



C A M B R I A<sup>®</sup>

# NOURISH YOUR SPIRIT

**PROJECT**

Anda Spa, Hotel Ivy

**LOCATION**

Minneapolis, MN

**HOSPITALITY GROUP**

Wischermann Partners

**INTERIOR DESIGN FIRM**

ESG Architecture & Design



**IVY**  
RESIDENCES

# OVERVIEW

Wischermann Partners—an innovative, results-driven hospitality company with the goal of creating memorable guest experiences by pairing exceptional product design and functionality with a culture of service excellence—partnered with American-made natural quartz surface producer Cambria and interiors firm ESG Architecture & Design on the design and development of the 17,000-square-foot modern wellness retreat Anda Spa at Hotel Ivy in Minneapolis, Minnesota.



### SPECIFICATIONS

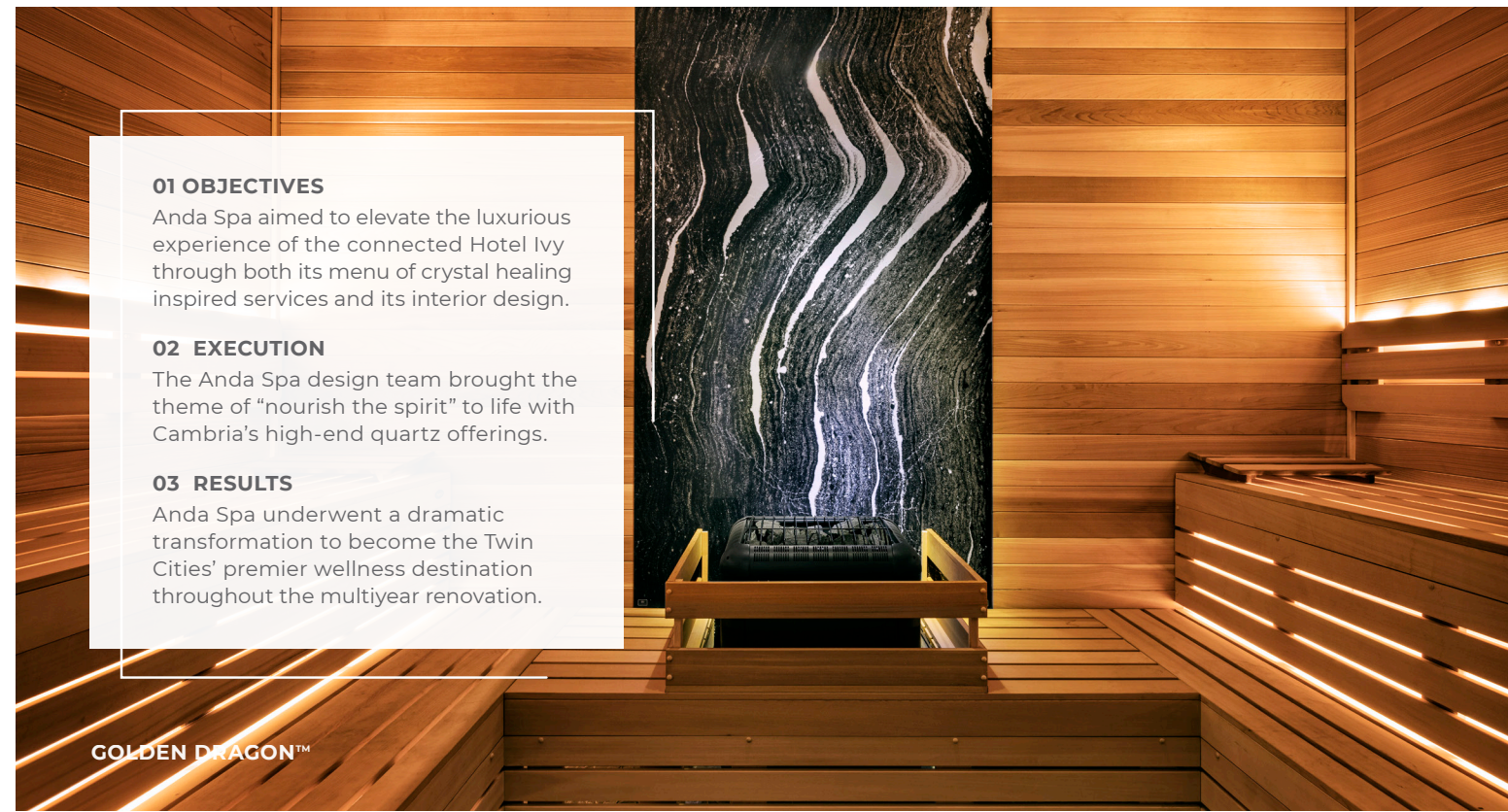
· 17,000 square foot spa

### APPLICATIONS

- Fireplace surround, countertop
- Reception desk
- Tabletop
- Wall cladding

### CAMBRIA DESIGNS

Golden Dragon™, Mersey™, Myddleton™, Brittanica Warm™, Queen Anne™, Skara Brae™, Rose Bay™



### 01 OBJECTIVES

Anda Spa aimed to elevate the luxurious experience of the connected Hotel Ivy through both its menu of crystal healing inspired services and its interior design.

### 02 EXECUTION

The Anda Spa design team brought the theme of “nourish the spirit” to life with Cambria’s high-end quartz offerings.

### 03 RESULTS

Anda Spa underwent a dramatic transformation to become the Twin Cities’ premier wellness destination throughout the multiyear renovation.

GOLDEN DRAGON™



spirit &  
vitality

GOLDEN DRAGON™

# 01

## OBJECTIVES

Anda Spa—the fourth spa concept developed by Wischermann Partners in the past five years—served as an authentic opportunity to elevate the luxurious experience of the connected Hotel Ivy. But Wischermann Partners vice president of sales, marketing and brands Jennifer Blacker knew there had to be an “ethos to bring the experience to life” or else they’d run the risk of becoming yet another commodity in a crowded wellness market.

A theme quickly emerged: nourish the spirit. Anda, which translates to “spirit” in Swedish, seeks to create a calmer, more balanced, and deeper sense of well-being with both its menu of services and its interior design. The philosophy is driven by a holistic approach through mind, body, and spirit with personalized spa treatments and rituals inspired by a sense of vitality.



That approach relies on crystal-based practices which are touted as an ancient form of alternative medicine with ideologies borrowed from Hinduism and Buddhism. Crystals, in all iterations, are thought to promote the flow of good energy and to help rid the body and mind of anything negative.

“Energy healing from crystals has been around for thousands of years, but it’s more mainstream now than it used to be,” said Blacker. “I wouldn’t use the word ‘trendy’ but rather more so at the forefront of today. We used crystals as the medium for bringing Nordic culture, wellness, and healing to the spa.”

To do so, Wischermann again tapped Cambria after using its product in the adjacent Hotel Ivy. Of course, Cambria’s natural quartz product is a crystalline mineral and helped Wischermann in its mission to awaken the senses of visitors and to build a gathering place of energy within the space, one just as beautiful as it is functional, with the brand’s high-end quartz offerings.

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— Jennifer Blacker,  
Vice President of Sales,  
Marketing and Brands,  
Wischermann Partners



# 02

## EXECUTION

Ultimately, Wischermann, their interior design partners at ESG Architecture & Design, and Cambria all worked hand-in-hand on the final schematic.

“I don’t use the word ‘partner’ lightly,” said Wischermann president and CEO Paul Wischermann. “The vision Cambria has for its company is one of excellence, which mirrors what we do. We want to create memorable experiences, and we are market leaders wherever we go. Finding someone who shares the same kind of vision we have was wonderful.”

Tasked with translating the healing powers of crystals into interior design—through the crystalline Cambria quartz mineral—and overcoming limitations such as a second floor location without any outdoor space, ESG focused on chromas and tones, turning to rose quartz for the lobby, smoky quartz for the lounge, and a green jade for the treatment rooms.

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— Paul Wischermann,  
President and CEO,  
Wischermann Partners



BRITANICCA WARM™



“Rose quartz is known for love, acceptance, and confidence, which aligned with the spa’s mission statement,” said ESG senior interior designer Bridget Hale. “Smoky quartz is a grounding stone, so it was really good for a lounge where you’re quieting the mind before and after a treatment. And the colors from that moss agate family provided a regional connection to Lake Superior and the North Shore of Minnesota.”

Cambria helped ESG interpret the chosen color palette through Cambria’s expansive and distinctive selection of 180+ designs, including movements, colors, and tones ranging from traditional and contemporary to bold and eclectic, all of which showcase timeless beauty and are ideal for high-performing applications.

The statement-making black and white monochromatic Rose Bay™ Cambria design welcomes guests in the lobby; an oversized slab of Mersey™ dramatizes the cedar-flanked sauna complemented by the warm gold accents of Golden Dragon™; the natural large veining of Britannicca™ covers the locker room showers and fireplace; and Cambria’s Queen Anne™ design, a darker pattern with slightly white large-scale veining, coats the walls and creates a moody effect in the wet treatment area.

“Rose quartz is known for love, acceptance, and confidence, which aligned with the spa’s mission statement.”

— Bridget Hale,  
Senior Interior Designer,  
ESG Architecture & Design

“The crystalline Cambria Myddleton™ design behind the whirlpool is illuminated with LED so it glows, and everything radiates around it,” said Hale. “It’s the wow moment of the entire spa.”

As designers, the ESG team also looked for product solutions to the challenges of a spa environment: humidity, moisture, acid- and oil-based skincare treatments. And because Cambria is nonabsorbent and maintenance free, they had confidence the durable product would stand up to the demands of spa traffic.

Separately, the use of seamless slabs eliminated any need for dirt-collecting grout, and Cambria’s edge profile options allowed for custom solutions. “Coming from a high-end residential market, Cambria is used to pleasing customers,” said Wischermann.

Aside from the design, Anda Spa incorporates quartz-based healing practices and holistic influences into their service offerings, like the rose quartz bath soak and the gemstone facials. Shamanic energy practitioner Colleen McCann actually recommended embedding quartz crystals in select areas of the walls and ceiling to provide greater healing effects, and she was on-site at the grand opening to perform a blessing of the spa, which may be a contributing factor to its ongoing success.

“Biophilic design was a huge design concept and goal that derived and decided a lot of the design solutions of the spa.”

— Ann Fritz, Director of Interior Design, ESG Architecture & Design



MYDDLETON™

QUEEN ANNE™



BRITTANICCA™

# 03

## RESULTS

Throughout the multiyear renovation, Anda Spa underwent a dramatic transformation to become the Twin Cities' premier wellness destination.

“As a designer, once the spa is open and being used, we are on the lookout for any issues, but we have heard nothing but good things,” said Hale. “Everything is performing and holding up really well, which gives me confidence that Cambria was the right selection.”

Added Wischermann, “Follow along on social media, where we are called out as one of the best spas people have ever visited in their life. As much as I'd like to take credit for that, it helped that we were working with world-class companies like Cambria.”

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— Bridget Hale,  
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## IN CLOSING

After a multiyear, \$2.5 million renovation, the historic Hotel Ivy unveiled Anda Spa to much fanfare in the Twin Cities—and beyond. Like the best things in life, the philosophy at Anda is one rooted in balance. And, ultimately, the spa succeeds in its mission to reconnect mind, body, and spirit by capitalizing on the healing powers of crystals and, specifically, quartz.

With seven Cambria designs featured prominently throughout the entirety of the space, Anda Spa showcases both the variety of Cambria designs as well as Cambria's versatility in myriad applications.

### FEATURED DESIGNS

- Brittanicca Warm™ – fireplace
- Brittanicca Warm™ – locker room/restroom
- Golden Dragon™ – sauna
- Mersey™ – lobby reception desk
- Myddleton™ – shower wall cladding
- Queen Anne™ – spa whirlpool wall cladding
- Rose Bay™ – spa reception desk
- Skara Brae™ – lobby tabletop

“A combination of quality, design, and engineering expertise on top of a collaborative team spirit makes Cambria a joy to work with.”

— Paul Wischermann,  
President and CEO, Wischermann Partners



MERSEY™

A modern spa pool with hydrotherapy jets and lounge chairs. The pool is illuminated with blue light, and the surrounding walls feature a wavy, textured pattern. The ceiling has recessed lighting. The overall atmosphere is clean and luxurious.

premier  
wellness  
destination



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Declare.

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