....

OVERALL RATIONALE

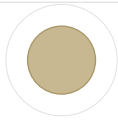
Brent Cross Town scores a 6 because it is a conventional large-scale urban regeneration project with notable wellness-oriented elements, but not a purpose-built wellness community. Its strongest areas are environmental sustainability (net-zero, biodiversity, renewable energy) and social infrastructure (parks, community fund, public squares). The "Flourishing Community" pledge with scientific wellbeing measurement is a standout feature that elevates it above typical developments. However, it lacks explicit wellness branding, specific wellness certifications (WELL, Fitwel), dedicated wellness programming...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — the Flourishing Index and wellbeing-focused pledges show intentional wellness design. Scalable: Yes — £8bn, 6,700 homes across a large master-planned area. Focused: Moderate — wellness is one of several pillars alongside retail and office. Contextual: Yes — integrates with North London context and existing transport. Activated: Moderate — community events and fund show activation but limited detail on ongoing...

KEY AMENITIES & EXPERIENCES

50+ acres of parks and playing fields, 8 public squares, swimming pool (The Maple), padel courts, natural amphitheatre, Sheffield Hallam University satellite campus, Brent Cross West station (Thameslink), heat networks, 50 shops/cafés/restaurants, community fund, nature trails, multi-purpose lawn



GREAT POSITIONING

MIDDLE EAST - NORTH AFRICA

Clinique La Prairie Health Resort AMAALA

Red Sea Global, Saudi Arabia

Developer: Red Sea Global (operator: Clinique La Prairie)

Scale: 36,115 sqm resort with 52 rooms/suites and 13 branded residences; part of larger AMAALA destination spanning 4,155 sq km with 25 hotels and ~900 luxury residences planned

Status: Planned — opening Autumn 2026

<https://www.cliniquelaprairie.com/about-clp/blog/announcing-clinique-la-prairie-health-resort-amaala/>

SUMMARY

Clinique La Prairie Health Resort AMAALA is an ultra-luxury longevity clinic and wellness resort on Saudi Arabia's Red Sea coast, developed by Red Sea Global in partnership with the Swiss longevity brand Clinique La Prairie. The 36,115 sqm property features 52 rooms/suites and 13 branded residences, organized around four pillars: medical care, nutrition, movement, and wellbeing. It is positioned as "Saudi Arabia's most important health and longevity-focused resort ever developed" and part of AMAALA's regenerative,...

WELLNESS POSITIONING

Extremely explicit — the project is fundamentally a wellness/longevity resort branded by Clinique La Prairie, with its Longevity Method™ as the core offering. The entire property is structured around four wellness pillars (medicine, nutrition, movement, wellbeing) with a central "Longevity Plaza." Wellness is not an amenity but the primary product.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The resort includes a beach club, museum, cooking school, and private dining spaces that support social interaction, but the website provides no details on community programming, arts/performance...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The CLP Longevity Method™ and bespoke lifestyle programs address mental wellbeing, and the resort offers a museum, cooking school, and workshop/training rooms suggesting educational and cultural...

Economic

Affordability, complete community, life-cycle value, local economy

This is an ultra-luxury property with branded residences described as "Saudi Arabia's most desirable ultra-prime coastal homes" — no evidence of diverse price points, affordability, or local economic...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness programming with four pillars covering medical care (diagnostics lab, radiology, neurosciences), nutrition (cooking school, personalized nutrition plans), movement (fitness...

Environmental

Materials, natural systems, mobility systems, resilience

Sustainability is explicitly stated as "a cornerstone of Amaala" with the entire destination powered by 100% renewable energy. Buildings are set 100 meters from shore to protect Red Sea turtle...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance, community decision-making, or stakeholder engagement on the website. This is a luxury resort/branded residence project operated by a Swiss company in partnership...

OVERALL RATIONALE

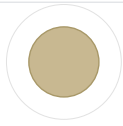
The project scores moderately because it is fundamentally a wellness-focused luxury resort with strong physical and mental wellbeing programming (the CLP Longevity Method™, four-pillar structure, medical diagnostics, nutrition, movement). However, it is not a wellness community in the WCREI sense — it is an exclusive hotel/resort with branded residences for ultra-high-net-worth individuals. It lacks civic engagement, economic inclusivity, and community-scale social infrastructure. The wellness orientation is deep but narrow, serving a small, wealthy clientele rather than a broader community.

AGAINST THE SIX GUIDING PRINCIPLES

INTENTIONAL: Highly intentional — wellness/longevity is the core design driver with four explicit pillars. SCALABLE: Limited scalability — designed for ultra-luxury market; not replicable at community scale. FOCUSED: Very focused on medical longevity and premium wellness services. CONTEXTUAL: Designed for the Red Sea coastal context with environmental protections for turtle habitats and night sky. ACTIVATED: Programming is activated...

KEY AMENITIES & EXPERIENCES

Longevity Plaza, advanced diagnostics lab, radiology, physiotherapy, neurosciences, dermatology, aesthetics, dentistry, cryochamber, hyperbaric suites, IV infusion therapy, cooking school, museum, beach club, workshop/training rooms, private dining spaces, fitness facilities, branded residences



GREAT POSITIONING

MIDDLE EAST -NORTH AFRICA

Eywa, Tree of Life

Dubai, UAE

Developer: R·EVOLUTION (European boutique real estate developer with 26+ years of experience, founded in Riga, Latvia)

Scale: 50 exclusive waterfront residences + 2 luxurious penthouses; 2-5 bedroom units (3,064 - 16,256 ft²); single building

Status: Under construction (payment plan references construction milestones: 40% at construction completion, 60% at...

<https://www.eywa.ae/>

SUMMARY

Eywa Tree of Life is a luxury wellness-focused residential tower in Dubai developed by R·EVOLUTION, a European boutique developer. The building is designed as a Banyan tree-inspired structure with biophilic architecture, featuring 50 waterfront residences. It integrates holistic wellness principles including Vastu Shastra, crystal energy systems, neuroarchitecture, and biophilia. The project targets LEED and WELL Platinum certifications with amenities including spa, gym, library, cinema, pools, and children's...

WELLNESS POSITIONING

Very explicitly wellness-branded. The project name "Eywa" stands for Energy, Youthfulness, Well-being, Ancient knowledge. The entire presentation is framed around wellness philosophy. It mentions Vastu Shastra, crystal pyramid energy systems, neuroarchitecture, biophilia, and LEED/WELL Platinum certifications. The branding message is "luxury living meets holistic well-being"...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Strong social amenities including Exclusive Clubhouse with gourmet kitchen & dining, business & leisure lounge, music lounge, library, private dining/meeting rooms, Outdoor Gathering Lounge with...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Strong mental wellness orientation: Library with 2,500+ books on philosophy and international knowledge, Crystal Garden with purposeful crystal energy systems (Selenite, Malachite, Green Jade),...

Economic

Affordability, complete community, life-cycle value, local economy

Very limited economic inclusivity. Price list shows 2-bedroom units from USD 3,400,000 - 6,235,000 (AED 12.49 - 22.29M), positioning this as ultra-luxury with no affordability component. No mention...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Good physical wellness infrastructure: Fitness & Wellness Studio (Eywa Gym), Wellness Spa Retreat (sauna, hammam, experience showers, cold plunge pool, faraday mesh cave, Ayurveda treatment rooms), 3...

Environmental

Materials, natural systems, mobility systems, resilience

Project targets LEED and WELL Platinum certifications. Strong biophilic design with Banyan tree-inspired architecture, extensive plant integration, natural materials (Australian Paldao wood, Roman...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making, or civic engagement programming. The project is a developer-led luxury residential tower with no mention of resident...

OVERALL RATIONALE

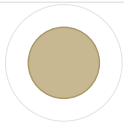
Eywa Tree of Life scores mid-range on the WCREI framework. It excels in Mental (philosophy, spirituality, library, crystal energy systems) and has strong Physical and Social amenities (spa, gym, pools, cinema, clubhouse, library). Environmental credentials are solid with LEED/WELL Platinum targets and biophilic design. However, it scores very low on Economic inclusivity (ultra-luxury pricing only, no affordability) and Civic engagement (no resident governance or community participation). It is a wellness-branded luxury residential tower rather than a true wellness community — the wellness focus is primarily...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is deeply embedded in design philosophy (Vastu Shastra, crystals, biophilia). Scalable: Limited — 50 units is boutique scale, not designed for replication. Focused: Yes — clear wellness positioning throughout. Contextual: Moderate — biophilic Banyan tree design responds to nature themes but is transplanted to Dubai waterfront context. Activated: Moderate — amenities are well-programmed but unclear if there...

KEY AMENITIES & EXPERIENCES

3 Swimming Pools, Fitness & Wellness Studio, Wellness Spa Retreat (Sauna, Hammam, Experience Showers, Cold Plunge Pool, Faraday Mesh Cave, Ayurveda Treatment Rooms), Beauty Salon, Crystal Garden, Crystal Pyramid, Library (2,500+ books), Children's Activity Center (Indoor & Outdoor), Cinema Experience (Indoor & Outdoor), Pool Deck & Bar Area, Exclusive Clubhouse (Gourmet...



GREAT POSITIONING

NORTH AMERICA

Harvest Green

Richmond, United States

Developer: Johnson Development Corp. (operated by Harvest Green HOA; farm managed by Agmenity)

Scale: 1,700 acres; approximately 1,400+ homes planned (original 1,070 acres expanded by 630 acres)

Status: Operating, expanding

<https://www.harvestgreentexas.com/>

SUMMARY

Harvest Green is Houston's first master-planned "agrihood" — a 1,700-acre community in Richmond, TX built around a 12-acre working farm at its center. The community offers farm-to-home living through programs like Veggie Share (CSA-style produce delivery), a weekly farmers market, a Farm Club with personal growing plots, and edible landscaping throughout. It has been recognized as Master Planned Community of the Year (2018) and Best Community in Texas (2021).

WELLNESS POSITIONING

Moderately explicit — the community brands itself as an "agrihood" focused on "sustainable living," "healthy living," and "meaningful connections." The tagline "Planting Roots. Growing Life. Harvesting Happiness" conveys wellness themes, but it is primarily marketed as a real estate development with agricultural amenities rather than a dedicated wellness community. It does not...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Strong social programming including a dedicated "Director of Fun" position, farmers market as a weekly gathering space, Farm Fun Days, Farm Club for community connection, and testimonies highlighting...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The community offers "hands-on learning opportunities" through the Farm Club and "farm-to-table pride," which support lifelong learning. The tagline "Harvesting Happiness" and emphasis on "meaningful..."

Economic

Affordability, complete community, life-cycle value, local economy

HOA dues of \$1,210/year and price range/BUILDER filters suggest multiple price points, but specific affordability data is not provided. Future retail, restaurants, and entertainment spaces are...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Excellent food & nutrition programming: 12-acre Village Farm with certified organic produce, Veggie Share CSA delivery (\$21/week for residents), weekly Saturday farmers market, edible landscaping...

Environmental

Materials, natural systems, mobility systems, resilience

Strong natural systems integration: 12-acre working farm, edible landscaping, community-wide green spaces, and emphasis on sustainable agriculture practices. The Village Farm includes fields,...

Civic

Sense of ownership, collaboration, integration

The "Your Community Foundation Committee" (YCFC) gives residents a role in maintaining community quality, and the Village Farm is owned by the Harvest Green HOA. Resident testimonies emphasize...

OVERALL RATIONALE

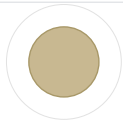
Harvest Green scores as a 6 because it is a conventional master-planned real estate development that has meaningfully integrated agricultural and wellness-adjacent features — particularly in food/nutrition (Village Farm, CSA, farmers market, edible landscaping) and social programming (Director of Fun, community gatherings). It is not designed as a wellness community per se, but the agrihood concept delivers substantive wellness benefits. The biggest gaps are in mental wellness programming, environmental certifications, economic diversity data, and civic engagement mechanisms.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — the agrihood concept with a working farm at the center is a deliberate design choice. Scalable: Yes — expanded from 1,070 to 1,700 acres with 1,400+ new homes planned. Focused: Yes — centered on farm-to-home living and sustainable agriculture. Contextual: Yes — leverages Fort Bend County's agricultural heritage and Houston's suburban growth. Activated: Yes — active programming through Director of Fun, farmers market,...

KEY AMENITIES & EXPERIENCES

12-acre Village Farm (working farm with fields, greenhouse, goats, chickens), Veggie Share CSA program, weekly Saturday farmers market, edible landscaping throughout, Farm Club with personal growing plots, fitness center, resort-style pool & splash pad, parks & playgrounds, event center & lawn, tennis & volleyball courts, dog park, lake & docks, Director of Fun, on-site...



GREAT POSITIONING

EUROPE

Lefay Wellness Residences Lago di Garda

Gargnano , Italy

Developer: Lefay Resorts S.r.l. (Leali family)

Scale: 11-hectare natural park; limited number of villas (3 types available); adjacent to 96-suite resort

Status: Operating

<https://lagodigarda.lefayresidences.com/en/>

SUMMARY

Lefay Wellness Residences Lago di Garda is a luxury property ownership model set within an 11-hectare natural park on the hills above Gargnano, Lake Garda. Owned by the Leali family's Lefay Resorts brand, the residences offer villa ownership with access to the adjacent 5-star Lefay Resort & SPA's 4,300 sqm spa, restaurants, pools, and wellness services. The project combines private villa ownership with resort amenities, including an investment rental programme and Lefay Club membership for owners.

WELLNESS POSITIONING

Explicitly wellness-branded — the project is named "Wellness Residences" and is fully integrated with the Lefay Resort's wellness ecosystem including a 4,300 sqm SPA, fitness center, wellness programs, and healthy dining concepts. The brand positions itself as combining "contemporary luxury and exclusive five-star services" with wellness at its core.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions the Lefay Club for owners with access to shared benefits and services, and the resort has restaurants, lounge bars, and pools that facilitate socialization. However, there is no...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The project emphasizes peaceful natural settings, spectacular lake views, and contemplative spaces. The Lefay SPA method combines traditional Chinese medicine with Western scientific research,...

Economic

Affordability, complete community, life-cycle value, local economy

The project offers an "Investment Rental Programme" that guarantees value to owners, suggesting a revenue-sharing model. The Lefay Club provides additional owner benefits. However, this is a...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The resort features extensive physical wellness infrastructure: 4,300 sqm SPA with 5 swimming pools, 7 saunas, 24-hour fitness center, running circuit, fitness trail with 8 exercise stations, and an...

Environmental

Materials, natural systems, mobility systems, resilience

The architecture is "perfectly integrated into the landscape" within an 11-hectare natural park, using local materials (olive wood, Italian marble). The resort is listed on Beyond Green as a...

Civic

Sense of ownership, collaboration, integration

There is no evidence of resident governance structures, community decision-making processes, or civic engagement programming. The project operates as a private luxury ownership model with no visible...

OVERALL RATIONALE

Lefay Wellness Residences is a luxury real estate product that leverages a world-class wellness resort as its amenity base. It scores well on physical wellness infrastructure (SPA, pools, fitness) and environmental integration (natural park, local materials, sustainable design). However, it falls short of being a true wellness community per the WCREI framework — it lacks intentional community programming, civic engagement, diverse affordability, aging-in-place considerations, and structured social/cultural programming. The wellness orientation is primarily through access to spa services rather than holistic...

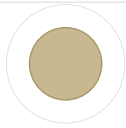
AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Wellness is intentional through the Lefay brand's well-defined methodology, but community wellness is not. Scalable: The model has expanded to multiple locations (Dolomites, Lake Garda). Focused: Narrowly focused on luxury wellness ownership.

Contextual: Strong — architecture integrates with landscape, uses local materials, reflects traditional lemon house design. Activated: Limited — wellness programming activated through...

KEY AMENITIES & EXPERIENCES

Private villas with gardens and heated infinity pools, Private SPA with treatment area and sauna in each villa, 4,300 sqm Lefay SPA (5 pools, 7 saunas, 24h fitness center), Running circuit and fitness trail, Energy garden, Mediterranean diet restaurants, Lefay Club membership, Concierge services, Investment rental programme, Natural park setting (11 hectares)



GREAT POSITIONING

NORTH AMERICA

Lotus Living

Philadelphia, United States

Developer: Ali Volpe (founder), in partnership with Lily Development and Flow Development

Scale: 74 apartments (studio, 1-bed, 2-bed units); single building at 416 Vine Street with plans for 3 additional Philadelphia locations

Status: Operating (opened May 2025)

<https://www.lotus.living/>

SUMMARY

Lotus Living is a wellness-centered apartment building and social club in Philadelphia's Old City that explicitly brands itself around holistic, wellness-focused living. It combines 74 luxury residences with a wellness club open to both residents and non-resident members, featuring amenities like infrared saunas, yoga studios, meditation rooms, a Zen rooftop, and an edible garden. The founder, Ali Volpe, is a former therapist who conceived the project as a response to how built environments affect mental health...

WELLNESS POSITIONING

Explicitly and heavily wellness-branded. The homepage headline reads 'Residences Designed for Wellness & Belonging.' The website describes 'wellness-centered living' where 'wellness isn't an amenity—it's the architecture.' The Instagram describes 'Blue Zone living for wellbeing, connection & growth.' It is marketed as 'the future of wellness-focused living' and positions...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The wellness lounge is open to the public 8am-8pm daily, fostering community connection beyond residents. The website highlights 'conscious community' and 'real, not performative' community. However,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The Principles page emphasizes 'belonging,' 'beauty,' and 'embodiment' with language about nervous system science and intentional design. Meditation rooms and yoga spaces support mental wellness...

Economic

Affordability, complete community, life-cycle value, local economy

Prices range from ~\$1,650-\$3,600/month, which is luxury pricing with no evidence of affordable housing options or economic diversity. The wellness club membership offers a secondary revenue stream...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness amenities including state-of-the-art fitness center with TRX and Peloton, yoga studio, infrared saunas, meditation rooms, edible herb/plant garden, cold plunge, spa-inspired...

Environmental

Materials, natural systems, mobility systems, resilience

The Zen rooftop and edible garden plots suggest biophilic design. The website mentions 'respect' for nature and reconnecting with Mother Nature. However, there is no mention of green building...

Civic

Sense of ownership, collaboration, integration

Community Guidelines page exists, suggesting some codified community standards. The 'Partner with us' nav link suggests openness to collaboration. However, there is no evidence of resident...

OVERALL RATIONALE

Lotus Living is a conventional luxury apartment building that has successfully branded itself around wellness themes, with genuinely impressive wellness amenities (saunas, yoga studio, meditation rooms, edible gardens). It scores well on physical wellness infrastructure and mental wellness design intent. However, it lacks substantive programming across the WCREI domains—there is no evidence of structured community programming, environmental certifications, economic diversity, or civic engagement. It is wellness-as-amenity rather than wellness-as-community-model. A 5 reflects a property that touches many wellness...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes—the founder's story and Principles page show deep intentionality about wellness-centered design. Scalable: Yes—plans for 3 more Philadelphia locations within 2-3 years. Focused: Yes—clearly focused on wellness as the brand differentiator. Contextual: Moderate—located in historic Old City but no specific mention of neighborhood integration or context-responsive design. Activated: Weak—amenities are present but no...

KEY AMENITIES & EXPERIENCES

State-of-the-art fitness center with TRX and Peloton, yoga studio, infrared saunas, meditation rooms, spa-inspired bathhouse, Zen rooftop with city views, edible herb and plant garden, cold plunge, dog run, wellness lounge (open to public), EV charging stations, Ori smart furniture, in-unit laundry, rooftop fire pits, shaded dining pavilion, bicycle storage, controlled access



GREAT POSITIONING

MIDDLE EAST-NORTH AFRICA

Miraval The Red Sea Residences

Shura Island, SAUDI ARABIA

Developer: Red Sea Global (PIF-owned), operated by Hyatt's Miraval Resorts & Spas

Scale: 180 guest rooms/suites + 20 branded beachfront villas (1-4 bedrooms, 100-350 sqm); 3 million sq ft of coastline

Status: Operating (opening Winter early 2026, now accepting reservations)

<https://www.miravalresorts.com/miraval-the-red-sea>

SUMMARY

Miraval The Red Sea is the brand's first international destination, combining a 180-key wellness resort with 20 branded beachfront villas on Shura Island, the central hub of Saudi Arabia's regenerative Red Sea Destination. The project is explicitly wellness-branded, offering Miraval's signature "Life in Balance" spa, all-inclusive wellness programming, and intentional living-focused residences designed by Foster + Partners with interiors by Rockwell Group. Residences range from SAR 8.03M (USD 2.14M) for a...

WELLNESS POSITIONING

Extremely explicit — the project brands itself as a "Wellness Sanctuary" and "H6 Wellness Sanctuary." Wellness is the core brand identity, with Miraval's 30-year legacy of mindful living, all-inclusive wellness programming, personalized daily itineraries, "Miraval Mode" (digital detox), and the Life in Balance Spa as the centerpiece. The residences are marketed as "a way of..."

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The resort offers group activities like cardio drumming, art studios, and Bedouin storytelling, plus the Majlis Spa Suite inspired by Arabian gathering traditions. However, the project is adults-only...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website emphasizes mindfulness, digital detox ("Miraval Mode"), personalized daily itineraries, breathwork, meditation, and creative arts programming. Each day blends local and global wellness...

Economic

Affordability, complete community, life-cycle value, local economy

The website provides no evidence of affordability or diverse housing price points — villas start at SAR 8.03M (USD 2.14M) and go up to SAR 34.06M (USD 9.08M), targeting ultra-high-net-worth...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The Life in Balance Spa (39 treatment rooms, hydrotherapy), Body Mindfulness Centre (Technogym gym, HIIT, Pilates), Serenity Centre (aerial yoga, outdoor yoga deck), and all-inclusive nutritious...

Environmental

Materials, natural systems, mobility systems, resilience

The project is part of Red Sea Global's regenerative tourism destination with explicit sustainability commitments — lightweight materials with low thermal mass, biophilic design inspired by coral...

Civic

Sense of ownership, collaboration, integration

There is no mention of resident governance structures, community decision-making, or civic engagement on the website. The project is a closed-campus, hotel-managed development with no indication of...

OVERALL RATIONALE

Miraval The Red Sea is a luxury wellness resort with private residences that excels in physical and mental wellness programming for guests but scores lower on community-centric WCREI domains. The project is primarily a destination wellness resort (scores high on Physical and Mental for resort guests) but lacks the community-building, affordability, civic engagement, and intergenerational living that characterize true wellness communities. It is best understood as a wellness-branded real estate product rather than a holistic wellness community.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Strong — every aspect is designed with mindfulness and intention. Scalable: Moderate — limited to 20 villas, but part of a larger 50-resort Red Sea Destination. Focused: Strong — exclusively wellness-focused for adults. Contextual: Strong — integrates local Bedouin culture, Arabian wellness traditions, and Red Sea ecology. Activated: Moderate — wellness programming is guest/resident-activated through personalized...

KEY AMENITIES & EXPERIENCES

Life in Balance Spa (39 treatment rooms, hammam, hydrotherapy), Body Mindfulness Centre (Technogym gym, HIIT, Pilates), Serenity Centre (aerial yoga, outdoor yoga deck), Art Studio, Breathwork sessions, Cardio Drumming, All-inclusive gourmet dining (Rosemary, Palm Court Cafe, Coral Cove), Private pools in villas, Smart-home technology, Concierge and butler service,...



GREAT POSITIONING

NORTH AMERICA

NAVA Lakehouse

Denver , United States

Developer: NAVA Real Estate Development (Certified B Corporation)

Scale: 196 residential units, 540,000 SF, 12 stories, 4 commercial units, 6,000 SF ground-floor retail

Status: Operating (completed 2020, sold out May 2022)

<https://navareal.com/nava-portfolio-of-developments/lakehouse/>

SUMMARY

Lakehouse is Colorado's first WELL Gold Certified residential community, developed by NAVA Real Estate Development in Denver's Sloan's Lake neighborhood. The 196-unit mixed-use development integrates wellness into every element of design, with amenities including an organic urban farm, 70-foot lakefront lap pool, fitness lab, yoga studio, and a full-time Wellness Concierge. A three-year CSU study found residents experienced 36 statistically significant positive changes in health, well-being, and happiness after...

WELLNESS POSITIONING

Very explicit — the project is branded around wellness as its core identity, achieving WELL Gold Certification and positioning itself as a pioneer in wellness-focused residential development. Wellness is woven into design, programming, and operations rather than being a secondary feature.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Lakehouse features a Resident Lounge with collaborative cooking/dining programs, private event space, and indoor/outdoor fireplace; a 26,000 SF outdoor terrace with lounge seating and firepit; Sports...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Wellness Concierge provides ongoing education programming promoting the seven WELL elements; Creative Workshop supports artistic pursuits with art materials and musical instruments; floor-to-ceiling...

Economic

Affordability, complete community, life-cycle value, local economy

The project sold out and achieved favorable sales prices, with WELL Certification helping it stand out in the market. Ground-floor retail includes ChoLon Modern Asian and Gusto restaurants. However,...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

WELL Gold Certification covers Air, Water, Light, Nourishment, Fitness, Comfort, and Mind. Amenities include a Fitness Lab, Yoga & Meditation Studio, 70-foot lakefront lap pool, hot tub, organic...

Environmental

Materials, natural systems, mobility systems, resilience

WELL Gold Certification addresses environmental health factors (air, water, light). Site uses natural and durable building materials, biophilic design elements, and extensive landscaping. Located in...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, decision-making participation, or civic engagement programming. The project is a conventional condominium development with no mentioned resident...

OVERALL RATIONALE

Lakehouse is an exemplary wellness-oriented residential development that excels in Physical and Social domains through WELL Gold Certification, extensive health-focused amenities, and community programming. It demonstrates that wellness-focused design measurably improves resident outcomes. However, it scores lower on Economic (no affordability) and Civic (no resident governance) domains, and is more wellness-as-amenity than a holistic community-scale wellness ecosystem. Its 196-unit scale limits broader community impact.

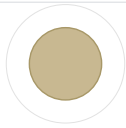
AGAINST THE SIX GUIDING PRINCIPLES

Intentional — Yes, wellness is deliberately integrated into design, engineering, programming, and operations from the outset.

Scalable — Limited; the model is replicable but applied to a single 196-unit building. Focused — Yes, wellness is the central brand and differentiator. Contextual — Yes, designed for the Sloan's Lake waterfront location with lake views and park access. Activated — Yes, with a full-time Wellness Concierge driving...

KEY AMENITIES & EXPERIENCES

WELL Gold Certification, 70-foot lakefront lap pool, hot tub, Fitness Lab, Yoga & Meditation Studio, organic urban farm (Agriburbia), fresh juicing station, 26,000 SF outdoor terrace with firepit, Wellness Concierge, Sports Workshop, Creative Workshop, sauna, collaborative cooking/dining program, Resident Lounge, pet spa, MERV-13 air filtration, floor-to-ceiling windows,...



GREAT POSITIONING

EUROPE

Neos·Life (Neos Village)

Montemor-o-Novo, PORTUGAL

Developer: Neos·Life (private company founded 2023, 2-10 employees)

Scale: 1,000 acres; planned 500 residents in 200 homes; 25 Founding Member families

Status: Under construction / early development (lot reservations starting mid-2025, zoning in process)

<https://www.neos.life/>

SUMMARY

Neos·Life is an ambitious regenerative wellness village on 1,000 acres in Alentejo, Portugal, aiming to house 500 residents across 200 homes alongside a retreat center, school, organic farm, and wellbeing facilities. The project brands itself explicitly as a "Village for a New Way of Being," integrating consciousness expansion, regenerative education, nature-based living, and holistic healing. It is in early development phases with zoning underway and founding member recruitment active.

WELLNESS POSITIONING

Extremely explicit — the project is fundamentally wellness-branded from the ground up, with wellness & consciousness expansion, regenerative education, and nature-based living as its core identity. The retreat center (neos-center) is already operational hosting retreats and programs.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project emphasizes community gathering through monthly 'HALO' weekends, community days with outdoor activities and al fresco dining, and a residential community of 500 people. Member profiles...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Strong focus on consciousness expansion, transformational retreats, 'New Earth Leadership' 9-month program, and the core philosophy of 'reinventing how we live well.' The project explicitly addresses...

Economic

Affordability, complete community, life-cycle value, local economy

Lot reservations start at €50K with plans to increase pricing, suggesting limited affordability. The project mentions 'best financial value' for early joiners and early member rates. There is no...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The project integrates organic farming, cutting-edge wellbeing & holistic healing-health, adult & child education, and spa facilities. Lots are situated near wellbeing centers with options for varied...

Environmental

Materials, natural systems, mobility systems, resilience

Regeneration & rewilding, resilience & self-sufficiency, organic farming are listed as core project aims. The project has its own water and energy systems per LinkedIn description. 1,000 acres of...

Civic

Sense of ownership, collaboration, integration

The website mentions 'greater influence in masterplanning and community building process' for early members, and there is an attunement/application process for residents. However, there is no detail...

OVERALL RATIONALE

Neos·Life is a genuinely wellness-intentional project with strong positioning across social, mental, and environmental domains. Its retreat center is already operational, and the village vision integrates regenerative living, organic farming, healing, and education at meaningful scale. However, as an early-stage project, many details remain undefined on the website — particularly around affordability, civic governance, and specific amenity programming. The project is more aspirational than fully realized, which limits its current WCREI alignment score.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Very strong — wellness and regenerative living are the explicit founding mission. Scalable: Ambitious 1,000-acre/500-resident vision, though scalability of the intentional community model is unproven. Focused: Clear focus on wellness, consciousness, and regenerative living. Contextual: Situated in rural Alentejo with reference to local cooperative/alternative culture in Montemor-o-Novo. Activated: Retreat center already...

KEY AMENITIES & EXPERIENCES

Retreat center (neos-center), organic farm, school (sovereignty-focused), spa facilities, event venues, co-working spaces, communal lounges, practice spaces, wellness facilities, weekly community days (HALO weekends), al fresco dining, 1,000 acres of nature, self-sufficient water and energy systems



GREAT POSITIONING

NORTH AMERICA

Olivette

Asheville, United States

Developer: Olivette (Olivette Realty)

Scale: 411 acres, multiple hamlets (River Crest, Riverside, The Farmstead, The Orchard and Overlook, Westridge at Olivette Farm), custom-built homes

Status: Operating

<https://www.olivettenc.com/>

SUMMARY

Olivette is a 411-acre planned agrilhood community along the French Broad River near Asheville, NC, centered around a working farm, river access, and nature-based living. The community features community-wide geothermal heating/cooling, fiber-to-home broadband, an 8-mile trail system, community gardens, a pavilion with fire-circle amphitheater, and a planned K-8 school. It positions itself around sustainability, community, family, education, and happiness inspired by Blue Zones, Blue Mind, and pattern language...

WELLNESS POSITIONING

Moderately explicit — branding as "Riverside Community & Farm" with wellness-oriented language (Blue Zones, Blue Mind, sustainable happiness) but not marketed as a "wellness community" per se. The vision emphasizes water, nature, food, community, and lifelong learning as pathways to well-being.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Community amenities include a pavilion and fire-circle amphitheater for gatherings, community events, bike-sharing program, and multiple hamlets fostering neighborhood connections. The site mentions...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Lifelong learning is a stated core value with planned K-8 school, Little Free Libraries, informational markers, farm education, book clubs, cooking classes, and art instruction. The "Unwind" section...

Economic

Affordability, complete community, life-cycle value, local economy

Custom-crafted homes suggest higher-end pricing with limited evidence of affordability or diverse housing price points. The working farm and venue generate revenue. Fiber broadband and geothermal...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong movement features: 8-mile trail system, river access for tubing/kayaking/fishing, community Red Bike program, Deerberry Playground. Community-wide geothermal heating/cooling and fiber-to-home...

Environmental

Materials, natural systems, mobility systems, resilience

Strong environmental features: community-wide geothermal heating/cooling, conservation easements, critter cams for wildlife monitoring, weather station for climate data, native plant species markers...

Civic

Sense of ownership, collaboration, integration

Minimal evidence of resident governance structures or community decision-making processes. The site is developer-operated with tours by appointment only through Olivette Realty. No mention of HOA...

OVERALL RATIONALE

Olivette is a well-designed agrilhood community with genuine wellness-oriented features (nature access, farm, trails, geothermal, lifelong learning) but it is primarily a real estate development with wellness themes rather than an explicitly programmed wellness community. It scores well on environmental and physical domains but is weaker on civic engagement, economic diversity, and structured mental/social wellness programming. A 5 reflects a conventional real estate project that touches many wellness themes substantively.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — clearly intentional design with stated values and vision informed by Blue Zones, Blue Mind, and A Pattern Language. Scalable: Partially — vision mentions creating a "replicable model" for developing healthy communities. Focused: Yes — focused on river/nature/farm-centered living. Contextual: Yes — honors local history, native species, and Asheville-area culture. Activated: Moderately — community events and amenities...

KEY AMENITIES & EXPERIENCES

411-acre working farm, 8-mile trail system, French Broad River access (7-acre riverfront beach), private river island (Azalea Island), community-wide geothermal heating/cooling, fiber-to-home broadband, community gardens, pavilion and fire-circle amphitheater, Little Free Libraries, bike-sharing program, Deerberry Playground, Rosebay Park (kayak/canoe/tube storage), planned...



GREAT POSITIONING

NORTH AMERICA

OneCITY Nashville

Nashville, United States

Developer: Cambridge Holdings Incorporated

Scale: 18.7 acres, 500,000 sq ft commercial/medical office, 540 residential units, 175 hotel rooms, 5 acres green space

Status: Operating (under construction with phased completion)

<https://www.onecitynashville.com/about/>

SUMMARY

OneCITY is a 18.7-acre mixed-use wellness neighborhood in Nashville developed by Cambridge, designed around the concept of "mindful, healthy living." The community integrates healthcare, life sciences, and technology sectors with residential, retail, hotel, and office uses across 500,000 sq ft of space. It features extensive green space, walking trails, event lawns, and sustainable design with LEED Gold and LEED ND certifications. The project transformed a former rail yard that had divided Nashville neighborhoods.

WELLNESS POSITIONING

Explicitly wellness-branded — the site describes itself as a "mindful, healthy living neighborhood" with dedicated sections on "Mindful + Healthy" and "Sustainable Living." Wellness is central to the project identity, though the wellness focus is more environmental/physical than holistic programming.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions 5 acres of event areas, walking trails, event lawn, stage, and pond for gathering spaces, plus regular athletic events and community events (Nashville Ballet, volleyball...)

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website mentions circadian lighting and blackout shades to aid sleep, and the outdoor spaces provide delight and enjoyment. However, there is no evidence of lifelong learning, spirituality,...

Economic

Affordability, complete community, life-cycle value, local economy

—

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong on movement (pedestrian-friendly sidewalks, "complete" streets, trails, paths, parks) and some technology (circadian rhythm lighting, blackout shades). However, no mention of food/nutrition...

Environmental

Materials, natural systems, mobility systems, resilience

Strong environmental credentials: LEED Gold and LEED Neighborhood Development certification, stormwater harvesting (100% irrigation from harvested water), LED lighting, green roofs, bioswaled...

Civic

Sense of ownership, collaboration, integration

The project reunified a site divided by a rail line, suggesting civic integration. Awarded ULI Building Healthy Places Award. However, the website provides no evidence of resident governance...

OVERALL RATIONALE

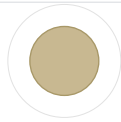
OneCITY is a conventional mixed-use development with a wellness branding overlay and strong environmental/sustainability credentials. It scores well on environmental design (LEED certifications, stormwater management, green space) and moderately on physical wellness (walkable design, outdoor amenities). However, it lacks substantive programming across social, mental, civic, and economic wellness domains — there is no evidence of structured wellness programming, community governance, food systems, or intentional social infrastructure beyond event hosting. It is a wellness-themed real estate project rather than a...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is an explicit organizing concept ("mindful, healthy living"). Scalable: Unclear — appears to be a single-site development. Focused: Moderately — focused on physical/environmental wellness but not holistic. Contextual: Yes — responds to Nashville's healthcare leadership and rail yard history. Activated: Yes — regular events, athletics, community lawn activation. Respectful: Yes — reunited divided...

KEY AMENITIES & EXPERIENCES

5 acres event green space, walking trails, volleyball courts, event lawn with stage, pond, bioswaled medians, circadian rhythm lighting, green roofs, LED site lighting, CITYBLOX shipping container village, community lawn, athletic courts



GREAT POSITIONING

ASIA - PACIFIC

Park Wellstate Shonan Fujisawa SST (パークウェルステイト湘南藤沢SST)

JAPAN

Developer: Mitsui Fudosan Residential Wellness Co., Ltd.

(三井不動産レジデンシャルウェルネス株式会社)

Scale: 566 units (総居室数566室), opened October 2024

Status: Operating (opened October 1, 2024)

<https://www.mfrw.co.jp/parkwellstate/fujisawa/>

SUMMARY

Park Wellstate Shonan Fujisawa SST is a luxury senior service residence developed by Mitsui Fudosan Residential Wellness, located within the Fujisawa SST (Sustainable Smart Town) development. With 566 units, it offers residents access to Shonan's coastal lifestyle, cultural heritage of Kamakura, and urban convenience through extensive shared amenities including a lounge, wellness salon, onsen-style bathhouse, cafe, library, karaoke, billiards, piano room, theater room, and beauty salon. The community emphasizes...

WELLNESS POSITIONING

Explicitly wellness-branded — the parent company name includes 'Residential Wellness,' and the brand name 'Park Wellstate' directly references wellness. The site uses 'wellness' in its corporate identity (三井不動産レジデンシャルウェルネス株式会社). However, wellness is framed primarily as senior living/lifestyle rather than holistic health programming.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website highlights extensive social programming: a cafe open to the local community for intergenerational exchange, regular events (rakugo storytelling, local history tours 'ローカルジャーニー'),...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The brand mission states 'supporting each person's free and abundant life' (お一人おひとりの、自由で豊かな暮らしを支える). Shared spaces include a library for contemplation, a beauty salon, and a lounge designed with...

Economic

Affordability, complete community, life-cycle value, local economy

The website provides a pricing system page ('料金システム') but does not disclose specific price points or discuss affordability across income levels. As a luxury senior residence by a major developer...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The project provides on-site medical support with an in-building clinic, nursing staff health consultations, nursing care rooms, and partnerships with major hospitals (亀田グループ). The website mentions a...

Environmental

Materials, natural systems, mobility systems, resilience

The property features two gardens — a private garden for residents and a community garden open to locals — with emphasis on greenery and seasonal beauty. Located within Fujisawa SST (Sustainable...

Civic

Sense of ownership, collaboration, integration

The cafe is explicitly open to local community members, and the community garden is described as 'open to the region' (地域に開かれた). The property is positioned as 'part of Fujisawa SST' and emphasizes...

OVERALL RATIONALE

Park Wellstate Shonan Fujisawa SST is a well-designed luxury senior living community with strong wellness branding and thoughtful social/physical amenities, but it operates primarily as a conventional premium senior residence rather than a holistic wellness community. The WCREI framework scores are moderate because while the project excels at senior lifestyle and social connection, it lacks substantive programming across several WCREI domains — particularly environmental certifications, economic diversity, and civic governance. The 'wellness' positioning is primarily lifestyle-oriented rather than...

AGAINST THE SIX GUIDING PRINCIPLES

INTENTIONAL: Yes — wellness is embedded in the corporate name and brand mission. SCALABLE: Yes — 6 locations across Japan (Hamadayama, Kamogawa, Senri-Chuo, Nishiazabu, Makuhari, Fujisawa) with 548-617 units each show scalable model. FOCUSED: Yes — clearly focused on senior living market. CONTEXTUAL: Yes — each location leverages its locale (Shonan coast, Kamakura culture, Fujisawa SST smart town). ACTIVATED: Partially — regular events...

KEY AMENITIES & EXPERIENCES

Lounge, Cafe, Library, Wellness Salon, Onsen-style Bathhouse (大浴場) with sauna, Karaoke Room, Billiards Room, Piano Room, Theater Room, Beauty/Hair Salon, Private Garden, Community Garden, Dining Room with outdoor terrace, In-building clinic, Nursing care rooms, Concierge/life support services, Activity programs (rakugo, smartphone classes, local history tours)



GREAT POSITIONING

ASIA - PACIFIC

ROMM Convent

Bangkok, THAILAND

Developer: Proud Real Estate Public Company Limited

Scale: 180 units (175 residential), 32 floors, ~1 Rai land (~1,600 sqm), 2,000+ sqm of facilities

Status: Under construction (79.74% complete as of April 2026; expected completion June 2026)

<https://www.proudrealestate.co.th/romm-convent/en>

SUMMARY

ROMM Convent is a luxury wellness-focused condominium in Bangkok's Silom-Sathorn CBD, positioned as "The One & Only Wellness Residences on Convent-Sathorn." The 32-floor tower with 175 residential units features Fitwel certification and integrated healthcare services through partnerships with BNH Hospital and BeDee by BDMS. The project offers over 2,000 sqm of wellness amenities across floors 30-32, including onsen, hydrotherapy, wellness studio, meditation pod, and sensory playground, alongside health butler...

WELLNESS POSITIONING

Explicitly wellness-branded. The project's tagline is "Live · Well · Life ." and it is marketed as "Luxury Wellness Residences." It holds Fitwel certification for building-level wellness and features a formal integrated healthcare program with BNH Hospital and BeDee by BDMS offering preventive care, treatment, health promotion, and rehabilitation. The wellness positioning is...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website lists social amenities including a sky lounge (art & craft therapy), BBQ yard, sensory playground, co-working spaces, and a teens club (music room, study room, meeting room). However,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The project includes a meditation pod, art & craft therapy in the sky lounge, sensory garden, and sensory playground — all supporting delight, contemplation, and mental well-being. The concept of a...

Economic

Affordability, complete community, life-cycle value, local economy

This is a luxury CBD condominium with units priced from approximately \$350,000 to nearly \$6 million (penthouse). There is no discussion of affordability, diverse housing price points, local...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness features: wellness studio (yoga & pilates) on floor 31, professional gym on floor 30, active swimming pool and hydrotherapy pond, and integrated health butler services with...

Environmental

Materials, natural systems, mobility systems, resilience

Fitwel certification is claimed, and the design emphasizes effective ventilation, natural air movement, and heat reduction through "biological design." Sensory gardens and greenery are integrated....

Civic

Sense of ownership, collaboration, integration

No evidence on the website of resident governance structures, community decision-making, stakeholder engagement, or partnerships with local authorities beyond the healthcare partnerships with BNH...

OVERALL RATIONALE

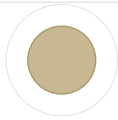
ROMM Convent is a conventional luxury CBD condominium that has genuinely integrated wellness as a core differentiator — particularly through its Fitwel certification, 2,000+ sqm of wellness amenities, and formal healthcare partnerships with BNH Hospital/BeDee. However, its wellness orientation is primarily physical (gym, onsen, yoga, hydrotherapy) and mental (meditation pod, sensory spaces) rather than comprehensively addressing all WCREI domains. The social, environmental, economic, and civic dimensions are minimally addressed or absent. It scores as a wellness-branded luxury residence rather than a holistic...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is explicitly designed in (Fitwel certification, healthcare integration). Scalable: No — single 175-unit tower, not scalable as a model. Focused: Yes — clear wellness/CBD retreat positioning. Contextual: Yes — responds to CBD stress with retreat concept, leverages nearby hospitals and parks. Activated: Partially — amenities are well-provisioned but no evidence of active programming. Respectful: Partially —...

KEY AMENITIES & EXPERIENCES

Wellness studio (yoga & pilates), family onsen, aquasymphony, hydrotherapy pond, active swimming pool, kids pool, professional gym, meditation pod, sensory playground, sky lounge (art & craft therapy), BBQ yard, sensory garden, co-working space, fit lab café, teens club (music room, study room, meeting room), wellness lounge, consultation room, treatment room, automated...



GREAT POSITIONING

NORTH AMERICA

Rowan University Wellness Village (West Campus Development Project)

Glassboro, United States

Developer: Fairmount Properties (master developer), in partnership with Rowan University, Inspira Health, United Methodist...

Scale: 220 acres; approximately 1,000 residential units (250 rentals, 410 for-purchase homes, 340 retirement community units); 40,000 sq ft Wellness Institute; 65,000 sq ft medical...

Status: Planned (pre-development; seeking municipal approvals; construction expected to begin ~2027)

<https://www.nj.com/education/2026/03/nj-university-wants-to-build-690m-research-campus-wellness-village-with-1000-homes.html>

SUMMARY

Rowan University is developing a \$690 million West Campus project comprising a Wellness Village and a Center for Manufacturing Innovation on 220 acres at the intersection of Routes 55 and 322 in Gloucester County. The Wellness Village is inspired by Blue Zone longevity research, offering intergenerational housing, on-site healthcare, a 40,000 sq ft Wellness Institute, walking trails, and a wooded preserve. The project aims to integrate education, health, and community living while creating 5,000+ jobs and \$14.3...

WELLNESS POSITIONING

Explicitly wellness-branded. The project is named "Wellness Village" and is directly inspired by Blue Zone longevity research principles. It is described as an intergenerational district "anchored in education, health and wellness" with integrated wellness features throughout residential design.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project includes dedicated public gathering spaces, a 40,000 sq ft Wellness Institute for community programming (artistic, culinary, fitness), intergenerational design, and community engagement...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The Wellness Institute will offer artistic, culinary, fitness, and educational opportunities. The Blue Zone-inspired design emphasizes "sense of belonging" and reduces stress. A wooded preserve...

Economic

Affordability, complete community, life-cycle value, local economy

20% of single-family homes and townhomes qualify as state affordable housing. Mixed housing price points (rentals, for-purchase, retirement). Project expected to generate \$14.3M annual tax revenue,...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong walkability focus with walking/biking trails, bicycle infrastructure, and shuttle/rideshare access. Includes on-site healthcare (Inspira medical offices), retirement/assisted living with...

Environmental

Materials, natural systems, mobility systems, resilience

A wooded preserve is included and the project aims to create a "sustainable, vibrant community." However, no specific green building certifications (LEED, WELL, Fitwel), biophilic design details,...

Civic

Sense of ownership, collaboration, integration

Public-private development model with Rowan University providing land. Town hall meetings planned for community input. Partnerships with municipal planning boards in Glassboro and Harrison Township...

OVERALL RATIONALE

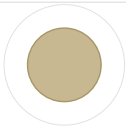
This is a genuinely wellness-oriented project, not just a conventional development with wellness branding. The Blue Zone inspiration, intergenerational design, walkability, on-site healthcare, and dedicated Wellness Institute demonstrate substantive wellness programming. However, many details remain in the planning stage, and gaps exist in environmental certifications, specific nutrition programming, resident governance, and long-term operational plans. The project has strong potential but is still pre-approval, so full WCREI alignment cannot yet be confirmed.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is central to the design philosophy, inspired by Blue Zone research. Scalable: Yes — envisioned as a replicable national model for aging well. Focused: Yes — concentrated on health, wellness, education, and intergenerational living. Contextual: Yes — leverages Rowan University's academic strengths and Inspira Health's regional healthcare presence. Activated: Partially — programming (Wellness Institute,...

KEY AMENITIES & EXPERIENCES

40,000 sq ft Rowan Community Wellness Institute, Inspira Health medical office building, 160-room hotel and conference center, 56,000 sq ft retail center, wooded preserve with walking trails, bicycle infrastructure, shuttle/rideshare services, intergenerational housing (rentals, townhomes, single-family, retirement community), independent/assisted living and memory care...



GREAT POSITIONING

NORTH AMERICA

SHA Residences Mexico

Cancun, MEXICO

Developer: SHA Wellness Clinic (founded by Alfredo Bataller Parietti)

Scale: 17.3 acres, half-kilometer of virgin beach

Status: Under construction / planned

<https://sharesidences.com/mexico/en/location/#hero-end>

SUMMARY

SHA Residences Mexico is a luxury residential development by SHA Wellness Clinic, the leading integrative medicine wellness clinic. Located on 17.3 acres of unspoiled coastline in Costa Mujeres, north of Cancun, it offers branded residences with access to SHA's medical, nutrition, and wellness programming. The project emphasizes natural design, locally-sourced materials, and a complete immersion in the SHA health lifestyle.

WELLNESS POSITIONING

Explicitly and heavily wellness-branded. The project is marketed as 'the planet's healthiest residence' and 'a complete immersion in the SHA Wellness Clinic lifestyle.' Wellness is the core brand identity, not a peripheral amenity.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions a SHA Owners Club for peer socialization and access to clinic facilities, but offers little detail on community programming, cultural activities, or organized social events. The...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The 'Mind & Body Studio' and meditation offerings through SHA Clinic address mental wellness. The beautiful beachfront setting and natural design contribute to delight. However, there is no mention...

Economic

Affordability, complete community, life-cycle value, local economy

The project offers a property management/rental program for investment returns, but there is no mention of affordability, diverse price points, live/work options, or local economic development. This...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness orientation: access to SHA's medical consultations, healthy nutrition consultations, mind/body disciplines, water therapies, massages, and health food restaurant room...

Environmental

Materials, natural systems, mobility systems, resilience

The site mentions 'Wellness and Sustainability' standards, designed to avoid impacting native wildlife, and uses locally-sourced materials and organic fabrics. It references WELL Building Standards...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance, community decision-making, or civic engagement on the website. No partnerships with local authorities are mentioned. The model is top-down, developer-driven.

OVERALL RATIONALE

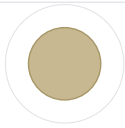
SHA Residences Mexico scores a 5 — it is a conventional luxury real estate project with a strong wellness brand overlay rather than a true wellness community. The wellness positioning is explicit and credible (tied to a real wellness clinic), and the physical wellness amenities are substantive. However, it lacks community programming, civic engagement, affordability, environmental depth, and mental/social programming beyond medical services. It's wellness-adjacent luxury real estate, not a holistic wellness community.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is the central design principle. Scalable: Unclear — appears to be a single-site boutique project. Focused: Yes — exclusively targets high-net-worth wellness seekers. Contextual: Partially — respects native flora/fauna but is an imported luxury brand in a developing region. Activated: Limited — wellness programming is available but community activation is minimal. Respectful: Partially — claims to avoid...

KEY AMENITIES & EXPERIENCES

SHA Wellness Clinic access, medical consultations, healthy nutrition consultations, mind & body studio, hydrotherapy circuit, pool, gym, beauty salon, in-residence wellness treatments, room service from health food restaurants, private chef services, home automation, outdoor kitchens, terrace pools, owners club, property management/rental program



GREAT POSITIONING

MIDDLE EAST - NORTH AFRICA

Six Senses The Palm, Dubai

Dubai, UAE

Developer: Select Group (with Six Senses brand under IHG)

Scale: 61 suites; 172 private branded residences (Penthouses, Royal Penthouses, duplex Sky Villas, and 9 five-bedroom beachfront Signature Villas); 60,000 sq ft (5,574 m²) social and...

Status: Under construction (opening September 2026)

<https://www.sixsenses.com/en/hotels-resorts/middle-east-africa/united-arab-emirates/the-palm-dubai/>

SUMMARY

Six Senses The Palm, Dubai is a beachfront resort and branded residential development on Palm Jumeirah's quieter West Crescent, combining 61 suites and 172 privately-owned residences. Architecture by Cape Town-based SAOTA draws from regional building traditions with natural materials — stone, timber, sand tones — and connects to the site through planted courtyards, natural ponds, Wadi boulders, and beach pathways. The residential offering includes Penthouses, Royal Penthouses, Sky Villas, and nine five-bedroom...

WELLNESS POSITIONING

Strongly and authentically wellness-branded through the Six Senses brand architecture. The resort explicitly positions itself as 'a place to rediscover balance' offering 'wellness, conscious living, and the quiet beauty of the Arabian Gulf.' The 60,000 sq ft wellness club — the project's physical centrepiece — houses a Longevity Clinic, IV lounge, biohacking room, Alchemy Bar,...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The resort and residences are explicitly designed around community and connection. The Majlis — a central Emirati cultural gathering space — anchors the social programme: restaurants, bars, pool,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Six Senses' design philosophy — reflected in SAOTA's architecture of natural materials, natural ponds, Wadi boulders, palm groves, and private hammocks — creates strong biophilic placemaking and...

Economic

Affordability, complete community, life-cycle value, local economy

Ultra-luxury residences with no affordability component. No mixed-income housing, live/work typology, or local economic reinvestment mechanism is described. The resort will create local hospitality...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The 60,000 sq ft spa and wellness club is the physical core — a Longevity Clinic with diagnostics and personalised programmes, IV lounge, biohacking room, massage circuit pool, hydrotherapy areas,...

Environmental

Materials, natural systems, mobility systems, resilience

LEED certification is targeted, and the project complies with Dubai's EHS Green Building Code — a meaningful commitment given Dubai's permissive baseline. Earth Lab (Six Senses' hands-on...

Civic

Sense of ownership, collaboration, integration

No resident governance or co-governance structure is described. The project is operated by Select Group and Six Senses/IHG. The Majlis cultural space and the Sustainability Fund represent a...

OVERALL RATIONALE

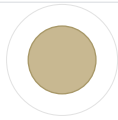
Six Senses The Palm, Dubai is a credible and well-resourced wellness hospitality and residence project that scores meaningfully above the existing Six Senses Dubai Marina entry (overall 4, 'forward') due to its resort-village model, 60,000 sq ft wellness club with genuine Longevity Clinic and biohacking infrastructure, Earth Lab environmental programming, and the Majlis cultural anchor. Physical (8) and social (6) scores reflect strong individual and community wellness amenities. Environmental (6) reflects LEED targeting and Earth Lab's active sustainability engagement, but the urban resort context limits what...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — Six Senses' global brand philosophy is systematically embedded across spa, culinary, children's, sustainability, and community programming. Scalable: Partially — the Six Senses brand operates globally and is scaling its residential model in Dubai (two properties, 2026 and 2028), though each is a bespoke luxury project. Focused: Yes — physical, mental, social, and environmental wellness are all addressed within the...

KEY AMENITIES & EXPERIENCES

60,000 sq ft Six Senses wellness club (Longevity Clinic, IV lounge, biohacking room, massage circuit pool, squash court, Six Senses Spa, hydrotherapy areas, yoga and meditation spaces), Alchemy Bar, Earth Lab sustainability workshops, Grow with Six Senses children's programme, Majlis cultural gathering space, 4 dining venues (Eat with Six Senses philosophy), private beach, 9...



GREAT POSITIONING

ASIA - PACIFIC

The Farm at San Benito Wellness Residences

Lipa City , PHILIPPINES

Developer: CG Corp Global (via CG Hospitality) / Narra Wellness Resorts, Inc.

Scale: 51-52 hectares overall resort; Wellness Residences component: 16 villas (3-bedroom and 4-bedroom Acacia villas, ~420 sqm lot / ~300 sqm construction area each)

Status: Operating (resort since 2002); Wellness Residences phase appears operating/available for lease

<https://www.thefarmatsanbenito.com/>

SUMMARY

The Farm at San Benito is a multi-awarded eco-luxury holistic medical wellness resort in Lipa City, Batangas, offering 16 private wellness residences (Acacia villas) on a 99-year lease basis. The residences provide owners access to the resort's full suite of medical wellness programs, spa facilities, organic farm-to-table dining, and a rental management program generating 50% of net rental revenue. The project is positioned as an investment vehicle with wellness lifestyle benefits including 30% discounts on spa,...

WELLNESS POSITIONING

Extremely explicit — the project is branded as "Wellness Residences" and marketed as "the first premiere wellness residence in the country." The entire resort is positioned as a world leader in holistic medical wellness with 90+ international awards. Wellness is the core brand identity, not an amenity add-on.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The resort offers group wellness programs, daily mindful meditation, yoga, and sound healing sessions that create social wellness experiences. The website mentions "complimentary daily wellness..."

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The resort explicitly addresses mental wellness through programs like "The Sanctuary of Self" and "Resilience & Recovery," meditation pavilions, a labyrinth/Temple of 5 Elements, yoga sala, and sound...

Economic

Affordability, complete community, life-cycle value, local economy

The Wellness Residences are positioned as an investment vehicle with a rental management program (50% of net rental revenue) and financing partner (Esquire Financing). However, this is clearly a...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness programming: on-site 5,700+ sqm organic farm with farm-to-table dining, medically-supervised wellness programs (Pure Body Reset, Metabolic Reboot, etc.), healing sanctuary...

Environmental

Materials, natural systems, mobility systems, resilience

The resort uses indigenous materials (bamboo, abaca, coconut shells, wood, rattan) in villa construction. Features a 5,700+ sqm organic vegetable garden with precision agriculture and composting of...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making processes, or civic engagement programming. The website describes a top-down management model where owners pay monthly upkeep...

OVERALL RATIONALE

The Farm at San Benito is a genuinely wellness-focused project with exceptional physical and mental wellness programming through its medical wellness resort infrastructure. The Wellness Residences leverage this existing ecosystem effectively. However, it scores lower on social community building, economic affordability, and civic engagement — it's fundamentally a luxury wellness retreat with an investment real estate component, not a holistic wellness community. The WCREI framework values community and civic dimensions that are largely absent here.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is the explicit, primary design intention. Scalable: Limited — only 16 villas, not designed for scale. Focused: Yes — tightly focused on holistic medical wellness. Contextual: Yes — integrates Filipino healing traditions, indigenous materials, and local ecology. Activated: Partially — wellness programs are active but community activation is limited. Respectful: Partially — uses indigenous materials and local...

KEY AMENITIES & EXPERIENCES

Holistic Medical Sanctuary, Healing Sanctuary Spa, Acqua Hydrotherapy Sanctuary, organic farm (5,700+ sqm), vegan/vegetarian restaurants (Alive!), mindfulness/yoga programs, sound healing, labyrinth/Temple of 5 Elements, amphitheater/yoga sala, infinity pools, fitness gym, private villa pools, meditation pavilions, golf course access (Mount Malarayat)



GREAT POSITIONING

NORTH AMERICA

The Mather

Tysons, United States

Developer: Mather (established 1942)

Scale: Luxury senior living community with nearly 3 acres of green space, 38,000 sq ft of amenities; 90% sold per website

Status: Operating

<https://www.themathertyson.com/>

SUMMARY

The Mather is a luxury Life Plan Community (CCRC) in Tysons, Virginia, operated by Mather, a non-profit senior living organization established in 1942. It offers independent living apartments with access to a full continuum of care through its on-site Kokua health program. The community features 38,000 square feet of amenities including a spa (Marzenia), multiple restaurants, fitness center, indoor pool, and nearly 3 acres of green space. While wellness-adjacent through its senior living model, it does not...

WELLNESS POSITIONING

Moderately wellness-oriented but not explicitly WCREI-branded. The project brands as luxury senior living with strong emphasis on lifestyle, health, and holistic experiences (spa, fitness, social programming, on-site healthcare). Wellness is implicit through the CCRC/Life Plan model rather than an explicit "wellness real estate" identity.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Strong social programming including musicians-in-residence, dance classes, writers' workshops, guest speakers from local universities, Sensory Symphony Swim programs, and a bar+lounge for gathering...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Good programming for mental wellness: art studio (Wu-Wei), library, guest speakers, cultural events, musicians-in-residence, and the Marzenia spa with guided meditation experiences. The Breath Lounge...

Economic

Affordability, complete community, life-cycle value, local economy

The Life Plan Community model provides long-term financial predictability for residents. Technology-enhanced services (robot food delivery, Alexa devices) add value. However, as a luxury senior...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Excellent physical amenities: fitness center with AI body composition tech, percussive therapy tools, exercise/Pilates studio, heated indoor saltwater pool, outdoor terrace for yoga/tai chi, Marzenia...

Environmental

Materials, natural systems, mobility systems, resilience

Nearly 3 acres of private and publicly accessible green space, sculpture garden with walking paths, rooftop terraces, and raised garden beds show some biophilic design. The on-site beehive is a nice...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making processes, or civic partnerships on the website. The community appears to be operator-managed with no mention of resident...

OVERALL RATIONALE

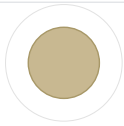
The Mather is a high-quality luxury senior living community with strong wellness-adjacent features (spa, fitness, healthcare, social programming, green space) that align well with several WCREI domains, particularly Social and Physical. However, it is not explicitly designed as a "wellness community" — it is a CCRC/Life Plan Community where wellness is a byproduct of the senior living model rather than an intentional WCREI framework alignment. Key gaps include environmental certifications, economic diversity/affordability, and civic engagement structures.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partially — wellness features are intentional but not framed under a wellness community lens. Scalable: The Mather brand operates multiple properties (residences in other locations), suggesting scalability. Focused: Focused on luxury senior living, not broadly on wellness real estate. Contextual: Well-situated in Tysons, an affluent suburban area near DC. Activated: Strong programming activation through events, classes,...

KEY AMENITIES & EXPERIENCES

Marzenia Spa (halotherapy, infrared sauna, Gharieni Welnamis wave bed), fitness center with AI body composition tech, heated indoor saltwater pool, exercise/Pilates studio, multiple restaurants + bar+lounge, indoor parking with valet, 38,000 sq ft of amenities, nearly 3 acres green space with sculpture garden, rooftop terraces, dog park, badminton/bocce courts, library, Wu-Wei...



GREAT POSITIONING

NORTH AMERICA

THE WELL Bay Harbor Islands

Miami, United States

Developer: Terra Group (in collaboration with THE WELL, the New York wellness club brand)

Scale: 54 residential condominiums (1-4 bedrooms, 924–4,132 sq ft), 98,420 sq ft office space, 22,000+ sq ft amenities/wellness club. 9 stories. Prices from \$1.25M.

Status: Operating (received temporary certificate of occupancy April 2026; wellness club opening summer 2026)

<https://www.thewellbayharbor.com/>

SUMMARY

THE WELL Bay Harbor Islands is a wellness-branded luxury residential condominium developed by Terra Group in partnership with New York-based wellness club THE WELL. Located on Bay Harbor Islands near Bal Harbour Shops, it combines 54 bespoke residences with 98,420 sq ft of office space and a 22,000+ sq ft integrated wellness club offering holistic health services. It is marketed as the first fully integrated luxury wellness residential project in the United States, designed to put wellness at the center of daily...

WELLNESS POSITIONING

Very explicitly wellness-branded — the project is co-branded with THE WELL, a renowned New York wellness club. Wellness is the central marketing theme, with the tagline 'a place to live and work in complete wellness.' Amenities include a full-service wellness club, bath house, health coaching, energy-clearing ceremonies, toxin-free cleaning, organic CSA delivery, and in-home...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions a community calendar of events, lectures, and experiences for residents, plus exclusive access to a private beach club and a dedicated boardroom for work/life balance. However,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website highlights a 'quiet, cozy reading room and tea lounge,' spiritual/mindfulness offerings through the wellness club (energy work, guided meditations), and children's programming. The...

Economic

Affordability, complete community, life-cycle value, local economy

The project is luxury-priced (\$1.25M-\$5M+), offering no affordable housing options. It does include office space (98,420 sq ft) creating a live/work environment, which is positive. However, there is...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The project includes a state-of-the-art fitness and wellness center, rooftop pool/hot tub, bicycles and paddle boards for residents, dedicated electric house car for local excursions, and local CSA...

Environmental

Materials, natural systems, mobility systems, resilience

The website mentions 'outdoor equipment' including bicycles, a lushly landscaped plaza, and references to natural materials and connection to nature in design. However, there is no mention of...

Civic

Sense of ownership, collaboration, integration

The website provides no information about resident governance structures, community decision-making, or partnerships with local authorities. The civic dimension appears largely absent from the...

OVERALL RATIONALE

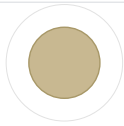
THE WELL Bay Harbor Islands excels at wellness branding and physical wellness amenities through its partnership with the THE WELL club brand — offering an unusually robust suite of physical and mental wellness services for a residential development. However, it scores lower on environmental, economic, and civic dimensions, which are barely addressed. The project is more accurately a luxury residential condo with an integrated wellness club than a holistic wellness community per the WCREI framework. The luxury price point (\$1.25M+) also excludes broad accessibility.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Strong — wellness is the explicit design intent. Scalable: Moderate — THE WELL is expanding to Coconut Grove and potentially other locations. Focused: Strong — wellness is a clear, singular focus. Contextual: Weak — luxury wellness is not tailored to the specific Bay Harbor Islands community context. Activated: Moderate — wellness club programming is robust but broader community activation is limited. Respectful: Unknown —...

KEY AMENITIES & EXPERIENCES

Holistic wellness club membership, rooftop pool and hot tub with cabanas, private beach club access, state-of-the-art fitness center, restorative bath house, sauna/caldarium/infrared/cold therapies, reading room and tea lounge, dedicated boardroom, children's programming, bi-annual health coaching, organic CSA delivery, toxin-free cleaning services, energy-clearing ceremonies,...



GREAT POSITIONING

NORTH AMERICA

THE WELL Coconut Grove

Miami, United States

Developer: Terra (David Martin) in partnership with AB Asset Management; wellness brand by THE WELL (Kane Sarhan, Co-Founder & CCO)

Scale: 194 residences across 8 floors, 72 unique floor plans, 2.2-acre site, ranging from 960–4,200 sq ft

Status: Under construction (broke ground January 2026, estimated completion Q4 2028)

<https://www.thewellcoconutgrove.com>

SUMMARY

THE WELL Coconut Grove is a wellness-branded luxury residential development in Miami's historic Coconut Grove, developed by Terra in partnership with THE WELL wellness brand. The 8-story building features 194 residences with integrated wellness programming, a 13,000-sf wellness center, and a 40,000-sf rooftop amenity deck. Designed by Arquitectonica with interiors by Meyer Davis and landscaping by L&ND, the project holds Florida Green Building Design Silver Certification.

WELLNESS POSITIONING

Extremely explicit — the project is branded as "THE WELL," marketed as "Your home for holistic wellness," with wellness programming embedded throughout. The website features "Wellness Lives Here" tagline and positions the development as a "sanctuary of balance and harmony" with dedicated wellness amenities and services.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project emphasizes community through shared spaces like the Conservatory (coworking/IV therapy), aperitif bar, tea garden, and rooftop amenities designed for social gathering. However, specific...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Mental wellness is addressed through crystal cave relaxation lounges, meditation Wellness Dens, and the overall "mind, body and spirit" positioning. However, there is limited evidence of structured...

Economic

Affordability, complete community, life-cycle value, local economy

Residences start at \$1.5 million with no indication of affordable or diverse price points, making it an exclusively luxury development. No mention of live/work options, local employment programs, or...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong wellness-focused physical amenities including a 13,000-sf Wellness Club with hyperbaric chamber, crystal cave lounges, communal bathhouse, functional medicine services, and bi-annual health...

Environmental

Materials, natural systems, mobility systems, resilience

The project has Florida Green Building Design Silver Certification and features biophilic design with lush tropical landscaping, coral stone façade honoring local architectural history, and 40,000-sf...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making processes, or partnerships with local authorities beyond standard development approvals. Terra has a history in Coconut Grove...

OVERALL RATIONALE

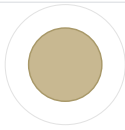
THE WELL Coconut Grove is a luxury real estate project with strong wellness branding and substantial wellness amenities (physical/mental), but it scores lower on social, economic, and civic dimensions. It lacks affordability, civic engagement structures, and comprehensive programming across all WCREI domains. The wellness focus is genuine but concentrated on individual/amenity-level wellness rather than community-wide wellness ecosystems.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is the explicit brand and design driver. Scalable: As a branded residence, it could expand to other locations (Bay Harbor Islands already exists). Focused: Primarily focused on individual wellness amenities rather than community-wide wellness. Contextual: Coral stone façade honors Coconut Grove's architectural history; situated in established neighborhood. Activated: Wellness programming is promised but...

KEY AMENITIES & EXPERIENCES

13,000-sf Wellness Club, hyperbaric chamber, crystal cave relaxation lounges, communal bathhouse, functional medicine services, 40,000-sf rooftop deck, pools, hot/cold plunges, pickleball court, Fitness Forest, Conservatory, aperitif bar, tea garden, IV therapy, aerial yoga, steam showers, Wellness Dens, cabanas, red-light therapy in walk-in closets



GREAT POSITIONING

MIDDLE EAST - NORTH AFRICA

The Wilds by Aldar

Dubai, UAE

Developer: Aldar Properties (in joint venture with Dubai Holding)

Scale: 140 hectares; ~1,700 homes (740 apartments, remainder villas/mansions); 383,800 sqm natural parks; 60,000 sqm nature-led amenities; 10,000+ trees; 28% open green areas

Status: Planned / pre-launch (launched Feb 2025, completion expected 2028)

<https://thewildsdubai.com/>

SUMMARY

The Wilds by Aldar is a nature-led master community in Dubailand designed as Dubai's first LEED Platinum and Fitwel 3-Star certified residential development. It blends luxury living (villas from AED 5.1M, mansions from AED 9.5M) with extensive green infrastructure including 10,000+ trees, wildlife corridors, and a first-of-its-kind biodiversity focus. The development features nearly 1,700 homes designed by Nabil Gholam Architects, anchored by a signature timber pavilion called The Nest.

WELLNESS POSITIONING

Explicitly wellness-branded. The website calls it "soon to be Dubai's leading wellness community" and highlights it as the first UAE community to achieve both LEED Platinum and Fitwel 3-Star certifications. Nature and wellness are central to the brand identity.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The community features The Nest Signature Pavilion as a gathering space, five clubhouses, basketball/padel/tennis courts, kids adventure playground, and The Studio for dance and yoga. The website...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The Nest pavilion, yoga deck, restorative gardens, and meditation decks support mental wellbeing. The Observatory (star gazing) and The Lookout (bird watching) provide contemplative spaces. However,...

Economic

Affordability, complete community, life-cycle value, local economy

Villas start at AED 5.1M and mansions at AED 9.5M, with apartments also available — positioning as luxury/ultra-luxury with limited affordability diversity. A 65/30 payment plan is offered. No...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Extensive walkability with nature trails and cycle tracks throughout the 140-hectare site. An Organic Food Market and Community Garden support nutrition. Health Club and Sanctuary Spa are listed...

Environmental

Materials, natural systems, mobility systems, resilience

First UAE residential community to achieve LEED Platinum certification. Features 10,000+ trees, 383,800 sqm of natural parks, bee conservation, eco corridors, and wildlife habitat. Water features...

Civic

Sense of ownership, collaboration, integration

No visible information about resident governance structures, community decision-making, or stakeholder engagement processes. The development is developer-driven with no mention of resident...

OVERALL RATIONALE

The Wilds scores well on Environmental (9) and Physical (7-8) domains due to its LEED Platinum/Fitwel 3-Star certifications, extensive green infrastructure, and walkable design. Social programming is moderate (7) with good amenity variety. However, it scores lower on Economic (4) as a luxury development with limited affordability, and Civic (3) with no evidence of resident governance or community participation. It is explicitly wellness-positioned but remains fundamentally a high-end residential masterplan rather than a holistic wellness community addressing all six domains equally.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — nature and wellness are deliberately embedded from the masterplan stage. Scalable: The 140-hectare masterplan with phased villa/apartment launches shows scalability. Focused: Strong focus on nature/wellness as the core differentiator. Contextual: Designed for Dubai's climate with shaded spaces, bio-diversity suited to local ecology. Activated: Five clubhouses and varied amenities suggest active programming intent,...

KEY AMENITIES & EXPERIENCES

The Nest Signature Pavilion, Central Park, Sanctuary Spa, Health Club, Organic Food Market, Community Garden, Kids Adventure Playground, Nature Trails, Cycle Track, Yoga Deck, Basketball Court, Tennis Court, Padel Court, Muga Court, Natural Pools & Streams, The Studio (Dance & Yoga), Bee Conservation, The Lookout (Bird Watching), The Observatory (Star Gazing), The Spring...



GREAT POSITIONING

ASIA - PACIFIC

Tri Vananda

Phuket, THAILAND

Developer: Montara Hospitality Group (MHG), in collaboration with Clinique La Prairie

Scale: 600 rai (approx. 230 acres), maximum 15% development density, 2-4 bedroom private pool villas (7 layouts), health resort by Clinique La Prairie

Status: Under construction

<https://trivananda.com/>

SUMMARY

Tri Vananda is a regenerative wellness community in Central Phuket spanning 230 acres, with only 15% land development to preserve forests and lakes. It combines residential pool villas with a Clinique La Prairie Health Resort, featuring medical, wellbeing, movement, and nutrition pillars alongside a Michelin Green Star restaurant, wetland nature reserve, and community farm. The project is explicitly branded as "A Regenerative Wellness Community" and is designed for multigenerational living with "Build, Belong &...

WELLNESS POSITIONING

Extremely explicit — the homepage tagline is "A Regenerative Wellness Community," and wellness is central to every aspect: health resort by Clinique La Prairie, integrative wellness facilities (Medical, Wellbeing, Movement, Nutrition pillars), mindfulness center, sustainable farms, wetland reserve, and zero-waste Michelin Green Star restaurant. Wellness is the core brand...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website describes a Community House with club areas for teens and children, outdoor playground, Tweenies Club, reception, restaurant, bar, lounge, and a MANORAH Grand Hall designed for cognitive...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Wellness Blog section exists, mindfulness center on the lake for meditation, MANORAH Grand Hall for cognitive wellness experiences, and the tagline "Build, Belong & Bloom" suggests belonging...

Economic

Affordability, complete community, life-cycle value, local economy

No information on pricing, affordability, or diverse housing price points on the website. The project appears to be luxury-oriented (private pool villas, Clinique La Prairie partnership). No mention...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong programming: Movement Pillar with fitness instructors/equipment/daily activities, Nutrition Pillar with on-site nutritionists and farm-to-table dining, Movement facilities with Olympic...

Environmental

Materials, natural systems, mobility systems, resilience

Net-zero emissions goal, 600 rai of greenery with only 15% development density, wetland nature reserve for natural water filtration and storage, sustainable farms, JAMPA Restaurant with zero-waste...

Civic

Sense of ownership, collaboration, integration

No information on resident governance, decision-making participation, or partnerships with local authorities. The website focuses on amenities and lifestyle rather than civic engagement or community...

OVERALL RATIONALE

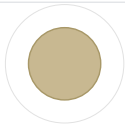
Tri Vananda is an exceptionally strong wellness-branded real estate project with deep programming in physical wellness, environmental sustainability, and social amenities. The Clinique La Prairie partnership elevates it significantly. However, it lacks transparency on economic accessibility (likely luxury-only), has no visible civic/governance structures for residents, and the website is relatively thin on specifics about community life, cultural programming, and long-term sustainability certifications. It scores high on intentionality and environmental design but lower on inclusivity and civic integration.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Very strong — wellness is the explicit core purpose ("Regenerative Wellness Community"). Scalable: Moderate — 230 acres with 15% density provides room for growth but scale is fixed. Focused: Strong — clear focus on multigenerational wellness living. Contextual: Strong — Phuket location leveraged for tropical biophilic design, local farms, Thai architecture. Activated: Moderate — extensive facilities planned but project is...

KEY AMENITIES & EXPERIENCES

Clinique La Prairie Health Resort, Community House, JAMPA Michelin Green Star Restaurant, Wetland Nature Reserve, The Farm & Community Garden, Longevity Plaza, MANORAH Grand Hall, Medical Pillar, Wellbeing Pillar, Movement Pillar, Nutrition Pillar, Wellness Pool Villas, Olympic swimming pool, mindfulness center, Tweenies Club, outdoor playground, fitness center, spa...



GREAT POSITIONING

NORTH AMERICA

ULYSSIA Residences

Sunrise, United States

Developer: ULYSSIA Residences AG (founded by Frank Binder, CEO Alain Gruber)

Scale: 133 residences + 22 guest suites on a 323-metre (1,060 ft) vessel; residences range 1,200–10,300 sq ft

Status: Under construction (built by Meyer Werft, Germany; scheduled launch 2029–2030)

<https://ulyssia.com/>

SUMMARY

ULYSSIA is a 323-metre residential superyacht envisioned as the world's most exclusive residential community at sea, offering 133 privately owned residences and five-star amenities including a 1,900 sqm Chenot wellness facility. Designed by Espen Øino and built by Meyer Werft, it combines luxury living with global exploration, featuring hybrid methanol-fueled propulsion and a curated community of residents who co-govern the vessel's itineraries. The project positions itself as a wellness-oriented lifestyle rather...

WELLNESS POSITIONING

Explicitly wellness-branded — Chenot health partnership is central, with a 1,900 sqm medical/wellness facility, longevity programming, and partnerships with EYOS Expeditions for immersive travel. The project is featured at the Global Wellness Summit. Wellness is positioned as a core pillar alongside exploration and luxury, though the primary marketing is luxury lifestyle.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Strong social programming: curated community of like-minded residents, shared freehold ownership model fostering community, multiple lounges, nightclub, theatre, art studio, game room, golf club,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Strong mental wellness through immersive cultural programming: EYOS Expeditions partnership enables deep cultural immersion (month-long stays with expert-led education in art, archaeology, finance,...

Economic

Affordability, complete community, life-cycle value, local economy

Extremely high price points (€10M–€90M+ per residence) with no affordable housing component whatsoever. Residences are shared freehold with annual maintenance fees. The vessel may be positioned...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Exceptional physical wellness: 1,900 sqm Chenot wellness facility (preventative health, longevity science), full medical center with MRI/CT/X-ray/dental, 600m jogging track, indoor/outdoor pools,...

Environmental

Materials, natural systems, mobility systems, resilience

Hybrid propulsion system using methanol as primary fuel, batteries, and solar panels; advanced hull design for efficiency; energy recovery systems. Positioned as aiming to be 'the most sustainable...

Civic

Sense of ownership, collaboration, integration

Residents have shared freehold ownership with proportional voting rights on itineraries and governance. HOA members elect board representatives, and additional advisory committees can be formed...

OVERALL RATIONALE

ULYSSIA scores well on physical, mental, and social wellness dimensions with exceptional amenities (Chenot spa, medical facility, curated community, immersive programming), but it fails on affordability and civic integration — it is an ultra-luxury, exclusive enclave for the ultra-wealthy. The environmental score is moderate due to hybrid propulsion but a superyacht of this scale has inherent sustainability contradictions. It is not a community in the WCREI sense — it's a mobile luxury residential vessel. A 5 reflects that while wellness is genuinely integrated into the offering, it serves a tiny elite cohort...

AGAINST THE SIX GUIDING PRINCIPLES

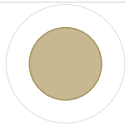
Intentional: Yes — wellness (Chenot) is a deliberate, central pillar. Scalable: No — designed for 133 ultra-wealthy residences only.

Focused: Yes — strongly focused on luxury exploration + wellness. Contextual: Mixed — explores many global contexts but remains a self-contained bubble. Activated: Yes — active programming through EYOS expeditions, Chenot wellness, cultural education.

Respectful: Partially — philanthropy for marine...

KEY AMENITIES & EXPERIENCES

Chenot 1,900 sqm wellness facility, full medical center (MRI/CT/X-ray/dental), 600m jogging track, indoor/outdoor pools, padel tennis, pickleball, golf simulator, dive center, marina and beach club, seven restaurants with Michelin chefs, wine cellar, gourmet market, theatre, nightclub, art studio, library, conference rooms, two helicopters, two Triton submersibles, yacht club...



GREAT POSITIONING

AFRICA

Val de Vie Evergreen Lifestyle

Paarl, South Africa

Developer: Val de Vie Estate (Val de Vie Properties)

Scale: Multiple neighbourhoods (Silver Leaf, Luxury Suites, Wild Olive, The Sugarbush) with numerous house types; part of the larger Val de Vie Estate (350 hectares)

Status: Operating (expanding with new phases like The Sugarbush)

<https://www.valdevieevergreen.co.za/>

SUMMARY

Val de Vie Evergreen is a luxury retirement community (65+) within the larger Val de Vie Estate in Paarl, South Africa. It positions itself as "South Africa's safest retirement village" with a "Partnership for Life" promise centered on healthcare, community, hospitality, and security. Residents have access to a 4,200m² Lifestyle Centre, multiple restaurants, gyms, golf, polo, equestrian activities, and extensive outdoor amenities within a 350-hectare estate.

WELLNESS POSITIONING

Explicitly wellness-branded as a senior lifestyle community. The "Evergreen Lifestyle" name, "Partnership for Life" promise, and emphasis on healthcare, active living, and community all signal wellness orientation — though it is more conventionally branded as "lifestyle retirement" rather than holistic wellness.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The 4,200m² Lifestyle Centre includes social spaces, games room, bridge room, cinema rooms, library, and community dining. The website emphasizes "Sense of Community" as a core pillar where...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website highlights "Life Extraordinary" and "Life Well Lived" messaging with library/reading room, cinema, wine tasting, and beautiful estate setting (three mountain ranges, vineyards). However,...

Economic

Affordability, complete community, life-cycle value, local economy

Uses a Life Right ownership model (common in SA retirement communities) with "flexible pricing" options. Multiple housing types (Silver Leaf, Luxury Suites, Wild Olive, Sugarbush) suggest some price...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness: 42km of mountain bike routes, running/cycling maps, two fully equipped gyms, 25m heated indoor pool, tennis/squash/padel courts, walking paths, bowls/croquet greens, and...

Environmental

Materials, natural systems, mobility systems, resilience

The estate is set within the Paarl-Franschhoek wine valley with vineyards, mountain ranges, and extensive natural landscaping. The "Wild Olive" neighbourhood uses botanical naming suggesting nature...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making processes, or stakeholder engagement beyond the developer-managed model. The website mentions a "Life Right" legal structure...

OVERALL RATIONALE

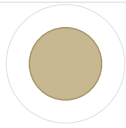
Val de Vie Evergreen is a conventional luxury retirement community that touches several wellness themes — particularly physical activity, healthcare access, and social programming — but is not explicitly designed as a holistic wellness community under the WCREI framework. It scores well on social and physical domains due to extensive amenities and the Lifestyle Centre, but is weak on mental (no learning/spiritual programming), environmental (no sustainability certifications), economic (luxury-only pricing), and civic (no resident governance) dimensions.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — the "Partnership for Life" promise with five pillars (healthcare, community, hospitality, security, costs) shows intentional design. Scalable: The phased development (Silver Leaf, Sugarbush, Wild Olive) demonstrates scalability. Focused: Focused on 65+ senior market. Contextual: Strong — integrated into Val de Vie Estate's wine valley setting with vineyards, polo, golf. Activated: Yes — active programming through...

KEY AMENITIES & EXPERIENCES

4,200m² Lifestyle Centre, Wiesenhof restaurant/bar/deli, 25m heated indoor pool, two gyms, 42km mountain bike routes, tennis/squash/padel courts, bowls/croquet greens, cinema rooms, library, bridge room, wine tasting, Jack Nicklaus golf course, polo fields, equestrian centre, dog park, picnic spots, Healthcare Centre, Mediclinic consulting rooms, delis, walking paths



GREAT POSITIONING

NORTH AMERICA

Velvære Park City

Park City, United States

Developer: Bonfire Collective (formerly Magleby Development), VP Companies, Think Architecture

Scale: 60 acres, 115 residences (64 paired residences, 12 cabins, 34 estate lots)

Status: Operating (first home completed August 2025; model homes open for tours)

<https://velvaereparkcity.com>

SUMMARY

Velvære is a 60-acre luxury wellness community in Park City's Deer Valley East Village, featuring 115 ski-in/ski-out residences with direct access to Deer Valley Resort via a private lift. The project is anchored by two clubhouses — The Well (20,000 sq ft wellness center) and The Base (adventure center) — and inspired by Nordic wellness philosophy. All homes include wellness sanctuary spaces with Kohler wellness technology and are WELL-certified structures.

WELLNESS POSITIONING

Very explicit — the project is branded entirely around wellness, with its name derived from a Norwegian word for well-being. Wellness is the central marketing theme across all pages, with dedicated wellness center, wellness-concierge services, and Nordic wellness philosophy as the founding concept.

WCRI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Club Velvære membership creates an exclusive owner community with curated events, gourmet dining, and social gatherings. The Base clubhouse offers après-ski experiences, seasonal restaurant, and...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Circadian lighting, advanced air/water filtration in homes support well-being. Meditation and yoga programming offered. However, website shows little evidence of lifelong learning, spiritual spaces,...

Economic

Affordability, complete community, life-cycle value, local economy

Exclusively luxury pricing — cabins from \$4.7M, paired residences from \$6M, estate lots from \$3M — with no affordable housing or diverse price points. Total real estate revenue anticipated to exceed...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong wellness focus with 20,000 sq ft Wellness Center featuring cryotherapy, hyperbaric therapy, flotation therapy, yoga, meditation, and nutritional consulting. Each home includes steam shower,...

Environmental

Materials, natural systems, mobility systems, resilience

Homes are WELL-certified structures with advanced air/water filtration and energy-efficient designs. Energy-efficient construction mentioned but no specific green building certifications (LEED,...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance, community decision-making structures, or partnerships with local authorities. Membership is exclusive to property owners with no indication of civic engagement or...

OVERALL RATIONALE

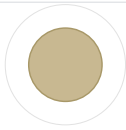
Velvære is explicitly wellness-branded with substantial investment in wellness amenities (The Well, The Base, in-home wellness technology, WELL-certified homes), earning strong Physical and moderate Social/Mental scores. However, it functions primarily as a luxury real estate product targeting ultra-high-net-worth buyers, with minimal attention to affordability, environmental sustainability, or civic engagement. Its wellness orientation is real but narrowly focused on physical wellness and exclusive lifestyle rather than holistic community well-being.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is central to the development vision with dedicated facilities and programming. Scalable: Unclear — wellness partnerships (Kohler, Aescape, Delos) could replicate elsewhere. Focused: Yes — tightly focused on luxury ski wellness lifestyle. Contextual: Yes — leverages Deer Valley location and Nordic wellness philosophy. Activated: Partially — wellness center and club programming are active but community...

KEY AMENITIES & EXPERIENCES

The Well (20,000 sq ft Wellness Center), The Base (Adventure Center), cryotherapy, hyperbaric therapy, flotation therapy, yoga/meditation, nutritional consulting, outdoor lap pool, ski-in/ski-out access via private Deer Valley lift, ski beach, ski valet, year-round gear storage/rentals, seasonal restaurant, rooftop bar, outdoor pools, hot tubs, smart home technology, Kohler...



GREAT POSITIONING

EUROPE

Wellness Valley

Cesena , ITALY

Developer: Wellness Foundation (Nerio Alessandri, founder of Technogym)

Scale: Regional initiative covering the Romagna area with 350+ public and private stakeholders; no defined real estate units or acreage

Status: Operating since 2003

<https://www.wellnessfoundation.it/wellness-valley/>

SUMMARY

Wellness Valley is a regional wellness initiative launched in 2003 in the Romagna region of Italy, coordinated by the Wellness Foundation founded by Nerio Alessandri (Technogym CEO). It is not a real estate development but rather a multi-stakeholder ecosystem involving 350+ public and private partners including hospitals, universities, schools, businesses, and government bodies. The initiative aims to improve quality of life through active lifestyles, health promotion, and sustainable economic development,...

WELLNESS POSITIONING

Explicitly and intensely wellness-branded — it is the world's first self-described "Wellness Valley" and "district of Wellness," with wellness as its sole identity and mission. The branding is direct and unambiguous.

WCRI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The initiative involves 350+ stakeholders across public and private sectors, creating broad community networks. Data shows over 65s in Romagna have significantly lower risk of social isolation (10.7%...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website focuses heavily on physical health and activity data but provides minimal content on mental wellbeing, delight, belonging, lifelong learning, or spirituality. The "positive mental..."

Economic

Affordability, complete community, life-cycle value, local economy

The initiative explicitly aims for "sustainable economic development" and "promotion of the territory." The Wellness Valley Observatory tracks economic impact. The model is designed for international...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Romagna has 57.4% active population vs 49.2% Italy average, and 14.9% sedentary vs 27.2% Italy average. The Wellness Valley Protocol covers "Create active societies, Create active environments,..."

Environmental

Materials, natural systems, mobility systems, resilience

The Technogym Village is built to "bio-architecture" principles (reflecting natural structures). The initiative promotes "healthy planet" as a pillar. However, the website provides no specific...

Civic

Sense of ownership, collaboration, integration

Strong governance structure: the Wellness Valley Protocol involves the Emilia-Romagna Region, University of Bologna, and four campuses. 350+ stakeholders participate. The model was presented at the...

OVERALL RATIONALE

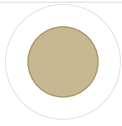
Wellness Valley scores a 6 because it is genuinely wellness-focused and pioneering as the world's first 'wellness district,' but it is a regional multi-stakeholder initiative rather than a real estate development. It excels in physical activity promotion, stakeholder engagement, and governance but lacks the built-environment specificity (housing, amenities, placemaking details) that the WCRI framework evaluates. Several domains (Mental, Environmental, Economic) are under-documented on the website.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — explicitly designed as a wellness ecosystem from 2003. Scalable: Yes — actively exported internationally via Wellness Partners consultancy. Focused: Yes — singular focus on wellness as a lifestyle. Contextual: Yes — rooted in Romagna's cultural identity and agricultural traditions. Activated: Yes — 20+ years of active programming and measurable outcomes. Respectful: Partially — regional law and public-private...

KEY AMENITIES & EXPERIENCES

Technogym Village (bio-architecture building with fitness R&D, T-Wellness Center, conference facilities), Gioca Wellness school fitness program, Wellness Week events, Wellness Valley Observatory, AMIS neighborhood hubs project, DiaBeat diabetes prevention campaign



GREAT POSITIONING

NORTH AMERICA

Zamaya Fitness Resort

Tulum, MEXICO

Developer: Dave Foran (founder), with architecture by Inspiral Architects (Bali) and interior design by Paulina Morán; villas...

Scale: 48 hotel suites, 24 three-bedroom villas, approximately 2 hectares (215,000 sq ft) of fitness facilities

Status: Under construction, opening Q2 2026

<https://www.zamaya.com/>

SUMMARY

Zamaya Fitness Resort is a world-class training facility in the Mayan jungle of Tulum, Mexico, designed for athletes and fitness enthusiasts of all abilities. The resort combines a 2-hectare fitness campus with 48 hotel suites and 24 three-bedroom villas, offering comprehensive coaching in fitness, nutrition, and recovery. The project integrates residential ownership with resort amenities, creating a fitness-focused destination community.

WELLNESS POSITIONING

Explicitly wellness/fitness-branded — the entire project is marketed as 'the world's most beautiful training environment' dedicated to optimal physical development, with holistic programming in fitness, nutrition, and recovery.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The resort includes co-working spaces, cinema room, restaurant, and paddle court for social gathering. Group training programs (CrossFit, HIIT, yoga, BJJ) foster community among fitness enthusiasts...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The resort promotes belonging through a 'like-minded community' of fitness enthusiasts and offers yoga studios and spa/recovery for mental wellbeing. However, the website provides no information on...

Economic

Affordability, complete community, life-cycle value, local economy

Villas start at approximately \$520,000–\$582,000 USD with rental/investment potential mentioned. The resort creates local employment through hospitality operations. However, there is no evidence of...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Exceptional physical wellness programming is the core of Zamaya: 2-hectare fitness campus with CrossFit, HIIT, Muay Thai, boxing, BJJ, calisthenics, yoga, pilates, spinning, Olympic lifting...

Environmental

Materials, natural systems, mobility systems, resilience

The website mentions villas 'designed with sustainability in mind' using local materials and regional design elements, and the resort is set within the Mayan jungle. However, there is no mention of...

Civic

Sense of ownership, collaboration, integration

No information on resident governance, decision-making participation, or partnerships with local authorities is present on the website. The project appears to be a privately operated...

OVERALL RATIONALE

Zamaya is an exceptional fitness/wellness resort that deeply addresses the Physical domain through its world-class training, recovery, and nutrition programming. However, as a WCREI wellness community assessment, it scores lower overall because it is primarily a fitness-focused hospitality concept rather than a holistic wellness community. Social, Mental, Environmental, Economic, and Civic domains receive minimal attention on the website, and the project lacks evidence of comprehensive community governance, diverse affordability, sustainability certifications, or broader life-cycle wellness programming beyond...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — explicitly designed around physical fitness and recovery. Scalable: Partially — 24 villas + 48 rooms is modest. Focused: Yes — tightly focused on fitness/athletic training. Contextual: Yes — designed for the Mayan jungle setting of Tulum. Activated: Partially — programming exists but website is thin on community activation details. Respectful: Unclear — no evidence of engagement with local community or cultural...

KEY AMENITIES & EXPERIENCES

World-class fitness campus (2 hectares), CrossFit gym, BJJ gym, Muay Thai/boxing pavilion, Olympic lifting, calisthenics area, yoga studios, pilates, spinning, golf simulator, running track, observation tower, spa & recovery (cold plunge, infrared sauna, hydrotherapy), massage rooms, restaurant with nutrition-focused dining, swimming pool, paddle court, cinema room, co-working...



WELLNESS FORWARD

LATIN AMERICA-CARIBBEAN

AKEN MIND, Kanora Bay Residences

Cartagena, Colombia

Developer: AMEK Group (Aken Hotels & Resorts)

Scale: 22 hectares total master plan; first phase 76 lots of 180 m²; 120-150 hotel rooms; 180m beachfront

Status: Planned — Opening July 2028

<https://akenhotels.com/en/properties/aken-mind-kanora-bay-residences/>

SUMMARY

AKEN MIND, Kanora Bay Residences is a planned wellness-oriented resort and residential development in the exclusive northern area of Cartagena, Colombia, set to open in July 2028. The 22-hectare master-planned community features a hotel operated by Aken Hotels & Resorts, residential lots, an Adventure Park, beach club with infinity pool, water sports, nature trails, stargazing viewpoints, and wellness areas. The project is positioned around "Conscious Luxury" — blending nature, design, and authentic human...

WELLNESS POSITIONING

Moderately explicit wellness branding. The project is branded under "AKEN MIND — Lifestyle, Social and Art" with taglines like "Experience Conscious Luxury" and "Absolute wellness experience." Wellness is referenced through amenities (wellness areas, nature trails, contemplation zones) rather than structured programming. The wellness positioning is more...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions social and lifestyle amenities including a beach club, restaurants, kids zone, pet zone, volleyball beach, and "rest/contemplation zones," which support informal gathering. The...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The site references "stargazing viewpoints with telescope" and "rest/contemplation zones" which offer spiritual/mental wellness elements. The AKEN MIND brand concept emphasizes "meaningful human..."

Economic

Affordability, complete community, life-cycle value, local economy

The project offers lots from approximately \$189-\$207 million COP (roughly \$48,000-\$53,000 USD), suggesting a single price point rather than diverse affordability tiers. The hotel component may create...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Amenities include an Adventure Park, water sports, nature trails, and pools which support movement and active recreation. The website mentions "wellness areas" but provides no detail on...

Environmental

Materials, natural systems, mobility systems, resilience

The project is described as integrating with the coastal jungle landscape of Punta Canoas, with "designs inspired by the environment" and "materials and textures that pay homage to the landscape."...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community engagement in decision-making, or partnerships with local authorities is present on the website. The project appears to be a top-down...

OVERALL RATIONALE

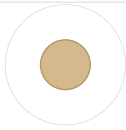
This is a conventional luxury resort-residential development with wellness-adjacent amenities rather than a purpose-built wellness community. The project scores in the 3-5 range on Social, Physical, and Mental domains due to its recreational amenities and nature-integrated design, but scores very low on Environmental (no certifications or documented sustainability practices), Economic (single price point, no affordability), and Civic (no governance or community engagement) domains. The wellness branding is primarily hospitality-marketing oriented rather than rooted in a comprehensive wellness community framework.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partially — wellness is part of the brand concept but not deeply programmed. Scalable: Yes — 22-hectare master plan with phased development. Focused: Moderately — focused on luxury coastal experience more than holistic wellness. Contextual: Yes — explicitly integrates with Punta Canoas coastal jungle landscape. Activated: Not yet — project is still planned (opening 2028), no active programming visible. Respectful:...

KEY AMENITIES & EXPERIENCES

Adventure Park, beach club with infinity pool, water sports, nature trails, stargazing viewpoints with telescope, kids zone, pet zone, volleyball beach, restaurants, wellness areas, rest/contemplation zones, bird watching, pools, private terraces with individual pools



WELLNESS FORWARD

LATIN AMERICA-CARIBBEAN

Algodon Wine Estates

, Argentina

Developer: Gaucho Holdings (NASDAQ: VINO)

Scale: 4,138 acres; luxury homesites, suites, villas, championship golf course, tennis center, winery

Status: Operating

<https://www.algodonwineestates.com/residences/>

SUMMARY

Algodon Wine Estates is a 4,138-acre luxury wine, wellness, and culinary estate in Mendoza, Argentina, combining a boutique hotel, championship golf course, tennis center, winery, and residential homesites. It positions itself as a "wine, wellness & culinary lifestyle community" with both short-stay hospitality and real estate ownership opportunities. The project is operated by Gaucho Holdings and includes multiple accommodation types from classic suites to private villas and garden estates.

WELLNESS POSITIONING

Moderately explicit — the website uses the phrase "wine, wellness & culinary lifestyle community" and offers a "Wine & Wellness Retreat" package, but wellness is secondary to the wine/golf/real estate brand identity. The wellness framing is more lifestyle-oriented than health-focused.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The property offers a clubhouse, driving range, tennis center, and dining venues (Chez Gaston restaurant) that facilitate social gathering. The "Wine & Golf Village" and "Equestrian Meadows" lot...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The property's setting — "enchanting allure," "exquisite sanctuary" with Andes mountain views and vineyards — provides strong delight and enjoyment through natural beauty and placemaking. The...

Economic

Affordability, complete community, life-cycle value, local economy

The project offers diverse revenue streams (hospitality, real estate, winery, golf, tennis). It employs local staff and supports the Mendoza wine economy. However, the website shows no evidence of...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Physical wellness is addressed through a championship golf course, tennis center, equestrian facilities, and vineyard walking trails. The "Wine & Wellness Retreat" package mentions "rejuvenating..."

Environmental

Materials, natural systems, mobility systems, resilience

The 4,138-acre estate includes vineyards, olive groves, and natural landscapes suggesting biophilic design. However, the website contains no information on sustainability certifications (LEED, WELL,...

Civic

Sense of ownership, collaboration, integration

There is no evidence of resident governance structures, community decision-making processes, stakeholder engagement, or partnerships with local authorities mentioned on the website. The project...

OVERALL RATIONALE

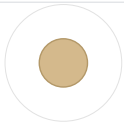
Algodon Wine Estates is primarily a luxury wine resort and golf estate with real estate sales, not a wellness community designed around the WCREI framework. It scores modestly in Social and Physical domains due to its recreational amenities (golf, tennis, equestrian) and the "wellness" branding in packages. However, it lacks substantive programming across Mental, Environmental, Economic, and Civic domains. The wellness positioning is superficial — used as a lifestyle marketing term rather than a guiding design principle.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Low — wellness is a marketing tagline, not a core design philosophy. Scalable: Unclear — the 4,138-acre estate has room for growth but no stated scalability plan. Focused: Low — the project is primarily wine/golf/luxury hospitality, not wellness-focused. Contextual: Moderate — the Mendoza wine country setting is contextually appropriate. Activated: Low — no evidence of activated community programming or resident...

KEY AMENITIES & EXPERIENCES

Championship 9-hole golf course, driving range, tennis center, winery and wine tasting, equestrian facilities, luxury suites and villas, Chez Gaston restaurant, vineyard trails, olive groves, Andes mountain views, real estate homesites



WELLNESS FORWARD

NORTH AMERICA

Aman Miami Beach Residences

Miami, United States

Developer: Aman Group S.a.r.l. (designed by Kengo Kuma)

Scale: Not publicly specified on website; high-rise oceanfront tower with hotel and private residences

Status: Planned — Opening 2027

<https://www.aman.com/aman-miami-beach>

SUMMARY

Aman Miami Beach is a forthcoming luxury development in Miami Beach's Faena District, combining an Aman hotel with private Aman Residences for ownership. Designed by Japanese architect Kengo Kuma, the Art Deco-inspired tower offers oceanfront views, exclusive residence facilities, and access to the Aman hotel's wellness amenities. The project positions itself as a "peaceful retreat" within a vibrant urban district, blending Aman's signature minimalist wellness aesthetic with Miami Beach living.

WELLNESS POSITIONING

Moderately explicit — the project is branded under Aman, a wellness-luxury hotel brand known for holistic experiences, and the website describes it as a "peaceful retreat" with "naturally inspiring setting." However, it does not explicitly brand itself as a "wellness community" or reference wellness frameworks. The wellness positioning is implicit through the Aman brand rather...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions "exclusive residence facilities" shared between residents and hotel guests, suggesting some social gathering spaces. However, no specific details about community programming,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The "peaceful retreat" positioning and "naturally inspiring setting" speak to delight and belonging. Kengo Kuma's renowned minimalist, contemplative design philosophy inherently supports mental...

Economic

Affordability, complete community, life-cycle value, local economy

This is an ultra-luxury branded residence project with no mention of affordability, diverse price points, or local economic development. No community reinvestment, live/work options, or equitable...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Aman's brand DNA includes "healthy, sustainable, organic, seasonal food" and pools are referenced (pool image shown). The Aman Group sustainability page notes health-focused food across all...

Environmental

Materials, natural systems, mobility systems, resilience

Aman's corporate sustainability page references waste reduction, water conservation, energy efficiency (LED lighting), and single-use plastic elimination across all properties. The Miami Beach page...

Civic

Sense of ownership, collaboration, integration

No mention of resident governance, community engagement in decision-making, stakeholder partnerships, or civic integration on the website. The project is a private luxury development with no visible...

OVERALL RATIONALE

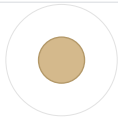
Aman Miami Beach Residences scores a 4 because it leverages the Aman brand's wellness-oriented ethos and design excellence, which inherently supports several wellness dimensions (mental, physical, environmental) through its brand DNA. However, the website provides minimal project-specific content, and the development lacks explicit wellness community programming, affordability, or civic engagement components. It is fundamentally a luxury real estate product with wellness-adjacent branding rather than a purpose-built wellness community aligned with the WCREI framework.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partly — wellness is intentional through Aman's brand DNA but not explicitly articulated for this project. Scalable: No — single high-rise tower, not designed for replication or growth. Focused: No — no clear focus on specific wellness outcomes or populations. Contextual: Yes — designed by Kengo Kuma with Art Deco inspiration responsive to Miami Beach context and Faena District. Activated: No — no community programming or...

KEY AMENITIES & EXPERIENCES

Oceanfront pool, exclusive residence facilities, hotel amenities access, ocean views, Art Deco-inspired design by Kengo Kuma, Faena District location



WELLNESS FORWARD

NORTH AMERICA

Ameyalli Resort & Residences

Midway, United States

Developer: Charles (Chuck) H. Heath, Developer & Managing Partner (Ameyalli Resort & Residences)

Scale: 55-acre natural geological preserve, 50,000 sq ft Wellbeing Center, co-ownership units from \$400K

Status: Under construction — Wellbeing Center anticipated to open Q4 2026, Phase One of Residence Club nearly sold out

<https://www.ameyalli.com/>

SUMMARY

Ameyalli is a residential wellness resort and historic hot springs destination in Midway, Utah, offering 1/8th shared co-ownership of fully furnished vacation homes from \$400K. The project is anchored by a 50,000 sq ft Wellbeing Center featuring a subterranean mineral pool, geothermal water circuit, garden-to-table dining, fitness/movement spaces, and a 55-acre natural geological preserve. Partnership with The Chopra Foundation informs the wellness programming.

WELLNESS POSITIONING

Highly explicit — the project is branded as a "wellness resort" with a dedicated "Wellbeing Center," "Wellness" navigation section, and wellness programming developed with The Chopra Foundation. The street address is "900 N Wellness Drive." However, the primary product is luxury vacation co-ownership rather than a full-time wellness community.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The site mentions "exclusive privileges" and co-owner community but provides minimal detail on social programming, gathering spaces for residents, or cultural activities. The ThirdHome Exchange...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Wellness treatments are developed with The Chopra Foundation, referencing "healing elements" (calcium, magnesium, bicarbonates) and contemplative spaces described as "temple-like." However, there is...

Economic

Affordability, complete community, life-cycle value, local economy

The co-ownership model (1/8th share from \$400K) is a form of fractional affordability for luxury mountain real estate, but this is still a high-end product with no evidence of diverse price points...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The Wellbeing Center includes fitness and movement spaces (Yoga/Pilates, functional fitness), a geothermal water circuit, outdoor sauna, and garden-to-table dining. The 55-acre preserve and Deer...

Environmental

Materials, natural systems, mobility systems, resilience

The project preserves a 55-acre natural geological preserve and uses geothermal hot springs. The Wellbeing Center uses natural materials (stone, wood) in a "biophilic" design approach. A biodiverse...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making, stakeholder engagement, or partnerships with local authorities. The project appears to be a developer-led luxury resort with...

OVERALL RATIONALE

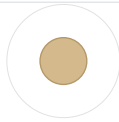
Ameyalli is a luxury vacation co-ownership resort with strong wellness branding and a substantive Wellbeing Center, but it is primarily a hospitality/second-home product rather than a true wellness community. The WCREI framework is designed for residential communities where people live full-time; Ameyalli's co-ownership model means residents visit for a few weeks per year. Physical and environmental domains score moderately due to the geothermal/mineral wellness focus and natural preserve. Social, mental, economic, and civic domains score low due to lack of community programming, diverse housing, and resident...

AGAINST THE SIX GUIDING PRINCIPLES

****Intentional****: Yes — wellness is central to the brand and programming (Chopra Foundation partnership, Wellbeing Center). ****Scalable****: Moderate — fractional ownership model could replicate, but geothermal resource is site-specific. ****Focused****: Yes — wellness resort is the clear focus. ****Contextual****: Yes — honors the land's hot springs history and Mountain West location. ****Activated****: Partial — amenities are substantial but...

KEY AMENITIES & EXPERIENCES

50,000 sq ft Wellbeing Center, subterranean mineral pool, geothermal water circuit, outdoor sauna, garden-to-table restaurant, Yoga/Pilates studio, functional fitness spaces, 55-acre natural geological preserve, biodiverse garden, ThirdHome Exchange Program, fully furnished co-owned homes



WELLNESS FORWARD

LATIN AMERICA-CARIBBEAN

Cipriani Resort, Residences & Casino

Punta Del Este, Uruguay

Developer: Cipriani (hospitality group), in collaboration with Rafael Viñoly Architects; marketed by Fortune International Realty...

Scale: Three residential towers (30-60 stories), 65-68 residences, 120+ hotel suites, 17,000 sqm of amenities; \$450-600M investment

Status: Under construction — Phase 1 expected to open December 2025, full completion Q1 2028

<https://fir.com/developments/cipriani-resort-residences-and-casino>

SUMMARY

Cipriani Resort, Residences & Casino is a \$450-600M oceanfront luxury development in Punta del Este, Uruguay, built on the historic San Rafael Hotel site. Designed by Rafael Viñoly, it features three residential towers (up to 60 stories), a hotel, Cipriani's first-ever casino, beach club, spa, restaurants, and luxury retail. The project targets ultra-high-net-worth buyers with residences starting at \$1.9M and penthouses reaching \$17M. Wellness positioning is secondary to luxury hospitality branding — amenities...

WELLNESS POSITIONING

Low — the project is branded as a luxury resort and casino destination, not a wellness community. Wellness elements (spa, gym, pools) are presented as resort amenities rather than a holistic wellness philosophy. No mention of wellness certifications, nutrition programming, aging-in-place, or community health initiatives.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project offers extensive social amenities including a casino, beach club, multiple restaurants (including Harry's Bar), luxury boutiques, screening room, podcast studio, card room, kids club, and...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The Cipriani brand legacy and elegant design by Viñoly/Hassen Balut provide a sense of prestige and belonging for affluent residents. The spa offers relaxation. However, there is no evidence of...

Economic

Affordability, complete community, life-cycle value, local economy

The project creates local employment (careers page exists) and will generate economic activity through retail, dining, and casino operations. However, this is an ultra-luxury development with no...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The amenities page lists a state-of-the-art fitness center, holistic spa with sauna, indoor and outdoor pools, Padel/Squash/Pickleball courts, golf simulator, skate park, and personal training...

Environmental

Materials, natural systems, mobility systems, resilience

The website mentions EV charging stations and the reconstruction of the historic San Rafael Hotel (heritage preservation). However, there is no mention of sustainability certifications (LEED, WELL,...

Civic

Sense of ownership, collaboration, integration

There is no evidence of resident governance structures, community decision-making, stakeholder engagement, or partnerships with local authorities beyond the initial project approval. The development...

OVERALL RATIONALE

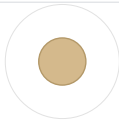
This is fundamentally a luxury hospitality and casino resort with branded residences, not a wellness community. It scores modestly on Social (good gathering spaces and recreation amenities) and Physical (fitness/spa facilities) but nearly nothing on Environmental, Economic, Civic, or Mental domains as defined by the WCREI framework. The project touches wellness tangentially through its spa and fitness amenities but lacks any intentional wellness community programming, certifications, or holistic approach. A score of 4 reflects a conventional luxury real estate project that incorporates some wellness-adjacent...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Not intentional as a wellness community — wellness is incidental to luxury hospitality. Scalable: The three-tower, multi-phase design shows scalability as a real estate project but not for wellness programming. Focused: Focused on luxury resort/casino experience, not wellness. Contextual: Reconstructs the historic San Rafael Hotel, showing some contextual sensitivity. Activated: Amenities are well-activated for hospitality...

KEY AMENITIES & EXPERIENCES

Holistic spa with sauna and treatment rooms, state-of-the-art fitness center, outdoor pool (residents only), heated indoor pool, beach club, casino, 24-hour dining and catering, residential concierge, personal training, golf simulator, Padel/Squash/Pickleball courts, indoor bowling, skate park, kids club, screening room, podcast studio, card room, luxury boutiques, EV charging...



WELLNESS FORWARD

NORTH AMERICA

Continuum 12000 Sport & Wellness Residences

Miami, United States

Developer: Continuum Company (Ian Bruce Eichner, Founder & Chairman; Allie Eichner, President of Continuum Florida)

Scale: 262-263 residences, 20-story glass tower, ~4.32-acre site, 150,000 sq ft amenity space (The Mermaid Club), 1.5-acre waterfront playground

Status: Planned (sales launched February 2026, groundbreaking expected 2027, delivery 2030)

<https://12000miami.com/>

SUMMARY

Continuum 12000 is Miami's first waterfront condominium dedicated to sport and wellness, developed by Continuum Company at 12000 N Bayshore Drive in North Miami. The 20-story tower will contain 262-263 luxury residences (1-3 bedrooms, \$1.4M-\$3.8M) anchored by The Mermaid Club — 150,000 sq ft of sport, wellness, and longevity amenities including a 1.5-acre waterfront playground with marina, floating pools, yoga decks, and direct Biscayne Bay access. The project explicitly brands itself around 'Waterfront Wellness™'...

WELLNESS POSITIONING

Very explicit — the project is branded as 'Sport & Wellness Residences' with a 'Waterfront Wellness™' tagline. The Mermaid Club is positioned as the central wellness anchor. The website and marketing materials frame wellness as the core value proposition, not a secondary amenity. However, wellness is primarily framed through luxury sport, spa, and waterfront recreation rather...

WCRI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website describes communal amenities including a sports screening room, private dining room with bar, co-working lounge, children's play area, and multi-sport courts designed for social...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Meditation and sound bath studio, floating yoga and meditation deck with weekly programming, waterfront views, and spa environments contribute to mental wellness. However, the website contains no...

Economic

Affordability, complete community, life-cycle value, local economy

Pricing starts at \$1.4M-\$1.5M with no indication of affordability tiers or diverse price points. No mention of live/work options, local employment creation, or community economic development. The...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness infrastructure: 4,200 sq ft fitness center, dedicated yoga/Pilates/meditation studio, 4,500 sq ft spa and longevity center with contrast therapy/cold plunges/infrared saunas,...

Environmental

Materials, natural systems, mobility systems, resilience

The site overlooks Biscayne Bay's aquatic preserve (home to manatees, dolphins, sea turtles) and features biophilic waterfront landscaping by Urban Robot. EV charging stations are provided. However,...

Civic

Sense of ownership, collaboration, integration

No mention of resident governance structures, community decision-making, stakeholder engagement, or partnerships with local authorities. The project is entirely developer-driven with a top-down...

OVERALL RATIONALE

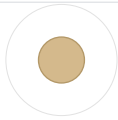
Continuum 12000 is a luxury waterfront condo that explicitly brands itself around sport and wellness, with exceptional physical wellness amenities (spa, longevity center, fitness, waterfront recreation). However, it scores as a 4 because it is fundamentally a conventional luxury real estate project with wellness amenities layered on top, rather than a holistic wellness community. It performs well on Physical (8) and moderately on Social (6), but scores poorly on Economic (3) due to no affordability, Environmental (4) due to lack of sustainability certifications, Mental (5) due to limited programming, and Civic...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is the explicit brand promise and development driver. Scalable: Unclear — luxury pricing limits scalability; model is not designed for broad adoption. Focused: Yes — sport and waterfront wellness are clearly centered. Contextual: Partially — responds to Miami's waterfront lifestyle and luxury market but not broader community context. Activated: Partially — amenities are robust but it's unclear whether...

KEY AMENITIES & EXPERIENCES

The Mermaid Club (150,000 sq ft), 1.5-acre waterfront playground, 20-slip marina, saltwater pool, 4,200 sq ft fitness center, yoga/Pilates/meditation/sound bath studio, spa and longevity center (contrast therapy, cold plunges, infrared saunas), pickleball court, golf simulators, multi-sport courts, private walking/jogging paths, floating yoga deck, children's play area,...



WELLNESS FORWARD

EUROPE

Daphne Steele Building / National Health Innovation Campus

Huddersfield, United Kingdom

Developer: University of Huddersfield

Scale: Seven-acre site with planning permission for up to seven buildings; Daphne Steele Building is the first

Status: Operating (first building open; second building Emily Siddon Building opened March 2026)

<https://www.hud.ac.uk/about/national-health-innovation/daphne-steele-building/>

SUMMARY

The Daphne Steele Building is the first of up to seven buildings on the University of Huddersfield's seven-acre National Health Innovation Campus. It houses specialist clinical teaching facilities for health professions education (nursing, midwifery, paramedic science, podiatry, occupational therapy) and has achieved WELL Platinum certification. The campus also includes public-facing health clinics and research facilities through the Health and Wellbeing Academy.

WELLNESS POSITIONING

Moderate — the building is explicitly WELL Platinum certified and named after a health pioneer, but it is primarily an academic healthcare education facility rather than a residential wellness community. The wellness branding is tied to its function as a health professions teaching building, not to community wellness living.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The building includes social spaces "designed so as to give staff and students a place to sit to just chat when not in lectures" and hosts public-facing services (podiatry clinic, gait clinic, Get...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

WELL certification includes a "mind" component, and the campus supports mental health clinics and World Mental Health Day events. However, the site is an academic institution — there are no...

Economic

Affordability, complete community, life-cycle value, local economy

The campus is an investment opportunity seeking partners and aims to increase health professions provision by 60%. It provides local employment and public-facing clinical services. However, there is...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The building features a gait lab, sports specialist teaching facilities, and is part of the Health and Wellbeing Academy with physiotherapy and sports clinics. It is walkable (12-minute walk from...

Environmental

Materials, natural systems, mobility systems, resilience

WELL Platinum certification covers air, water, nourishment, light, fitness, comfort, and mind — indicating strong performance-based environmental standards. However, the website does not mention...

Civic

Sense of ownership, collaboration, integration

The university invites investment partners and the Get Set Goal service is "committed to improving the health and wellness of individuals and communities." However, there is no resident governance,...

OVERALL RATIONALE

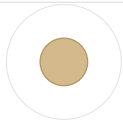
The Daphne Steele Building is an academic healthcare education facility, not a residential wellness community. While it achieves WELL Platinum certification and contributes to community health through clinical services and education, it scores low on most WCREI domains because it lacks residential components, community governance, diverse housing, food systems, and the full spectrum of wellness community programming. It is best understood as a health-focused institutional building rather than a wellness real estate community.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional — yes, designed for health education and innovation. Scalable — yes, master planned for 7 buildings on 7 acres. Focused — yes, focused on health professions. Contextual — yes, honors Daphne Steele (UK's first black matron) and serves the North of England. Activated — partially, already operating with public-facing clinics. Respectful — yes, acknowledges health equity pioneers and serves diverse communities.

KEY AMENITIES & EXPERIENCES

Gait lab, Simbalance (ambulance replica), immersive simulator, low/high fidelity skill labs, orthotics lab, social spaces, study spaces, PC labs, mock residential home, sports specialist facilities, podiatry clinic, gait and performance clinic, Get Set Goal community health service, sports and physiotherapy clinics, mental health clinics, parent and child clinics



WELLNESS FORWARD

ASIA - PACIFIC

Elysium Fields

Docklands, Australia

Developer: Gurner Group (joint venture with City Harbour consortium, which includes the Liberman family)

Scale: Approximately 27,000 sqm site, ~1,200 residences across multiple towers, \$1.7 billion project value, 774 sqm public open space

Status: Under construction (early works commenced January 2025, first tower approvals granted)

<https://www.gurner.com.au/projects/docklands>

SUMMARY

Elysium Fields is a \$1.7bn luxury mixed-use wellness precinct in Melbourne's Docklands, explicitly branded as "Australia's first next-generation wellness precinct." It features residential towers with build-to-sell and build-to-rent apartments, a wellness and anti-ageing medical clinic, cryotherapy/IV/sauna facilities, and a futuristic glass biodome concept. The project is a joint venture between Gurner Group and City Harbour, with approximately 1,200 residences planned across multiple towers.

WELLNESS POSITIONING

Explicitly and heavily wellness-branded. The website states "a world where health and wellness reign supreme" and describes the project as a "futuristic wellness hub" with anti-ageing treatments, medical-grade diagnostics, and holistic design. This is the primary marketing differentiator — perhaps the most wellness-forward branded residential project in Australia.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project includes a hotel, retail/hospitality precinct, and shared amenities like gyms and co-working spaces which could support socialization. However, the website is extremely thin on community...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The project promises "delight" through luxury design and nature integration, and references "ancient wisdom and neuroscience." However, the dedicated website is essentially a single landing page with...

Economic

Affordability, complete community, life-cycle value, local economy

The project includes live/work elements (office space, retail, hotel) and mixed revenue streams (build-to-sell, build-to-rent). However, there is no mention of affordability — this is explicitly...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong on wellness technology and health services: Elysian Reverse Ageing Medical Clinic with MRIs, DEXA scans, blood testing, personalized health plans; cryotherapy, IV infusions, dry/infrared...

Environmental

Materials, natural systems, mobility systems, resilience

The project references "natural anti-microbial materials," "holistic design practices," and "rejuvenating nature" in its marketing. A biodome/glass dome concept was shown in renders. However, no...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making, or civic engagement programming. The 774 sqm public open space reserve provides some civic benefit. The project required...

OVERALL RATIONALE

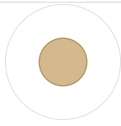
Elysium Fields is explicitly wellness-branded and innovative in its health technology integration, but it scores low overall because wellness is narrowly defined as individual medical/technological interventions rather than holistic community wellness. The website is extremely thin (essentially a landing page), providing little evidence of programming across most WCREI domains. It is a luxury real estate development that uses wellness as a marketing differentiator rather than a genuinely integrated wellness community. Strong on physical health technology (6) but weak on social, mental, environmental, economic,...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is the explicit design intent. Scalable: Unclear — the wellness model appears tied to luxury pricing. Focused: Yes — wellness/anti-ageing is the clear focus. Contextual: Limited — docklands is a developing area; unclear how the project integrates with broader Docklands community. Activated: Not yet — still in early construction phase. Respectful: Questionable — the wellness model appears exclusive to wealthy...

KEY AMENITIES & EXPERIENCES

Elysian Reverse Ageing Medical Clinic, cryotherapy, IV infusions, dry and infrared sauna, red light therapy, grounding and PEMF beds, gyms, co-working spaces, conference space, outdoor lounges, filtered air and water systems, circadian lighting, retail and hospitality precinct, hotel (100-key four-star + 250+ key five-star), office space, 774 sqm public open space



WELLNESS FORWARD

LATIN AMERICA - CARIBBEAN

Equinox Resort Anguilla Port Nimara

Southwest Anguilla, Anguilla

Developer: Port Nimara

Scale: 62-room Equinox hotel, 118 marina berths for yachts up to 240+ feet, beachfront and hillside villas (1-5 bedrooms)

Status: planned

<https://www.equinox-anguilla.com/>

SUMMARY

Port Nimara is a planned luxury mixed-use marina destination in Southwest Anguilla, featuring a 62-room Equinox resort hotel, yachting marina with 118 berths, residential villas and residences, shopping and dining, a yacht club, and beach facilities. The project positions itself as a "performance paradise" and "experiential luxury" destination anchored in transformation, leveraging the Equinox brand's fitness and wellness identity. Residences and shopping/dining are listed as "coming soon," indicating the...

WELLNESS POSITIONING

Moderately explicit — the Equinox brand is inherently wellness/fitness-oriented, and the homepage describes it as a "Performance Paradise" and "The Future of Experiential Luxury, Anchored In Transformation." However, the site lacks detailed wellness programming descriptions, and the parent site (portnimara.com) is primarily a luxury yachting/marina destination with minimal...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The marina includes an International Yacht Club described as "the social nexus of Port Nimara with VIP privileges and exclusive access," plus a beach bar for socializing. However, there's no mention...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The "Performance Paradise" and "Anchored In Transformation" language suggests aspirational mental wellness positioning, and the natural beach setting provides delight. However, no specific...

Economic

Affordability, complete community, life-cycle value, local economy

The project offers diverse revenue streams (hotel, marina berths, residences, retail/dining, yacht services) and is described as a "mixed-use facility." However, there is no mention of affordability...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The Equinox brand implies fitness/wellness programming, and the marina page mentions an 18-hole Greg Norman golf course and tennis courts nearby. The hotel includes a spa. However, there is no...

Environmental

Materials, natural systems, mobility systems, resilience

The project is set in a natural coastal environment with beach access, but the website contains no mention of biophilic design, sustainability certifications (LEED, WELL, Fitwel), waste reduction,...

Civic

Sense of ownership, collaboration, integration

The website shows no evidence of resident governance structures, community engagement in decision-making, partnerships with local authorities, or civic integration beyond basic location/accessibility...

OVERALL RATIONALE

Port Nimara is primarily a luxury marina and yachting destination with an Equinox-branded hotel providing some wellness credibility. While the Equinox brand brings fitness/wellness associations, the website content is thin on actual wellness programming details. Many WCREI pages (residences, shopping/dining) are simply "coming soon" placeholders with no substantive content. The project scores better on Social and Physical due to the yacht club, spa, golf, and beach amenities, but lacks meaningful programming across Mental, Environmental, Economic, and Civic domains. It is a conventional luxury resort/marina...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partially — Equinox branding signals wellness intent but lacks detailed programming. Scalable: Unclear — no master plan or phasing information visible. Focused: Yes — clearly focused on luxury yachting and high-net-worth clientele. Contextual: Partially — leverages Anguilla's natural beauty and Caribbean location but little evidence of local cultural integration. Activated: No — development is still planned/coming soon...

KEY AMENITIES & EXPERIENCES

62-room Equinox resort hotel, 5-star spa, 118 yacht berths (up to 240+ feet), International Yacht Club (Beaufort Yacht Club), beach bar, crew club, shopping and dining, beachfront and hillside villas (1-5 bedrooms), 18-hole Greg Norman golf course nearby, tennis courts, yacht services, fast-track customs/immigration, private aviation terminal



WELLNESS FORWARD

LATIN AMERICA-CARIBBEAN

Fasano Las Piedras

Punta Del Este, Uruguay

Developer: JHSF (Brazilian luxury real estate developer); operated by Fasano Group (hospitality)

Scale: 480 hectares (1,186 acres); land parcels from 2,600m² to 15 acres; Golf Villas, Polo Houses, Farm Houses

Status: Operating / expanding (phased development, new phase with additional residences launching)

<https://fasanolaspiedras.erinboissonaries.com/>

SUMMARY

Fasano Las Piedras is a 480-hectare luxury branded residential development in Punta del Este, Uruguay, combining beach and countryside living. Developed by JHSF and anchored by the Fasano Hotel (designed by Pritzker Prize-winning architect Isay Weinfeld), it offers land parcels, custom homes by architect Carolina Proto, an Arnold Palmer-designed 18-hole golf course, Nacho Figueras-designed polo fields, a full equestrian center, spa, private airport, and multiple clubs. The site emphasizes "life close to nature"...

WELLNESS POSITIONING

Moderately explicit. The site describes a "holistic lifestyle of wellness, adventure, and refinement" and references "well-being" in amenities. A press headline calls it a "Uruguayan Wellness Resort." However, wellness is secondary to luxury, sport, and lifestyle branding — not a core wellness philosophy with structured programming.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

Social amenities include River Club, Beach Club, Country Club, Locanda restaurant, Kids Club, and multiple gathering venues. However, the website provides no evidence of community programming,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The organic farm (Las Piedras Farm) suggests some food/nutrition focus. However, there's no mention of walkability, bike paths, aging-in-place design, health programming, or technology infrastructure.

Economic

Affordability, complete community, life-cycle value, local economy

Homes start from \$1.83M (Golf Villa) to \$9M+ (Farm House) — exclusively ultra-high-net-worth pricing. The website mentions Uruguay's favorable tax policies for foreign investors. No evidence of...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Physical activity is well-supported through golf, polo, tennis, equestrian center, soccer field, and swimming pools. The organic farm (Las Piedras Farm) suggests some food/nutrition focus. However,...

Environmental

Materials, natural systems, mobility systems, resilience

The development emphasizes integration with natural landscape — scattered architecture "landed naturally" on terrain, respecting native vegetation. Organic gardens are mentioned. However, there's no...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance, community decision-making, or civic engagement structures. The development is privately operated by JHSF/Fasano with no indication of stakeholder participation or...

OVERALL RATIONALE

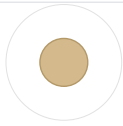
Fasano Las Piedras is a luxury branded residential resort with excellent amenities for sport, leisure, and nature-based living, but it is fundamentally a conventional high-end real estate development rather than a wellness-focused community. Wellness is referenced as a lifestyle attribute rather than an intentional framework. The project scores moderately on physical and social dimensions due to its world-class recreational amenities, but scores poorly on economic inclusivity, civic engagement, and structured wellness programming across mental and environmental domains.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partially — wellness is mentioned but not the driving design principle; luxury and sport are primary. Scalable: Yes — phased development with new phases launching; JHSF has replicated the model. Focused: No — broad luxury lifestyle rather than focused wellness outcomes. Contextual: Strong — architecture by Isay Weinfeld responds to the Uruguayan landscape, using local stone and scattered siting. Activated: Weak — amenities...

KEY AMENITIES & EXPERIENCES

Arnold Palmer 18-hole golf course, Nacho Figueras polo fields, equestrian center (indoor/outdoor jump tracks, stables, shooting range), Fasano Spa, 8 swimming pools, tennis courts (hard and clay), soccer field, private airport (1,260m runway), organic farm, Kids Club, River Club, Boat House, Beach Club, Locanda restaurant, multiple Fasano restaurants, gym, driving range,...



WELLNESS FORWARD

NORTH AMERICA

HQ Residences Miami

Miami, United States

Developer: Black Salmon, The Boschetti Group, and Constellation Group (brand by HQ Hotels & Residences by sbe, Sam Nazarian)

Scale: 35 stories, 229 residences (studios to 3-bedrooms plus 8 penthouses), ~15,756 SF of amenity space across two floors

Status: Planned / Pre-construction (estimated delivery 2029)

<https://www.hqmiamiresidences.com/>

SUMMARY

HQ Residences Miami is a 35-story branded condominium tower in Edgewater, developed by Black Salmon, The Boschetti Group, and Constellation Group with HQ Hotels & Residences by sbe handling brand and lifestyle programming. Designed by Arquitectonica with landscape by Enzo Enea, interiors by DesignAgency and Craft, the project positions itself around four pillars: Wellness, Entertainment, Community, and Art. The wellness floor, developed with THE WELL founder Kane Sarhan, features contrast-therapy circuits, hammam,...

WELLNESS POSITIONING

Moderately explicit. The homepage tagline reads "Crafted for a Life in Balance" and the building page describes it as redefining "modern living through wellness, design, and entertainment." Wellness is one of four stated pillars (alongside entertainment, community, and art). The wellness floor is co-developed with THE WELL founder Kane Sarhan, giving it credibility, but the...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project features a dedicated "entertainment floor" with a library, collaboration areas, podcast studio, chef's kitchen, speakeasy (Marc's curated by Marc Anthony), and residents' lounge — all...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The project emphasizes "balance," "calm," and "connection" in its messaging. Amenities include a library and spaces for art, but there is no explicit mention of lifelong learning programming,...

Economic

Affordability, complete community, life-cycle value, local economy

Prices start at \$850K with an average of \$1.5M — targeting upper-income buyers only, with no affordable housing component or diverse price points. No mention of local economy support, live/work...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong wellness amenities including contrast-therapy circuits, hammam, sauna, steam, plunge pools, yoga studio, open-air fitness terrace, and gym developed with THE WELL founder. Smart home...

Environmental

Materials, natural systems, mobility systems, resilience

Landscape architecture by Enzo Enea and use of natural materials (marble, wood) suggest biophilic design intent. No evidence of sustainability certifications (LEED, WELL, Fitwel), waste reduction...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community engagement in decision-making, or partnerships with local authorities. The project is a developer-driven branded condominium with no civic...

OVERALL RATIONALE

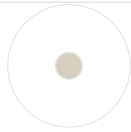
HQ Residences Miami is fundamentally a luxury branded condominium tower that incorporates wellness as one of its amenity pillars rather than as a core community design philosophy. The project scores well on Physical wellness amenities (THE WELL-designed wellness floor with contrast therapy, hammam, sauna, plunge pools) and moderately on Social (entertainment floor, speakeasy, library). However, it lacks substantive programming across Mental, Environmental, Economic, and Civic domains. There is no affordability component, no sustainability certifications, no civic engagement, and no evidence of community...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Wellness is intentional as one of four pillars but not the primary driver. Scalable: As a single tower, not designed for scalability. Focused: Focus is on luxury branded living with wellness amenities, not holistic wellness community design. Contextual: Well-situated in Edgewater near Wynwood/Design District with cultural accessibility. Activated: Amenities are substantial but community programming activation is unclear...

KEY AMENITIES & EXPERIENCES

Resort-style pool deck with Biscayne Bay views, contrast-therapy circuits, hammam, sauna, steam room, plunge pools, yoga & meditation studio, open-air fitness terrace, gym, speakeasy (Marc's by Marc Anthony), private dining room, library, collaborative workspace, podcast studio, chef's kitchen, residents' lounge, smart home pre-wiring, grand double-height lobby



WELLNESS FORWARD

ASIA - PACIFIC

Madison Grand

Melbourne, Australia

Developer: Gurner Group (GQ Build-To-Rent brand)

Scale: Multi-story residential tower; exact unit count not disclosed on website

Status: Operating (listed as 'Complete' on website)

<https://www.gurner.com.au/projects/madison-grand>

SUMMARY

Madison Grand is a luxury build-to-rent apartment tower by Gurner Group, located at 344 City Road in Melbourne, south of the Yarra River. The project offers studio through three-bedroom residences plus dedicated 'Wellness Suites,' positioning itself as a high-end rental community. It features premium amenities including a rooftop pool and bar, and is tied to Gurner's Private Member's Club ecosystem (Saint/Saint Haven). The website is minimal, providing limited detail beyond marketing imagery and an interest...

WELLNESS POSITIONING

Low-to-moderate explicit wellness branding. The project offers a 'Wellness Suite' residence type and is connected to Gurner's private wellness clubs (Saint, Saint Haven), but the project page itself does not substantively describe wellness programming, health amenities, or a wellness philosophy. Wellness appears as a product tier rather than a community-wide design principle.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website shows a rooftop bar/lounge space and mentions private member's clubs (Saint, Saint Haven), suggesting social gathering spaces. However, there is no visible evidence of community...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The page describes the project as 'redefining the limits of luxury and lifestyle' and mentions 'people of shared values and beliefs' through the club ecosystem, but there is no evidence of deliberate...

Economic

Affordability, complete community, life-cycle value, local economy

The project is build-to-rent under Gurner's GQ brand with multiple residence types (studio to three-bedroom), suggesting some price diversity within a luxury tier. However, no affordability measures,...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

A rooftop pool is visible in renderings, and a 'Wellness Suite' option exists, but no information is provided about fitness facilities, nutrition programming, aging-in-place design, walkability, or...

Environmental

Materials, natural systems, mobility systems, resilience

Renderings show some greenery on the rooftop, but the website provides zero information on sustainability certifications (LEED, WELL, Fitwel), biophilic design principles, waste reduction, resilience...

Civic

Sense of ownership, collaboration, integration

No evidence whatsoever of resident governance, community decision-making, stakeholder engagement, or partnerships with local authorities. The site is purely a marketing/registration page with no...

OVERALL RATIONALE

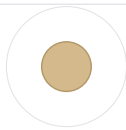
Madison Grand is fundamentally a luxury build-to-rent residential tower with minimal wellness orientation beyond a 'Wellness Suite' product tier and connection to Gurner's separate private club ecosystem. The website is extremely thin on content — no details on amenities, programming, sustainability, community life, or wellness philosophy are provided. The project scores low across all WCREI domains because there is simply no substantive wellness programming or design evidence to assess.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Low — wellness appears as a product label rather than an intentional design philosophy. Scalable: Unknown — no information on replication or expansion plans. Focused: Low — wellness is not the core focus; luxury lifestyle is. Contextual: Unknown — limited site content to assess. Activated: Low — no visible community activation or programming. Respectful: Unknown — no evidence regarding community engagement or cultural...

KEY AMENITIES & EXPERIENCES

Rooftop pool, rooftop bar/lounge, wellness suites, private member's club access (Saint/Saint Haven), luxury finishes



WELLNESS FORWARD

ASIA - PACIFIC

Mövenpick BDMS Wellness Resort Bangkok

Bangkok, THAILAND

Developer: BDMS Wellness Resort Co., Ltd. / Operated by Mövenpick Hotels & Resorts (Accor)

Scale: 211 rooms and suites, ~1.2 acres of tropical gardens

Status: Operating (reopened 2023 after renovation)

<https://www.movenpickbdmsbangkok.com/>

SUMMARY

Mövenpick BDMS Wellness Resort Bangkok is a 5-star urban resort hotel in central Bangkok, featuring 211 rooms and suites surrounded by 1.2 acres of tropical gardens. It partners with the adjacent BDMS Wellness Clinic for preventative medicine and personalized health programmes. The property is positioned as a wellness-focused hotel rather than a residential or mixed-use community.

WELLNESS POSITIONING

Explicitly wellness-branded — the name includes "Wellness Resort" and the hotel partners with BDMS Wellness Clinic for medical/wellness services. However, it is fundamentally a hotel, not a wellness community or real estate development.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The hotel offers restaurants (Nourish, Khum Hom by Chef Ian Kittichai, Rim Klong Cafe), a bar, meeting/event spaces (BDMS Connect Center), and a pool area for socialization. However, there is no...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The resort promotes relaxation and "blissful" stays with lush gardens and spa services, but the website shows no evidence of affinity groups, lifelong learning, spiritual spaces, or community...

Economic

Affordability, complete community, life-cycle value, local economy

This is a hotel with transient guests, not a residential community. There is no housing affordability spectrum, live/work options, or resident economic participation. Local sourcing for food and...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Wellness facilities include Be Well Spa, Re Fit Fitness center, swimming pool, and partnership with BDMS Wellness Clinic for preventative medicine. The hotel is walkable to BTS Skytrain (600m) and...

Environmental

Materials, natural systems, mobility systems, resilience

The hotel holds Green Globe, LEED, and Fitwel three-star certifications. Initiatives include solar power, upcycled carpets, ASHRAE ventilation standards, carbon labels on menus (Klimato partnership),...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance, stakeholder engagement, or community decision-making structures. The hotel has CSR activities and mentions community integration, but as a hotel there are no...

OVERALL RATIONALE

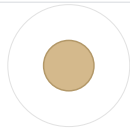
This is a wellness-branded hotel with an adjacent clinic, not a wellness community or real estate development. It scores well on physical wellness (spa, fitness, clinic partnership) and environmental sustainability (Green Globe, LEED, Fitwel certifications) for its operational scope. However, it fundamentally lacks the community, civic, economic, and social dimensions that define a wellness community under the WCREI framework. The WCREI framework is designed for residential/mixed-use communities, which this is not.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is central to the brand positioning. Scalable: N/A — it's a single hotel property. Focused: Partially — wellness is a theme but not the sole focus (also business/leisure hotel). Contextual: Yes — integrates with Bangkok's medical tourism ecosystem and BDMS healthcare network. Activated: Limited — hotel programming for guests, not community activation. Respectful: Some evidence through local sourcing and...

KEY AMENITIES & EXPERIENCES

Be Well Spa, Re Fit Fitness center, swimming pool, BDMS Wellness Clinic (adjacent), 3 restaurants (Nourish, Khum Hom, Rim Klong Cafe), bar, BDMS Connect Center event venue, 1.2 acres tropical gardens, free shuttle to BTS



WELLNESS FORWARD

NORTH AMERICA

One Bear Mountain

Victoria, CANADA

Developer: 360 Pacifica / Terracap

Scale: 18-story tower, 209 luxury residences (209 units)

Status: Operating (move-in ready as of 2026)

<https://onebearmountain.com/the-region/bear-mountain/>

SUMMARY

One Bear Mountain is an 18-story luxury condominium tower, the first concrete and steel high-rise built in the Bear Mountain resort community in 15 years. Developed by 360 Pacifica and Terracap with ACDF Architecture, it offers 209 residences from \$699,900 with resort-style amenities including a rooftop pool and skyclub. The building is situated within the larger Bear Mountain master-planned community, which features two Nicklaus Design golf courses, tennis facilities, and mountain biking trails. The project is...

WELLNESS POSITIONING

Not explicitly wellness-branded. The project is marketed as luxury resort living with emphasis on views, outdoor recreation (golf, tennis, biking), and sophisticated design. Wellness themes are incidental rather than intentional — the Bear Mountain community context provides recreational amenities, but the building itself is not positioned as a wellness community.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The building offers a 16th floor Grenoble Skyclounge for entertaining and dramatic ground floor lobby, providing some social gathering spaces. Bear Mountain community context adds golf, tennis, and...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The curvilinear architecture and expansive balconies are designed to connect with nature, and 'peaceful outdoor water gardens for zen moments' are mentioned. The mountain setting provides delight and...

Economic

Affordability, complete community, life-cycle value, local economy

Residences start from \$699,900 with a range of 1-3 bedroom units, but this is luxury pricing with no affordable housing component. The Bear Mountain master plan has \$3B+ gross development value. No...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Bear Mountain provides biking trails (KM of trails mentioned) and outdoor recreation including golf and tennis. The building includes bike wash area and tech bench, plus a rooftop pool. However,...

Environmental

Materials, natural systems, mobility systems, resilience

The architecture is described as retelling 'the story of the terrain' with biophilic design elements connecting residents to nature. No environmental certifications (LEED, WELL, Fitwel) are mentioned...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, engagement in decision-making, or community partnerships. The project is a developer-led luxury condominium with no civic programming or stakeholder...

OVERALL RATIONALE

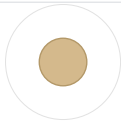
One Bear Mountain is a luxury condominium tower within a resort community that offers incidental wellness benefits through its recreational amenities (golf, tennis, biking, pool, mountain setting) but is not designed as a wellness community. The WCREI framework requires intentional, programmatic approaches across all 6 domains — this project touches physical recreation and some environmental connection but lacks substantive wellness programming in social, mental, economic, and civic domains. It is a conventional luxury real estate project with lifestyle positioning, not a wellness real estate project.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Not intentional as a wellness community — wellness is a byproduct, not a design driver. Scalable: Limited scalability as a single 18-story tower. Focused: Focused on luxury lifestyle rather than wellness. Contextual: Well-integrated into the Bear Mountain resort landscape and terrain with nature-responsive architecture. Activated: Amenities are present (pool, skyclub, trails) but not activated through wellness programming...

KEY AMENITIES & EXPERIENCES

Rooftop pool, 16th floor Grenoble Skyclounge, ground floor lobby, outdoor water gardens, bike wash area and tech bench, assigned indoor parking, recreational locker, European-designed kitchens, balconies with mountain and water views



WELLNESS FORWARD

NORTH AMERICA

Preserve Life Corporate Homes

Atlanta, United States

Developer: Preserve Life (Come Alive)

Scale: 1,200 acres; 25 Sleep Suites at The Lodge (1,050 sq ft at \$1,050,000 each); additional corporate homes; 60,000 sq ft greenhouse; 3 private spring-fed lakes

Status: Planned / under construction (described as coming soon; waitlist-based, invitation-only)

<https://preserve.life/>

SUMMARY

Preserve Life positions itself as "The World's First Corporate Wellness Community" on 1,200 acres in Douglas County, Georgia, 25 minutes from Hartsfield-Jackson Atlanta International Airport. The development combines luxury lodge-style residences with a comprehensive wellness center including Longevity Labs, a Nutrition Nest, organic farming via a 60,000 sq ft greenhouse, spa/fitness facilities, and forest bathing experiences. Housing is limited to just 25 Sleep Suites (plus additional corporate homes) at \$1.05M...

WELLNESS POSITIONING

Extremely explicit — the project brands itself as "The World's First Corporate Wellness Community" with wellness as its core identity. Every page emphasizes "holistic wellbeing," "evidence-based wellness meets unparalleled luxury," and health-enhancing practices. Wellness is the entire value proposition rather than an amenity.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions multiple outdoor amphitheaters for community get-togethers, social & community venues within the Wellness Cluster, and a "global community" of corporate residents. However,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Forest bathing, meditation pods, digital detox areas, and oxygen-producing green walls support mental wellbeing. The site references "knowledge transfer" and a Wellness Library. However, there is no...

Economic

Affordability, complete community, life-cycle value, local economy

The project is ultra-luxury and invitation-only with Sleep Suites at \$1.05M each — there is zero mention of affordability, diverse housing price points, or economic inclusion. No evidence of local...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong physical wellness infrastructure: extensive walking/trekking/cycling/horse trails, EV transportation, gym & studio with fitness technologies, spa/aquatic center, outdoor yoga/calisthenics...

Environmental

Materials, natural systems, mobility systems, resilience

Eco-friendly construction targeting carbon neutrality, designed for LEED Platinum certification, avian-themed plantations supporting local bird populations, 1,000+ acres of wooded hills preserved,...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance, community decision-making structures, stakeholder engagement, or partnerships with local authorities. The invitation-only, top-down model suggests no civic...

OVERALL RATIONALE

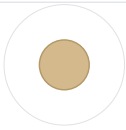
Preserve Life is explicitly wellness-branded with strong Physical and Environmental domain programming — it genuinely integrates wellness into its core design. However, it scores poorly on Economic equity (ultra-luxury, exclusive) and Civic engagement (no governance or community participation). The Social and Mental domains are moderately addressed but lack depth in programming detail. It is an impressive wellness real estate project but serves a very narrow, elite segment and lacks the community-centered, inclusive qualities that would elevate it as a holistic wellness community model.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is the explicit, central design intention. Scalable: Unclear — limited to 25 suites plus corporate homes on a single 1,200-acre site. Focused: Yes — laser-focused on corporate/executive wellness. Contextual: Partially — leverages Georgia's natural setting but isolated from existing community fabric. Activated: Partially — wellness programming described but project appears still in development/waitlist phase...

KEY AMENITIES & EXPERIENCES

Longevity Labs, Nutrition Nest, 60,000 sq ft organic greenhouse, spa & fitness center, aquatic center, experiential kitchens, forest bathing trails, outdoor yoga/calisthenics platforms, meditation pods, digital detox areas, oxygen-producing green walls, outdoor amphitheaters, EV transportation, horse trails, walking/trekking/cycling trails, Wellness Cluster with diagnostic...



WELLNESS FORWARD

LATIN AMERICA - CARIBBEAN

ROCA 815

PORTO ALEGRE, Brazil

Developer: AMX Property

Scale: 11 apartments, 1 per floor, 203m² each, 12 floors

Status: Under construction (EM OBRAS)

<https://www.amxproperty.com.br/roca815>

SUMMARY

ROCA 815 is a boutique luxury residential building in the Bela Vista neighborhood of Porto Alegre, Brazil, developed by AMX Property. It features 11 exclusive apartments (one per floor) of 203m² with 3-4 suites and 3 parking spaces each. The project emphasizes "quiet luxury," sustainable construction with Diamante-level sustainability certification, and high-end finishes. It is positioned as a luxury residential project with implied wellness through sustainability and lifestyle amenities rather than an explicit...

WELLNESS POSITIONING

Wellness is implied but not explicitly branded. The project mentions "bem-estar" (well-being), sustainable certification, and lifestyle amenities but does not position itself as a wellness community. The wellness framing is secondary to luxury and exclusivity positioning.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project offers a rooftop bar, lounge externo with fireplace, salão de festas with kitchen, and espaço kids for informal social gathering. However, there is no mention of programmed community...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The project's "quiet luxury" concept and emphasis on "essence and meaning" suggest attention to mental well-being through reduced density and refined spaces. However, there is no programming for...

Economic

Affordability, complete community, life-cycle value, local economy

The project is ultra-luxury priced (approximately R\$4M per unit) with no affordable housing component, no live/work options, and no mention of local economic development or diverse housing types. It...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The building includes an espaço fitness, bicicletário with maintenance area, and rooftop pool. Units feature heated bathroom floors and electric vehicle charging readiness. There is no mention of...

Environmental

Materials, natural systems, mobility systems, resilience

ROCA 815 has Diamante-level sustainability certification and describes itself as an "empreendimento verde" (green building). Features include double exterior walls in bedrooms, laminated glass, natural...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community engagement in decision-making, stakeholder collaboration, or partnerships with local authorities. The project is a conventional developer-led...

OVERALL RATIONALE

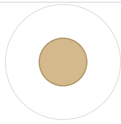
ROCA 815 is a conventional luxury residential building that incorporates some wellness-adjacent features (sustainable certification, fitness space, rooftop leisure) but does not position itself as a wellness community. It scores moderately on environmental and physical domains due to green certification and fitness amenities, but scores low across social, mental, economic, and civic domains where substantive wellness programming is absent. The project is best characterized as high-end real estate with implied well-being rather than an intentional wellness community.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partially — sustainability and quality of life are intentional but not framed as wellness. Scalable: Not applicable — this is a single 11-unit boutique building. Focused: Not focused on wellness; focused on luxury/exclusivity. Contextual: Yes — responds to the Bela Vista neighborhood character. Activated: No evidence of active wellness programming or community activation. Respectful: Limited evidence — dialogues with...

KEY AMENITIES & EXPERIENCES

Rooftop pool, rooftop bar, lounge externo with fireplace, espaço fitness, espaço kids, salão de festas with kitchen, bicicletário with maintenance area, decorated hall, 24/7 security, central package delivery, backup generator, electric vehicle charging ready, heated bathroom floors, fireplace in unit, BBQ area



WELLNESS FORWARD

AFRICA

Silva Gigiri

Nairobi, Kenya

Developer: Silva Gigiri Limited (founded by Mohamed Bishar of Season Global)

Scale: 185 units total (83 for private sale): studios, 1-bed, 2-bed, and 3 penthouses. Valued at over KSh 2 billion.

Status: Under construction / pre-launch (launched March 2026)

<https://www.silva.co.ke/>

SUMMARY

Silva Gigiri is a luxury branded residential development in Nairobi's diplomatic Gigiri neighborhood, positioned as an "internationally branded residential sanctuary" with hotel-style management. The project offers 185 units across studios to penthouses, with amenities including a spa, gym, heated pool, jogging track, and on-site dining. It targets UN staff, expatriates, and high-net-worth individuals, with marketing language emphasizing wellness, nature, and intentional living.

WELLNESS POSITIONING

Moderately explicit wellness branding. The homepage uses phrases like "wellness-focused living," "from wellness to movement," and "intentional living." The site mentions "wellness sanctuary" and a spa/wellness service. However, wellness is used more as lifestyle marketing than as a structured programming framework. The wellness positioning is aspirational and aesthetic rather...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website lists amenities like a cafe/business center described as "a place where warmth and connection build seamlessly," and mentions a restaurant and lounge spaces. However, there is no evidence...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website uses evocative language about "stillness," "quiet elegance," and spaces designed "not to impress, but to be remembered." There are references to botanical/seasonal gardens and...

Economic

Affordability, complete community, life-cycle value, local economy

The project is KSh 2 billion valued with only 83 units for sale (others hotel-style), targeting high-net-worth and expatriate buyers. External coverage notes 300 construction jobs and 300+ permanent...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The project includes a gym/fitness center, heated swimming pool, 300-metre jogging track, and spa/wellness services per the search findings. External coverage mentions EV charging and bike-friendly...

Environmental

Materials, natural systems, mobility systems, resilience

The project emphasizes green space integration, natural ventilation, "architecture meets forest" design, and proximity to Karura Forest. External coverage notes sustainability and environmental...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making processes, or civic engagement programming on the website. The launch was attended by government officials (Health CS Aden...

OVERALL RATIONALE

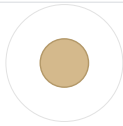
Silva Gigiri is primarily a luxury residential development with wellness-adjacent amenities (spa, gym, pool, jogging track) and wellness-themed marketing language. It is not designed as a wellness community under the WCREI framework — there is no structured wellness programming, no green building certifications, no community governance, no food/nutrition systems, and no intergenerational or affordability considerations. The wellness positioning is aspirational branding rather than substantive design. It scores low on civic (no resident governance), environmental (no certifications or detailed sustainability),...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Some intentional design language around "intentional living" and curated spaces, but lacks depth. Scalable: No evidence of scaling wellness concepts. Focused: Focused on luxury hospitality-style living, not wellness per se. Contextual: Well-placed in Gigiri's diplomatic zone near UN and Karura Forest. Activated: Amenities are listed but no evidence of active programming or community activation. Respectful: No evidence of...

KEY AMENITIES & EXPERIENCES

24-hour front desk, heated swimming pool, gym & fitness center, spa and wellness services, jogging track, open green spaces, on-site restaurant, cafe & business center, concierge services, laundry/dry cleaning, EV charging, bike-friendly infrastructure, botanical/seasonal gardens, putting green



WELLNESS FORWARD

MIDDLE EAST -NORTH AFRICA

Six Senses Residences Dubai Marina

Dubai, UAE

Developer: Select Group (with Six Senses branding)

Scale: 122 stories, 251 residences, 61,250 sq.ft of amenities across 4 amenity levels

Status: under construction

<https://www.select-group.ae/developments/six-senses-residences-dubai-marina>

SUMMARY

Six Senses Residences Dubai Marina is a 122-story ultra-luxury branded residential tower by Select Group, set to be the tallest residential tower in the world. It features 251 residences ranging from 2-5 bedrooms (1,977–14,102 sq.ft) with completion scheduled for 2028. The project is positioned as Six Senses' first standalone branded residential development, emphasizing wellness, longevity, and human connection through extensive amenity programming.

WELLNESS POSITIONING

Strongly wellness-branded through the Six Senses hotel brand partnership. The website explicitly references wellness, longevity, and human connection as core design principles. Amenities are themed around wellness concepts (Balance, Longevity, Horizon, Connectivity). However, the wellness positioning is primarily luxury/lifestyle-oriented rather than community-based wellness...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions a residents lounge, library & study area, games room, indoor & outdoor cinema, and communal dining areas across amenity levels, supporting socialization. However, there is no...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website references 'delight & enjoyment' through beautiful design language and a sunrise yoga deck, crystal sound healing room, and relaxation lounges. However, there is no mention of lifelong...

Economic

Affordability, complete community, life-cycle value, local economy

The project is ultra-luxury with no indication of diverse housing price points, affordability, or live/work options. The website provides no information about local employment, reinvestment, or...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The project features extensive physical wellness amenities: hydrotherapy pools, jacuzzi, infrared/Finnish/bio saunas, salt room, ice baths, cardio/strength/functional gymnasiums, a 25m lap pool, and...

Environmental

Materials, natural systems, mobility systems, resilience

The website mentions that residences are 'meticulously designed to promote sustainability' and references full-height double-glazed windows. However, there is no mention of biophilic design, waste...

Civic

Sense of ownership, collaboration, integration

There is no mention of resident governance structures, engagement in decision-making, stakeholder partnerships, or integration with local authorities. The project is a gated luxury tower with no...

OVERALL RATIONALE

Six Senses Residences Dubai Marina is a luxury wellness-branded residential tower that excels in physical wellness amenities (spa, longevity clinic, fitness) but falls short as a wellness community under the WCREI framework. It is a single high-rise tower focused on private, individual wellness consumption rather than community-based wellness programming. Social, environmental, economic, and civic dimensions are minimally addressed. The project scores well on individual physical and mental wellness amenities but lacks the community-oriented, inclusive, and programmatically activated elements that define a true...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is intentionally integrated into design and amenity naming. Scalable: No — single tower limits scalability. Focused: Partially — focused on luxury individual wellness rather than community wellness. Contextual: Limited — located in Dubai Marina but no clear contextual integration beyond location. Activated: No — wellness is amenity-based, not programmatically activated. Respectful: Unclear — no evidence of...

KEY AMENITIES & EXPERIENCES

Longevity Clinic, cryo and hyperbaric treatment rooms, crystal sound healing room, hydrotherapy pools, infrared/Finnish/bio saunas, salt room, ice baths, 25m lap pool, sunrise yoga deck, cardio/strength/functional gymnasiums, indoor & outdoor cinema, residents lounge, library & study area, games room, communal dining areas, infinity pool with sundeck, wine lounge, 24/7...



WELLNESS FORWARD

AFRICA



Steyn City

Johannesburg, South Africa

Developer: Douw Steyn (Steyn City Properties) — late South African insurance magnate

Scale: 2,000 acres (800+ hectares), up to 10,000 residents, 200,000 indigenous trees planted

Status: Operating / expanding (launched 2015, ongoing development phases)

<https://www.steyncity.co.za/experiences>

SUMMARY

Steyn City is a 2,000-acre master-planned lifestyle estate in northern Johannesburg, envisioned by late insurance magnate Douw Steyn as a "city within a city." It integrates luxury residential living with world-class amenities including a Jack Nicklaus-designed golf course, 300m lagoon, schools, medical facilities, and a boutique hotel. The estate prioritizes parkland (50% of land), people over cars, and community living, acknowledged by New World Wealth as one of the top 10 residential lifestyle estates globally.

WELLNESS POSITIONING

Moderately wellness-branded. The website emphasizes "enrich the well-being of its residents," "lifestyle estate," and "people-centred blueprint for the design of the cities of the future." However, wellness is framed as lifestyle/luxury rather than a holistic wellness framework — no explicit wellness programming, certifications, or structured health initiatives are mentioned.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The estate features numerous gathering spaces including the Clubhouse (19th hole), Lagoon Precinct with restaurant/bar, braai pods, beach volleyball, basketball courts, and community events like golf...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The estate emphasizes beauty and "extraordinary" living with biophilic parkland setting and luxury amenities. However, there is no evidence of structured lifelong learning, affinity groups,...

Economic

Affordability, complete community, life-cycle value, local economy

The website mentions a range of housing from R1.65m apartments to R50m+ stand-alone homes, suggesting some price diversity. However, the overall tone is luxury-focused with no mention of...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong movement infrastructure with 42km mountain bike track, 15km pedestrian walkways, 100km jogging tracks, gym, spa, golf academy, and sports courts (padel, pickleball, basketball). However, no...

Environmental

Materials, natural systems, mobility systems, resilience

Strong natural systems focus: 50% of estate is indigenous parkland, 200,000+ trees planted (1 million planned), runoff managed into a 300m lagoon. The website states cities should "prioritise people..."

Civic

Sense of ownership, collaboration, integration

The website mentions the estate is "governed by a board" and backed by shareholders, but there is no evidence of resident governance structures, community decision-making participation, or...

OVERALL RATIONALE

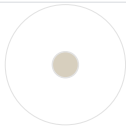
Steyn City is fundamentally a luxury lifestyle estate, not a wellness community. It scores moderately well on physical (extensive sports/recreation infrastructure) and environmental (parkland, trees, natural systems) domains due to its master-planned design. However, it lacks structured wellness programming across mental, social, economic, and civic domains. The wellness language is aspirational lifestyle marketing rather than evidence-based programming. It's a high-end gated community with excellent amenities but minimal holistic wellness orientation.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — master-planned with clear vision from Douw Steyn. Scalable: Yes — phased development across 2,000 acres with capacity for 10,000 residents. Focused: Partially — focused on luxury lifestyle but not wellness specifically. Contextual: Moderate — acknowledges local communities (Diepsloot, Cosmo City) in job creation and road infrastructure. Activated: Yes — amenities are active and operational with ongoing investments...

KEY AMENITIES & EXPERIENCES

Jack Nicklaus 18-hole championship golf course, 300m lagoon with watersports, golf academy, gym & spa, padel courts, pickleball courts, basketball courts, beach volleyball, lawn bowls, skate park, equestrian centre, 42km MTB track, 15km walkways, 100km jogging tracks, Clubhouse, Steyn City Hotel by Saxon, primary & high schools, convenience shopping centres, outdoor swimming...



WELLNESS FORWARD

MIDDLE EAST - NORTH AFRICA

Swan Lake Residence New Cairo

Mohamed Naguib Axis, Egypt

Developer: Hassan Allam Properties (HAP)

Scale: 450 Fedan (approx. 470 acres / 190 hectares), includes The Iris Apartments (93,487 sqm) and Selina Villas (34 sqm parcels)

Status: Operating (delivery date 2022)

<https://swanlakeresidence.com/>

SUMMARY

Swan Lake Residence is a 450-feddan closed residential compound in New Cairo developed by Hassan Allam Properties, featuring villas (Selina), apartments (The Iris), and a commercial promenade with office spaces. The project markets itself as an ultra-premium lifestyle destination with lush landscaping, located near Cairo International Airport and major landmarks. It includes amenities such as a health club, spa, sports club, jogging tracks, and water features. The project has no explicit wellness branding or...

WELLNESS POSITIONING

No explicit wellness branding. The project is marketed as a luxury residential compound with lifestyle amenities (health club, spa, sports facilities) but does not position itself as a wellness community. Wellness elements are ancillary to the luxury real estate proposition.

WCRI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project includes a sports club, outdoor seating areas, playing areas, and a shopping center which provide some socialization opportunities. However, there is no evidence of arts/performance...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

No evidence of lifelong learning programs, contemplative spaces, spirituality programming, or affinity groups. The "ultra-premium lifestyle" marketing and "niche settings that spread across lush..."

Economic

Affordability, complete community, life-cycle value, local economy

The project includes a commercial area and shopping center, providing some local economy support. However, it is marketed as "ultra-premium," suggesting no affordable housing options or diverse price...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Features include a health club and spa, jogging track, outdoor fitness areas, and lawn areas — addressing basic movement/physical activity needs. However, there is no mention of walkable/bikeable...

Environmental

Materials, natural systems, mobility systems, resilience

The project mentions "lush landscapes," "water features," and "lawn areas" suggesting some green space integration, but there is no mention of biophilic design principles, sustainability...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community engagement in decision-making, or partnerships with local authorities. The project is a private closed community managed by the developer with...

OVERALL RATIONALE

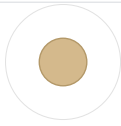
Swan Lake Residence is a conventional luxury residential compound that includes some health and fitness amenities (gym, spa, sports club, jogging track) as lifestyle perks for affluent residents. It does not demonstrate intentional design as a wellness community. There is no holistic wellness programming across social, mental, environmental, economic, or civic domains. The project scores low because it touches physical wellness tangentially through recreational amenities but lacks any substantive, intentional, or comprehensive wellness community framework.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Not wellness-intentional — wellness amenities are incidental luxury features. Scalable: No evidence. Focused: No wellness focus. Contextual: Located in New Cairo's developing east side near major institutions. Activated: Amenities exist but no evidence of active programming. Respectful: No evidence of community stakeholder engagement or respectful design principles.

KEY AMENITIES & EXPERIENCES

Health Club and Spa, Sports Club, Jogging Track, Outdoor Fitness Areas, Outdoor Seating Areas, Playing Areas, Lawn Areas, Water Features, Shopping Center, Commercial Office Spaces



WELLNESS FORWARD

ASIA - PACIFIC

Swan Lake Residences Khao Yai

Tambon Pong TaLong, Thailand

Developer: Valanti Group Co., Ltd. (originally by Elysian Development; family: Udomkunnatum)

Scale: 27 acres (68-3-15 rai), 282 units across 4 buildings (4-7 floors), 1-4 bedroom units plus penthouses

Status: Operating (completed 2018-2019)

<https://www.swanlakeresidences.com/>

SUMMARY

Swan Lake Residences Khao Yai is a low-rise luxury condominium development on 27 acres adjacent to Khao Yai National Park, a UNESCO World Heritage site. The project emphasizes nature restoration — the developer planted over 40,000 trees since 1997 and created 7 lakes on formerly neglected farmland. It markets itself as a "luxurious sanctuary" where "wellness flourishes when sustainability enables nature to thrive," positioning nature connection as central to resident wellbeing. The project won Best Green...

WELLNESS POSITIONING

Moderately explicit. The website uses the tagline "Wellness flourishes when sustainability enables nature to thrive" and positions the project as a sanctuary focused on nature restoration and biodiversity. However, wellness is framed primarily through environmental/nature connection rather than holistic programming (no mention of healthcare, nutrition, fitness programs, or...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions a clubhouse, children's playground, and privileges at The InterContinental Khao Yai Resort as gathering spaces. Floating pools on the lake and bicycle/jogging tracks provide...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The project's nature setting, lake, and "tranquil water reservoir" provide delight, enjoyment, and contemplative spaces. The website describes residents finding "solace amidst the soothing waters."...

Economic

Affordability, complete community, life-cycle value, local economy

The website provides no information on affordability, diverse housing price points, local employment, or economic impact. Units are luxury-priced (8-28+ million THB), suggesting limited economic...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Bicycle and jogging tracks, fully equipped indoor gym, and floating pools support physical movement. However, there is no mention of food/nutrition programming, on-site farms, farmers' markets,...

Environmental

Materials, natural systems, mobility systems, resilience

Strong environmental credentials: 40,000+ trees planted since 1997 restoring biodiversity, 7 lakes created, 4 waterfalls, 10,000 sandstone boulders, 500+ sal trees, and a 4km tree tunnel. The project...

Civic

Sense of ownership, collaboration, integration

No mention of resident governance structures, community decision-making, stakeholder engagement, or partnerships with local authorities. The project appears developer-managed with no visible civic...

OVERALL RATIONALE

Swan Lake Residences is fundamentally a nature-forward luxury condominium with strong environmental stewardship (tree planting, lake creation, biodiversity restoration) that earns it a solid Environmental score and moderate Mental score through its contemplative natural setting. However, it lacks intentional wellness programming across most WCREI domains — no healthcare, no organized social/cultural programming, no nutrition focus, no civic engagement, and minimal economic inclusion. It is best characterized as a wellness-adjacent real estate project rather than a purpose-built wellness community. Its wellness...

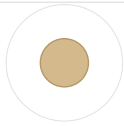
AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partially — nature restoration was intentional (40,000+ trees planted), but holistic wellness programming is absent.

Scalable: Not addressed — no discussion of replicability or phased growth. Focused: Yes — focused on nature/nature restoration as the core wellness proposition. Contextual: Strong — deeply integrated with Khao Yai National Park's UNESCO heritage setting and local ecosystem. Activated: Weak — limited evidence...

KEY AMENITIES & EXPERIENCES

Natural parks and lakes, bicycle and jogging tracks, floating pools on the lake, fully equipped indoor gym, clubhouse, children's playground, sauna, steam room, jacuzzi, restaurant, EV charger, 24-hour CCTV security, privileges at InterContinental Khao Yai Resort, 4km tree tunnel



WELLNESS FORWARD

ASIA - PACIFIC

Tavan Jargal Resort

Ulaanbaatar , Mongolia

Developer: Alberto Apostoli Studio (Architectural/Design Firm - "Wellness Creators"); actual developer/operator not specified on...

Scale: 27 villas (4 typologies), 3 dining options, outdoor park/landscape; exact acreage not specified

Status: Under construction

<https://albertoapostoli.com/portfolio/progetti-guarda-i-progetti/tavan-jargal-resort/>

SUMMARY

Tavan Jargal Resort is a wellness resort project located 40 km from Ulaanbaatar, Mongolia, designed by Alberto Apostoli Studio, an Italian architecture firm specializing in "wellness architecture." The project comprises 27 villas of four typologies, three dining options including a traditional Mongolian ger restaurant, and extensive outdoor parkland with activities integrated into the natural landscape. It was developed according to the UN 2030 Sustainable Development Goals.

WELLNESS POSITIONING

Explicitly wellness-branded — the architect (Alberto Apostoli) brands his firm as "Wellness Creators" with a "Total Wellness" approach and "Manifesto dell'Architettura del Benessere" (Wellness Architecture Manifesto). However, the project page itself is brief and lacks detailed wellness programming specifics.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The project mentions outdoor spaces for activities and three dining options which suggest social gathering, but the website provides minimal detail on socialization programming, community networks,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website mentions harmony between architecture and landscape and beautiful natural settings, suggesting delight and enjoyment. However, there is no mention of lifelong learning, belonging,...

Economic

Affordability, complete community, life-cycle value, local economy

No information on the website about affordability, diverse price points, local employment, or economic impact. The project appears to be a luxury resort with no indication of diverse housing or...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The project integrates with the landscape and mentions outdoor activities and extensive parkland. However, no specific details are provided about walkability, fitness programming, food & nutrition...

Environmental

Materials, natural systems, mobility systems, resilience

The project was developed according to UN 2030 Sustainable Development Goals and integrates architecture with the natural landscape. The architect's "Total Wellness" approach claims to create...

Civic

Sense of ownership, collaboration, integration

No information on the website about resident governance, community participation, stakeholder engagement, or partnerships with local authorities. The project is presented purely as an...

OVERALL RATIONALE

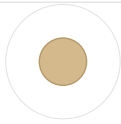
Tavan Jargal Resort is designed by a wellness-focused architecture firm and is explicitly branded around wellness principles, with integration into natural landscape and alignment with UN Sustainable Development Goals. However, the project page is thin on content — it lacks detailed information about wellness programming, community engagement, social infrastructure, economic models, or civic participation. It reads more as a conventional luxury resort with wellness as an architectural philosophy rather than a fully realized wellness community with substantive programming across all WCREI domains.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness is the core design philosophy per the architect's "Total Wellness" manifesto. Scalable: Unclear — 27 villas is a relatively small scale. Focused: Yes — wellness resort is a focused concept. Contextual: Yes — integrates with Mongolian landscape and includes traditional ger restaurant. Activated: Partially — outdoor spaces and activities mentioned but not detailed. Respectful: Yes — UN SDG alignment and...

KEY AMENITIES & EXPERIENCES

27 residential villas (4 typologies), 3 dining options including traditional Mongolian ger restaurant, outdoor park with activities, landscape integration, MEP/structural/interior design by Alberto Apostoli Studio



WELLNESS FORWARD

NORTH AMERICA

The Estate Hotels & Residences (St. Kitts)

Various , ST. KITTS & US

Developer: SBE (Sam Nazarian), in partnership with Tony Robbins, Marc Anthony, and Richard Attias; operated with Fountain Life...

Scale: Part of a planned global portfolio of 15 hotels & residences and 10 urban longevity centers by 2030. The St. Kitts location is a repositioning of the Kittitian Hill property.

Status: Planned / Pre-construction (construction expected to begin 2025, opening 2026)

<https://www.sbe.com/hotels/the-estate/>

SUMMARY

The Estate is a new luxury hospitality brand by SBE, co-founded with Tony Robbins, combining high-end resort living with integrated preventative medicine and AI-driven longevity diagnostics. The first property at St. Kitts' Kittitian Hill will debut in 2026, with residential sales opening Q3 2025. The brand positions itself as the world's largest ecosystem of preventative medicine and longevity, partnering with Fountain Life and Clinique La Prairie for medical programming. It emphasizes personalized nutrition via...

WELLNESS POSITIONING

Explicitly wellness-branded — the entire brand is centered on longevity, preventative medicine, and AI-driven health diagnostics. It is not a conventional resort adding a spa; wellness and medical programming are core to the brand identity.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions no specific socialization, community gathering, or cultural programming. The brand focuses on individual health optimization rather than community building or social...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The brand emphasizes "enjoying life's pleasures" alongside health and mentions creating spaces that are "not only medically advanced but also cater to lifestyle enjoyment." No evidence of lifelong...

Economic

Affordability, complete community, life-cycle value, local economy

This is an ultra-luxury brand targeting high-net-worth individuals with no mention of affordability, diverse price points, or local economic integration beyond the SBE Foundation's charitable...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong on personalized nutrition via Michelin-starred chefs (The Estate Diet), fitness programs curated by experts, and smart health technology in residences. However, no mention of walkability,...

Environmental

Materials, natural systems, mobility systems, resilience

The website contains no mention of sustainability, green building certifications (LEED, WELL, Fitwel), biophilic design, waste reduction, or environmental resilience. No environmental positioning...

Civic

Sense of ownership, collaboration, integration

No resident governance, community engagement, or stakeholder participation described. The SBE Foundation's charitable partnership to provide diagnostics to underprivileged communities is the only...

OVERALL RATIONALE

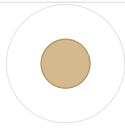
The Estate is explicitly wellness-branded but narrowly so — it is fundamentally a luxury medical/longevity resort concept, not a wellness community. It scores well in physical health (personalized nutrition, diagnostics, fitness) but lacks virtually all content on social, environmental, economic, and civic dimensions. The website is a single press page with minimal detail on actual community programming, design, or operations.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness/longevity is core to the brand mission. Scalable: Yes — 15 hotels and 10 centers planned globally by 2030. Focused: Yes — tightly focused on preventative medicine and longevity. Contextual: Low — no evidence of deep integration with St. Kitts' local context or culture. Activated: Too early to assess — not yet built. Respectful: Unclear — charity element exists but no broader community engagement described.

KEY AMENITIES & EXPERIENCES

Fountain Life preventative medicine diagnostics, Clinique La Prairie longevity therapies, AI-driven health monitoring, personalized nutrition by Michelin-starred chefs, curated fitness programs, smart wellness technology in residences, luxury spa, branded residences with wellness kitchens



WELLNESS FORWARD

ASIA - PACIFIC

The Forestias

Bangkok, THAILAND

Developer: MQDC (Magnolia Quality Development Corporation)

Scale: 398 rai (approximately 63 hectares / 157 acres); portfolio includes Whizdom (3 high-rises), Mulberry, Aspen Tree, Signature Series, and Six Senses Residences

Status: Operating (first construction started October 2017, expected completion June 2027 per site disclaimer; some phases...

<https://mqdc.com/theforestias>

SUMMARY

The Forestias is a 398-rai master-planned community in Bangkok developed by MQDC, branded around forest conservation and well-being. Over 50% of the landscape is planned as forest and green space, divided into deep forest, resident forest, and event lawn zones. The development offers multiple residential brands targeting different lifestyles (Whizdom, Mulberry, Aspen Tree, Signature Series, Six Senses Residences) with amenities including community centers, walking trails, skywalks, and a forest ecosystem learning...

WELLNESS POSITIONING

Explicitly wellness-branded — the project name itself evokes nature and the tagline "Imagine a land of everlasting happiness amidst a vast beautiful forest" positions it as a wellness destination. MQDC's Instagram handle is "@mqdcforallwellbeing." The entire marketing narrative centers on forest, happiness, and well-being.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions community centers, family centers, and an event lawn for eco-educational activities, suggesting spaces for socialization. However, specific programming details, cultural...



Physical

Movement, food & nutrition, aging & intergenerational living, technology

Walking trails and skywalks are mentioned, supporting movement. Blog content references clean air quality and PM2.5 filtration, and one post discusses "holistic lifetime care in an aging society..."



Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The forest ecosystem learning center (Forest Pavilion) offers lifelong learning opportunities for students and the public. The "happiness" branding and beautiful natural setting suggest...



Environmental

Materials, natural systems, mobility systems, resilience

Over 50% of the landscape is forest and green space — the core environmental proposition. The site describes deep forest (3.75 rai), resident forest, and event lawn as distinct ecosystem zones. Blog...



Economic

Affordability, complete community, life-cycle value, local economy

The website mentions a portfolio of brands (Whizdom, Mulberry, Aspen Tree, Signature Series, Six Senses) suggesting different price points, but provides no pricing, affordability details, or local...



Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, stakeholder engagement in decision-making, or partnerships with local authorities on the website. The project is presented as a top-down...



OVERALL RATIONALE

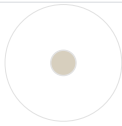
The Forestias is explicitly wellness-branded with a strong environmental and natural systems focus (forest covering 50%+ of land), but the website is thin on substantive programming details. It functions more as a high-end real estate marketing site than a wellness community platform. Environmental domain is strongest; civic and economic domains are largely absent. The project has wellness positioning but limited evidence of comprehensive WCREI-aligned programming across all six domains.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — wellness/forest theme is central to brand identity. Scalable: Yes — 398 rai is a large-scale development. Focused: Partially — wellness is the marketing theme but not deeply integrated into programming details visible online. Contextual: Yes — responds to Bangkok urban pollution (PM2.5) with forest solution. Activated: Limited evidence — amenities are described but activation programming is not detailed. Respectful...

KEY AMENITIES & EXPERIENCES

Deep forest (3.75 rai), Forest Pavilion (ecosystem learning center), resident forest, event lawn, community center, family center, walking trails, skywalks connecting buildings, VR viewing experience, PM2.5 air filtration systems



WELLNESS FORWARD

NORTH AMERICA

The Greenwich by Rafael Viñoly

New York City, United States

Developer: Fortress Investment Group, Bizzi & Partners, Bilgili Holding, Douglas Elliman

Development Marketing

Scale: 88-story supertall tower; exact unit count not disclosed on website

Status: Operating

<https://thegreenwichnyc.com/>

SUMMARY

The Greenwich is an 88-story ultra-luxury residential supertall tower designed by Rafael Viñoly at 125 Greenwich Street in Manhattan's Financial District. The building features sky-high amenities across the top three floors (Levels 86-88) including a 50-foot indoor saltwater lap pool, sauna, steam room, massage rooms, fitness center, yoga/pilates studio, screening room, private dining room, and resident lounge. Interiors are by MAWD with seamless curved full-height floor-to-ceiling curtain walls. The project is...

WELLNESS POSITIONING

Not wellness-branded. The site uses luxury real estate language ("elevated perspective," "masterful design," "cosmopolitan lifestyle") rather than wellness terminology. Amenities include wellness-adjacent features (pool, sauna, fitness center) but they are presented as luxury conveniences, not part of an integrated wellness philosophy.

WCRI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The building offers a multifunctional lounge on Level 16 with plush seating and private call areas, plus a resident lounge on Level 88 designed for "rejuvenation." However, there is no mention of...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The website emphasizes beautiful architectural design by Rafael Viñoly and sophisticated interiors, which contribute to delight and enjoyment. A resident lounge is described as a "quiet space..."

Economic

Affordability, complete community, life-cycle value, local economy

This is an ultra-luxury supertall tower with no indication of diverse housing price points, affordability measures, or economic accessibility. The website does not mention live/work options, local...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The top three floors host a 50-foot indoor saltwater lap pool, sauna, steam room, massage rooms, fitness center, and yoga/pilates studio. The neighborhood page lists nearby dining destinations and a...

Environmental

Materials, natural systems, mobility systems, resilience

The building features curved full-height floor-to-ceiling curtain walls and is described as "designed from the inside-out to ensure the most intelligent use of space." However, the website contains...

Civic

Sense of ownership, collaboration, integration

There is no evidence of resident governance structures, community decision-making processes, stakeholder engagement, or partnerships with local authorities. The project is a privately developed...

OVERALL RATIONALE

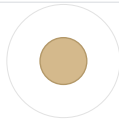
The Greenwich is a conventional ultra-luxury residential tower that includes some wellness-adjacent amenities (pool, sauna, fitness center) but is not designed as a wellness community. It scores primarily on its physical amenities and high-end design quality. The project lacks any intentional wellness programming across the WCRI domains, has no sustainability certifications or environmental commitments visible, no community/civic engagement, no affordability or economic inclusion, and no mental wellness programming. It is a luxury real estate product, not a wellness community.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Low - wellness is incidental, not a design driver. Scalable: Not applicable. Focused: Not wellness-focused at all - luxury-focused. Contextual: Moderate - leverages its Downtown Manhattan location and neighborhood amenities. Activated: Low - no community programming or activation described. Respectful: Unknown - no information on community engagement or local partnerships.

KEY AMENITIES & EXPERIENCES

50-foot indoor saltwater lap pool, sauna, steam room, massage rooms, fitness center, yoga & pilates studio, private screening room, private dining/meeting room, resident lounge, multifunctional lounge with private call areas, triple-height lobby with custom chandelier



WELLNESS FORWARD

NORTH AMERICA

The Havens

Bonsall , United States

Developer: Corman Leigh Companies, in partnership with Bonsall Oaks, LLC; named after Terri and John Havens (founders of Cal-a-Vie...

Scale: 164 residences across 4 gated neighborhoods on ~400 acres (250 acres open space), with 59 homes in Provence (Phase 1)

Status: Operating (Phase 1 Provence sold out, Phase 2 underway)

<https://www.thehavensbonsall.com/>

SUMMARY

The Havens is a European-inspired, resort-style, wellness-focused gated community in Bonsall, California, developed by Corman Leigh Companies in partnership with Bonsall Oaks, LLC. Named after founders of the nearby Cal-a-Vie Health Spa, the community features 164 all-electric homes across four gated neighborhoods, with amenities including a future aquatic center, tennis, pickleball, hiking trails, Chateau Cal-a-Vie wine tasting, and social membership to The Havens Country Club. The community explicitly brands...

WELLNESS POSITIONING

Explicitly wellness-branded — the website and press releases describe it as a "resort-style, wellness-focused gated community" and "the first of its kind in Southern California." The Havens Life page is titled "Live Your Best Life" and emphasizes outdoor activities, yoga, trails, and open space. The connection to Cal-a-Vie Health Spa (a renowned wellness retreat) reinforces...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The community offers a clubhouse, outdoor patio with firepit, future Chateau Cal-a-Vie wine tasting and event center, and social membership to The Havens Country Club with a 39,000 sq ft clubhouse,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The community emphasizes scenic beauty with canyon and sunset views, and open-air yoga. The Cal-a-Vie wine tasting center and country club provide some social/contemplative spaces. However, there is...

Economic

Affordability, complete community, life-cycle value, local economy

Homes start at \$1,089,000 with HOA dues estimated at \$430/month — clearly a luxury market with no affordable housing component. There is no mention of diverse price points, live/work options, local...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Amenities include hiking trails, 260 acres of open space, open-air yoga sessions, a future aquatic center with pool/jacuzzi/fitness room, tennis, pickleball, and a fitness center. Homes are...

Environmental

Materials, natural systems, mobility systems, resilience

Homes are all-electric and the community preserves 250 acres of open space. However, the website makes no mention of green building certifications (LEED, WELL, Fitwel), biophilic design principles,...

Civic

Sense of ownership, collaboration, integration

The website contains no mention of resident governance structures, community decision-making processes, or partnerships with local authorities. This is a private gated community with no visible civic...

OVERALL RATIONALE

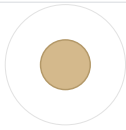
The Havens is a conventional luxury gated community that uses wellness branding explicitly — it is marketed as a wellness-focused community and leverages the nearby Cal-a-Vie Health Spa connection. However, the wellness programming is largely amenity-based (trails, yoga, pool, tennis) rather than reflecting a holistic wellness community framework. It scores well on physical wellness amenities and moderately on social amenities through the country club, but is weak on environmental sustainability, economic inclusivity, mental wellness programming, and civic engagement. The project is more accurately described as...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Moderately intentional — wellness is part of the branding and amenity set, tied to the Cal-a-Vie spa heritage. Scalable: Unclear — only 164 homes planned. Focused: Partially focused — wellness is a theme but not a comprehensive operational framework. Contextual: Well contextualized to the Bonsall hills setting and Cal-a-Vie regional wellness identity. Activated: Limited evidence of activation beyond standard amenity...

KEY AMENITIES & EXPERIENCES

Hiking trails, 260 acres open space, open-air yoga, Chateau Cal-a-Vie wine tasting and event center, future aquatic center (pool, jacuzzi, fitness room), tennis courts, pickleball, fitness center, private gated streets, The Havens Country Club (39,000 sq ft clubhouse, golf course, fine dining), outdoor patio with firepit, NEV/EV parking



WELLNESS FORWARD

NORTH AMERICA

The Nest of Humanity®

San José del Cabo, Los Cabos, Mexico

Developer: Not explicitly named on website

Scale: 23,607 m² site area; 10 guest residences plus multigenerational residences (exact unit count not specified)

Status: Planned (inquiry/interest stage based on website)

<https://www.thenestofhumanity.com>

SUMMARY

The Nest of Humanity is a proposed regenerative human living community in San José del Cabo, Los Cabos, Mexico, designed to integrate wellness, ecological regeneration, and social connection. The project envisions a pedestrian-oriented environment with wellness and healing spaces, regenerative agroforestry systems, and multigenerational residences. It positions itself as a "living prototype" for how development can restore landscapes while enhancing human wellbeing.

WELLNESS POSITIONING

Highly explicit — the project brands itself as a "wellness community" and "regenerative living ecosystem" with dedicated sections on "Wellness & Healing Environments" and intergenerational living. Wellness is central to its identity, though the website is relatively new/limited in detail.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions "walkable environments designed to foster social connection, shared experiences" and "intentional community design," but provides no specific details about gathering spaces,...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The project references "mental, physical, and emotional well-being through nature integrated design" and "wellness & healing environments," suggesting contemplative spaces. However, no specifics on...

Economic

Affordability, complete community, life-cycle value, local economy

The website provides almost no economic information — no pricing, affordability tiers, local employment plans, or revenue models. It mentions guest residences (10 units) and investment/partnership...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Pedestrian-oriented design is mentioned, and "regenerative agroforestry systems" suggest food production, but there are no specifics on walkability metrics, fitness amenities, aging-in-place...

Environmental

Materials, natural systems, mobility systems, resilience

Strongest domain — the project explicitly emphasizes "regenerative agroforestry systems," "ecological restoration," and "restored ecological landscapes." The master plan transitions from urban edge...

Civic

Sense of ownership, collaboration, integration

No information about resident governance, community decision-making structures, or partnerships with local authorities. The website is a one-page overview with an inquiry form, with no civic...

OVERALL RATIONALE

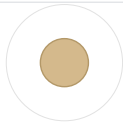
The Nest of Humanity has a strong wellness vision centered on regeneration, ecology, and intergenerational living, but the website provides only high-level conceptual framing with minimal substantive detail across most WCREI domains. Environmental and wellness positioning are clear, but social, physical, economic, and civic programming details are largely absent. The project appears to be in early planning/conceptual stages, which limits assessable evidence.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — explicitly designed as a regenerative ecosystem. Scalable: Unclear — small site (23,607 m²) with no scaling plan mentioned. Focused: Yes — focused on wellness + ecology integration. Contextual: Partially — located in Los Cabos with agroforestry suggesting local ecology consideration. Activated: No evidence of programming or activation yet. Respectful: Stated intent for ecological restoration and community, but no...

KEY AMENITIES & EXPERIENCES

Wellness & Healing Hub, Regenerative Agroforestry Systems, Walkable Community Design, Multigenerational Residences, Guest Residences (10 units), Nature-Integrated Landscapes



WELLNESS FORWARD

LATIN AMERICA - CARIBBEAN

The Residences at Nikki Beach Resort & Spa Antigua

Antigua, Antigua

Developer: The Ayre Group (Ayre Development), operated by Nikki Beach Hospitality Group

Scale: 134 branded residences (studios to 3-bed) plus 7 beachfront villas (4-bed), 82 hotel rooms/suites, approx. 715k sq ft land area, approx. 560k sq ft GFA

Status: Under construction (sales launched 2025, opening expected 2029-2030)

<https://nikkibeachresidencesantigua.com/>

SUMMARY

The Residences at Nikki Beach Resort & Spa Antigua is a \$400M luxury branded resort development on Jolly Beach, Antigua — the brand's first in the Western Hemisphere. It combines 134 turnkey residences and 7 villas with an 82-room hotel, beach club, dining venues, and an 11,000 sq ft Nikki Spa + Fitness Centre. The project is positioned as a high-end lifestyle investment with Citizenship by Investment eligibility.

WELLNESS POSITIONING

Moderately explicit — the project features a dedicated 'Wellness: Holistic Lifestyle' section highlighting the 11,000 sq ft spa, fitness centre, yoga deck, outdoor treatment cabanas, and wellness therapies. Wellness is a prominent amenity but the overall branding is luxury lifestyle rather than wellness-first.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The resort offers a beach club, exclusive Residence Owners' Lounge, signature Escape restaurant, curated events, live music, and candlelit dinners on the beach. A kids' club and teen lounge (The...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The site references 'music, dining, entertainment, fashion, film, and art' coming together and mentions curated events and wellness pop-ups. Nikki Beach's brand is built on celebration and cultural...

Economic

Affordability, complete community, life-cycle value, local economy

The development creates 300 jobs and commits to using local suppliers and Antiguan craftspeople. Residences start at \$1.2M with villas from \$5.5M — ultra-luxury pricing with no affordable housing...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The 11,000 sq ft Nikki Spa + Fitness Centre includes HIIT, Sculp, yoga, red-light therapy, hyperbaric oxygen, IV treatments, sauna, steam and snow rooms. Outdoor treatment cabanas and a yoga deck are...

Environmental

Materials, natural systems, mobility systems, resilience

The Ayre Group FAQ mentions 'pursuit of relevant LEED standards,' integration of buildings into site topography, maximisation of solar energy, retention/transplanting of native trees, and use of...

Civic

Sense of ownership, collaboration, integration

The project is partnering with the Antiguan government for the Citizenship by Investment Program and beach vendor relocation. The Ayre Group FAQ mentions a shared facility/service fee structure with...

OVERALL RATIONALE

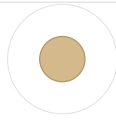
This is fundamentally a luxury branded resort real estate project that incorporates wellness as a premium amenity rather than a core community design principle. While the 11,000 sq ft spa and fitness centre is substantial, and the project touches on some social and environmental themes, it lacks the holistic, intentional wellness community programming across all six WCREI domains. The website is also relatively thin on detailed content for many categories.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partially — wellness is an intentional amenity but not the overarching design framework. Scalable: The resort model is replicable (Nikki Beach has global locations). Focused: Focused on luxury lifestyle, not specifically wellness. Contextual: References Antiguan culture, local materials, and landscape integration. Activated: Limited evidence of community activation programming. Respectful: Claims to retain native...

KEY AMENITIES & EXPERIENCES

11,000 sq ft Nikki Spa + Fitness Centre, beach club, Escape restaurant, Café Nikki, residence owners' lounge, kids' club, teen lounge (The Reef), outdoor treatment cabanas, yoga deck, salon, water sports, multiple pool decks, aquatic center, boat tender docking, smart home technology



WELLNESS FORWARD

EUROPE

Torvec Longer Life Club (The Green Man Hotel at The Odeleite River Valley Eco Centre)

Foz de Odeleite, Portugal

Developer: Peter Hall, CEO of Torvec / The Green Man Hotel-LLC

Scale: Not specified on website; described as a river valley eco-centre with hotel apartments, lodges, and plots

Status: Planned — seeking investors and JV partners, no evidence of built infrastructure

<https://tinyurl.com/fknthcvs> <https://torvec.org/index.html> <https://torvec.org/page3.html>

SUMMARY

Torvec's Longer Life Club (The Green Man Hotel at The Odeleite River Valley Eco Centre) is a proposed wellness resort and eco-village in the Odeleite River valley in southern Portugal. The project emphasizes sustainable construction (hemp-lime), regenerative permaculture, organic food production, and renewable energy. It aims to extend life expectancy through a Mediterranean-style diet, natural surroundings, and Blue Zone-inspired lifestyle. The project is actively seeking equity investors and JV partners with...

WELLNESS POSITIONING

Explicitly wellness-branded — the project is called "Longer Life Club" and brands itself around health, wellness, longevity, Blue Zone living, and extending life expectancy. However, the website presents more as an investment pitch than a substantively programmed wellness community.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions indoor and outdoor leisure facilities, a free coffee and tapas bar open all day, a cinema/video room, and a community centre. However, there is no detail on programming for...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

Mentions yoga retreats, fitness/nutrition/life coaching retreat weeks, and craft workshops (pottery, ceramics, painting, basket weaving). References Blue Zone living and "escape negativity." However,...

Economic

Affordability, complete community, life-cycle value, local economy

The project emphasizes affordability and offers "free living for life" for VIP shareholders. Investment options range from €250k to €1m. However, there is no detail on diverse housing price points,...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Strong on food/nutrition with an organic permaculture farm supplying up to 90% of fruit and vegetables, probiotic/fermented foods, supervised fasting and weight loss programs. Includes gym, heated...

Environmental

Materials, natural systems, mobility systems, resilience

Strong environmental positioning: hemp-lime construction with negative carbon footprint, off-grid solar and wind energy, bio-digester sewage treatment, reed bed wastewater recycling, rainwater...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance, community decision-making structures, or partnerships with local authorities. The project is entirely investor-driven with JV and equity options. The 50% profit...

OVERALL RATIONALE

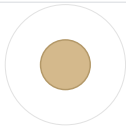
Torvec presents an ambitious wellness vision with strong environmental commitments and some wellness amenities (farm, retreat programs, Blue Zone positioning). However, the project remains at the concept/investment-pitch stage with no built infrastructure, no detailed programming, and no evidence of community governance or civic integration. The website is thin on operational detail across most WCREI domains, reading more as an aspirational vision than an activated wellness community.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — explicitly designed for wellness/longevity. Scalable: Unclear — no master plan or phasing details provided. Focused: Yes — clear wellness/eco/sustainability focus. Contextual: Limited — positioned in the Odeleite river valley but minimal integration with local context described. Activated: No — still seeking investors, no built or operational phase. Respectful: Partially — mentions low-impact construction and...

KEY AMENITIES & EXPERIENCES

Organic permaculture farm, heated swimming pool with glass roof, infra-red saunas, gymnasium, cinema/video rooms, coffee and tapas bar, hair and beauty salon, craft workshops, cookery school, conference centre, business facilities with hard-wired internet, bio-digester sewage treatment, on-site renewable energy (solar/wind), rainwater harvesting



WELLNESS FORWARD

LATIN AMERICA-CARIBBEAN

Vivert Reserva da Mata

Brazil

Developer: Alessandro Rios and Antônio Alberto de Carvalho Júnior (brothers)

Scale: 300 lots on 2 million m² (200 hectares), lots ranging from 1,000–5,000 m²; 400,000 m² preserved Atlantic Forest (RPPN)

Status: operating (lots ready to build)

<https://www.vivert.com.br/>

SUMMARY

Vivert Reserva da Mata is a luxury eco-condominium in southern Minas Gerais, Brazil, built around a lake (Represa do Funil) and 400,000 m² of preserved Atlantic Forest (RPPN). It is Brazil's only nautical condominium with an on-site winery. The project promotes a 'slow living' lifestyle focused on health, nature connection, and purposeful living. It features 300 lots with extensive recreational, sports, and wellness amenities.

WELLNESS POSITIONING

Moderately explicit. The website centers on 'desacelere' (slow down) and 'viver com propósito' (live with purpose), framed as a wellness-oriented lifestyle. It emphasizes nature, health, spirituality, and community but does not use formal wellness certifications (WELL, Fitwel). The concept is inspired by the slow cities movement.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The website mentions community gathering spaces, club facilities, and emphasizes conviviality and connection with family and friends. The 'Sete Caminhos de Reconexão' (Seven Paths of Reconnection)...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The project references spirituality (chapel, self-knowledge activities), art (sculpture garden with works from major artists), and culture as pillars. The 'slow living' philosophy addresses mental...

Economic

Affordability, complete community, life-cycle value, local economy

Large lots (1,000–5,000 m²) and premium amenities (heliport, winery) suggest a high-end, luxury positioning with no evidence of diverse price points or affordability. No information on local...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Amenities include running tracks, swimming areas, official cross triathlon circuit, coworking spaces, organic garden and orchard, and a helipad. The site promotes outdoor activity and sports but...

Environmental

Materials, natural systems, mobility systems, resilience

400,000 m² of preserved Atlantic Forest registered as RPPN (Reserva Particular do Patrimônio Natural), described as the largest private Atlantic Forest reserve in Minas Gerais. The design emphasizes...

Civic

Sense of ownership, collaboration, integration

No evidence on the website of resident governance structures, community decision-making processes, or partnerships with local authorities. The project appears to be a developer-led gated community...

OVERALL RATIONALE

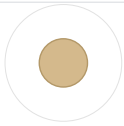
Vivert is a conventional luxury eco-condominium that incorporates wellness-adjacent concepts (slow living, nature connection, spirituality) but lacks the intentional, structured wellness programming and frameworks that define true wellness real estate under WCREI. It scores moderately on environmental (strong nature preservation) and physical (good amenities) but is weak on economic inclusivity, civic engagement, and structured wellness programming across all domains.

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Partially — wellness is framed as a lifestyle ethos but not systematically programmed. Scalable: Unclear — single-site project with no replication model shown. Focused: Yes — centered on nature, slow living, and wine culture. Contextual: Strong — leverages the Atlantic Forest and local Minas Gerais terroir. Activated: The website is thin on evidence of active programming. Respectful: The RPPN designation shows...

KEY AMENITIES & EXPERIENCES

Winery and restaurant, organic garden and orchard, swimming areas, running tracks, cross triathlon circuit, club, helipad, 24-hour security, coworking spaces, sculpture garden, chapel, nautical facilities, trails in Atlantic Forest, sculpture garden, lake access



WELLNESS FORWARD

NORTH AMERICA

Wen Living San José del Cabo

San José del Cabo, MEXICO

Developer: AWEN Developers (<http://awendev.com/>)

Scale: 3 condo collections — Serena (2BR), Vista (2BR), Panorama (4BR); low-density within Club Campestre gated community

Status: Operating (pre-sales/ongoing — "Coming Soon" for restaurant & spa)

<https://wenliving.com/en/>

SUMMARY

Wen Living is a wellness-branded condo community within the Club Campestre San José gated master community in Baja California Sur, Mexico. It offers 2- and 4-bedroom condos with full and partial ownership options, positioned around "eight dimensions of wellness" (emotional, physical, intellectual, social, spiritual, environmental, occupational, financial). The project features spa, restaurant, fitness, yoga, and concierge services, marketed explicitly as a "wellness-centered community" for intentional living.

WELLNESS POSITIONING

Explicitly wellness-branded. The homepage tagline is "Where every moment inspires connection, calm, and well-being" and the About page is structured around "Wellness in Eight Dimensions." The name "Wen" means "love" in Celtic. This is a wellness-first marketing and positioning strategy.

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The site mentions "community of like-minded people," a Library & Lounge as a gathering space, and a pet-friendly zone. The Restaurant & Spa serve as social hubs. However, there is no detailed...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The site addresses emotional, intellectual, spiritual, and social wellness dimensions explicitly. Amenities include a Library & Lounge, mindfulness/yoga zone, and Kloud Spa. The tagline "love living"...

Economic

Affordability, complete community, life-cycle value, local economy

Financial wellness is listed as one of eight dimensions. Full and partial ownership options provide flexibility. However, there is no mention of affordability considerations, diverse price points,...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

Wellness amenities include a relaxation pool, lap pool, fitness facility, yoga/mindfulness zone, and wellness-focused restaurant (Santé). The site references the "eight dimensions of wellness"...

Environmental

Materials, natural systems, mobility systems, resilience

Environmental wellness is listed as one of eight dimensions, and the project is described as "low density" within a golf community. The tagline "live in harmony" appears on the About page. However,...

Civic

Sense of ownership, collaboration, integration

No evidence of resident governance structures, community decision-making processes, partnerships with local authorities, or civic engagement programming. The project operates within the gated Club...

OVERALL RATIONALE

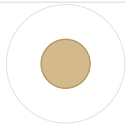
Wen Living is explicitly wellness-branded with a strong marketing narrative around eight dimensions of wellness and intentional living. However, the WCREI framework assesses substantive programming across all six domains, and the website reveals mostly aspirational wellness positioning rather than concrete, structured wellness programming. Social, physical, and mental dimensions have some supporting amenities (spa, restaurant, fitness, yoga, library), but environmental, economic, and civic domains are largely absent from the site content. It is a conventional luxury condo development with wellness as a branding...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Strong — wellness philosophy is central to branding. Scalable: Unclear — appears to be a single condo building/development. Focused: Moderate — wellness theme is clear but programming depth is limited. Contextual: Moderate — located within existing Club Campestre gated community, leveraging golf and beach club. Activated: Weak — mostly aspirational language; limited detail on actual activated programming. Respectful:...

KEY AMENITIES & EXPERIENCES

Relaxation pool & lap pool, Santé Restaurant, Kloud Spa, Mindfulness & Yoga Zone, Fitness Facility, Library & Lounge, Pet-Friendly Zone, Underground Parking, Concierge Services, Housekeeping Services, Golf Cart Shuttle, Room Service, 18-hole Jack Nicklaus Golf Course, Private Beach Club



WELLNESS FORWARD

MIDDLE EAST - NORTH AFRICA

Émerge Residences by Elysian

Dubai, UAE

Developer: Elysian Developments

Scale: 78 boutique homes (1-, 2-, and 3-bedroom apartments); 11 Well-Being Collection units with private pool, sauna, and cold plunge; located in Meydan Avenue, 10 minutes from Downtown...

Status: Under construction (handover Q4 2027)

<https://emergeresidences.com/>

SUMMARY

Émerge Residences is a 78-unit boutique longevity-focused residential development by Elysian Developments in the Meydan Avenue district of Dubai. The project is positioned as 'Dubai's First Longevity-First Living,' anchored by the Elysian Longevity Clubhouse featuring cryotherapy, red light therapy, sauna and cold plunge, and hyperbaric oxygen therapy. Eleven premium Well-Being Collection residences include private pools, saunas, and cold plunges within the units themselves. The development benefits from Meydan...

WELLNESS POSITIONING

Explicitly wellness-branded through the lens of longevity science. The tagline 'Balance, Built Into Life' and the description 'Well-Being has a new address' frame longevity and daily wellness rhythm as the project's central design intent. The Elysian Longevity Clubhouse with its clinical-grade biohacking facilities (hyperbaric oxygen, cryotherapy, red light therapy) goes...

WCREI DOMAIN PROFILE

Social

Socialization, support systems, cultural vitality, play & recreation

The Meydan Avenue neighbourhood context — described as having 'cafés, schools, shaded paths, and wellness venues' — provides ambient social infrastructure within walking distance. Retail spaces...

Mental

Delight & enjoyment, belonging, lifelong learning, spirituality

The architectural language — 'light, silence, and a life in motion,' stone underfoot, open layouts, natural light, and smart systems — reflects intentional biophilic and contemplative design. Private...

Economic

Affordability, complete community, life-cycle value, local economy

Starting at AED 1.6 million, Émerge is priced for upper-middle to affluent buyers in the Dubai market — accessible relative to ultra-luxury branded residences but with no affordable housing...

Physical

Movement, food & nutrition, aging & intergenerational living, technology

The Elysian Longevity Clubhouse is the physical wellness centrepiece: cryotherapy, red light therapy, sauna and cold plunge, and hyperbaric oxygen therapy are clinical-grade biohacking amenities that...

Environmental

Materials, natural systems, mobility systems, resilience

The website does not mention sustainability certifications (LEED, WELL, Fitwel), renewable energy, waste reduction, or green building materials. Meydan Avenue has cycling infrastructure, which lowers...

Civic

Sense of ownership, collaboration, integration

There is no mention of resident governance structures, community decision-making, civic engagement, or partnerships with local authorities. The development is a private boutique building in a...

OVERALL RATIONALE

Émerge Residences is a sincere and forward-thinking entry in the longevity residence category, distinguished by clinical-grade biohacking amenities (hyperbaric oxygen, cryotherapy, red light therapy) that are genuinely rare at the residential scale. Its physical wellness score (7) reflects a credible, evidence-based longevity programming concept. However, at 78 units with no community programming, no environmental commitments, and no civic or economic dimension, it is a wellness-amenity building rather than a WCREI-framework wellness community. Social, environmental, economic, and civic domains are either...

AGAINST THE SIX GUIDING PRINCIPLES

Intentional: Yes — longevity science and daily wellness rhythm are explicit design intent, not marketing decoration. Scalable: No — 78 units is micro-scale; the model is not described as scalable or replicable. Focused: Partially — the focus is on individual longevity and physical wellbeing rather than holistic community wellness across six domains. Contextual: Yes — the Meydan Avenue location is leveraged intelligently: neighbourhood...

KEY AMENITIES & EXPERIENCES

Elysian Longevity Clubhouse (cryotherapy, red light therapy, sauna and cold plunge, hyperbaric oxygen therapy), private pools for Well-Being Collection residences, in-unit saunas and cold plunges (selected units), retail spaces, proximity to DXBike cycling, Tennis 360, Meydan Racecourse, shaded walking paths, schools and cafés in Meydan Avenue