



The New Spa



AT TURNBERRY ISLE RESORT & CLUB

It is one of Turnberry Isle Resort & Club's most ambitious projects to date. It is the Turnberry Isle Spa, which just may prove to be the resort's crown jewel.

"This spa will be the final touch to Turnberry Isle," Spa Director Chuck McElligott says. "This spa will be one of the finest anywhere and something that we all can be very proud of."

Situated adjacent to the club's entrance, and isolated from the guest rooms and the resort's private-island atmosphere, this gracious facility reflects the ambiance and personality of Turnberry Isle, its members and guests.

"What makes a great spa, and what we always do in designing a resort spa, is draw from the unique character of both the resort property and the region in which the resort finds itself," says TAG Galyean, the Spa's designer.

That means that the new Turnberry Spa architecture includes Italian-tiled floors and French doors leading to sun-drenched, European-influenced balconies, while the botanicals and colors of the Spa are fresh and tropical. ➤



LET THE SUNSHINE IN: Turnberry Spa will feature bright bathrooms with signature Turnberry Showers and exercise rooms with extraordinary views.

"That is in tune with the European, international feel of the resort's guests, but it also incorporates the unique Florida atmosphere in which Turnberry Isle is located," Galyean explains.

The Spa's services are equally magnificent. Featured are 17 massage rooms, four facial rooms, three cosmetic stations, three manicure/pedicure stations, one hydrotherapy, and three wet-treatment rooms. Also included are a few "inhalation rooms," a Galyean design signature.

"The inhalation room works as a kind of relaxing lounge between treatments, with essential oils imbuing the room with fragrances," Galyean says. "After you do a few wet treatments, you'll rest in the inhalation rooms. By the time you get to the massage, you'll already be incredibly relaxed."

Though the Spa has plenty of pizzazz, that

doesn't mean that it is short on substance, for Galyean and his staff understand that a first-rate spa must have function along with style.

"There's a showmanship to the Spa," explains Galyean, "but there also is a valid therapeutic basis for everything here."

The personnel at the Spa's huge fitness center, for example, are not just for show — they are trained fitness professionals who can assist any guest with the

latest workout equipment or in developing a personal workout routine.

That fitness center is one of the finest available, with a 2,600-sq-ft, skylighted aerobics room, mind/body room that is perfect for intimate yoga classes, and men's and women's locker rooms on the second and third floors. A juice bar adds the perfect finishing touch, serving a mix of fresh fruit, vegetable juice blends and smoothies in addition to trend-setting nutritious drinks, which have herbs, spices and tonics added.



Putting together the pieces of this world-class facility was anything but easy.

"This is complicated work, and there are a lot of ways to get spa design wrong," Galyean explains. "It's like restaurants: People see a great restaurant and they figure that they can take it home and copy it in their area. Then they don't understand what went wrong when it fails."

But Galyean does. This insight is why he has enjoyed an unparalleled career in the industry. It is why the Turnberry Isle Spa is sure to be another feather in Galyean's cap — and why Turnberry Isle guests will be able to enjoy a unique Spa experience.

"Our hope is that after you stay at the Turnberry Spa, you will have had an experience that really has changed you," Galyean says. "If you do, we know that we will have done our jobs." ❧



RESORT SPA INNOVATOR: TAG Galyean has virtually invented the luxury resort spa industry.

TAG You're It

The biggest name in spa design actually is a set of initials.

"My given name is Tinsley Azariah Galyean, but when I was a kid, everyone just called me by my initials: T-A-G," explains the architect behind the new Turnberry Isle Spa. "The name stuck."

"TAG" did not always necessarily equal "spa." Galyean made his entree into spa design only after he sold his award-winning architecture-and-design firm in 1986.

"I was looking for my next challenge, and that's when the folks at the Greenbrier Hotel asked me to do a \$2 million redesign of their indoor swimming pool," Galyean recalls. "The kicker was that they needed the project completed in just three months. It shouldn't have been possible in three months, but we did it."

That speed was due in part to Galyean's relocation onto the resort property — a move that paid huge dividends for his career.

"Being at the resort full-time, I was plugged into every aspect of the resort and I had the chance to learn everything about the resort experience," Galyean says. "When I was through with the pool, I was ready for more."

And so were his clients. Starting with the Greenbrier Spa, Galyean developed a series of five-star luxury resort spas, the first anywhere since World War II, pioneering a resort amenity that became the instant model for others to follow.

"We were the ones who invented the terms that we now use in talking about the business, such as 'amenity spa,'" he says. "We really invented the luxury resort spa industry."

Today, Galyean's name is synonymous with the resort spa business. His credits include the acclaimed Broadmoor Spa and countless hospitality-industry accolades. But despite his cosmopolitan connections, Galyean remains a small-town fellow at heart, who has never forgotten his Mountaineer State roots.

"I love going back to this little West Virginia village," Galyean says, referring to his Lewisburg, W.Va. home. "I walk to work, have a nice quiet studio, and can enjoy everything around me. Not too bad a way to enjoy making a living." ❧