

ADRIA. W. LAKE

Managing Director, A.W. LAKE WELLNESS USA. 420 Linden Street, Suite 403, Fort Collins, CO 80524
P: (424) 345-4688 E:adria@awlakedesign.com

SUMMARY

As a respected industry insider and an accomplished business leader, Adria pushes boundaries, bucks conventions, and breaks new grounds in all aspects of her work.

As the owner, founder and Managing Director of A.W. LAKE 360 Wellness Design, Adria works with the world's foremost luxury hotel brands in conceptualizing and designing their award-winning wellness facilities. Having managed her family's hotel and real estate holdings, Adria combines her insight and expertise as a wellness expert with an owner's perspective.

Adria brings her insatiable curiosity, visionary approach and creative strategies into her projects. Her relentless pursuit of excellence, sharp eye for detail, and passion for innovation are the reasons her firm has garnered global recognition, won prestigious international awards, and a client list which includes the world's leading and most distinguished brands such as Aman Resorts, Bvlgari, Four Seasons Hotels, Ritz Carlton, St. Regis, Waldorf Astoria, W Hotels, and countless others.

Since its inception in 1999, Adria has built A.W. LAKE into a multi-national full-service Spa Concept and Design firm with offices and operational bases in Indonesia, Singapore, China, and the US.

For over two decades, she has stayed ahead of trends by adeptly recognizing patterns and keeping a vigilant eye on the future.

Adria speaks at major conferences around the world, writes for leading Design and Wellness magazines, travels extensively in search of new inspirations, studies various forms of traditional systems of medicines including African, Ayurvedic, Bon, Chinese, Tibetan, Tantric and Mayan, curates and publishes Uberwell – a Wellness technology, design and trend blog.

Adria is currently building and completing the A.W. LAKE US headquarters and Resilience-based Wellness® center in Northern Colorado.

INTERNATIONAL AND NATIONAL AWARDS OF ACHIEVEMENT

2018

- Conde Nast Johansens: **Best Spa Facilities** – AWAY Spa at the W Retreat & Spa, Bali, Indonesia

2017

- World Spa Awards: **World Best Spa Design** – Iridium Spa, St. Regis Maldives, Vommuli Resort
- World Spa Awards: **Indian Ocean's Best Resort Spa** -- Iridium Spa, St. Regis Maldives, Vommuli Resort
- World Spa Awards: **Maldives' Best Resort Spa** -- Iridium Spa, St. Regis Maldives, Vommuli Resort
- World Luxury Spa Awards: **Global Winner Luxury Wellness Spa** -- Heavenly Spa, Westin Nusa Dua, Bali, Indonesia

- World Luxury Spa Awards: **Regional Winner for Luxury Destination Spa** – Lagoon Spa, Luxury Collection, Bali, Indonesia
- Prix Versailles Global architecture awards: **Best Exterior Design Hotel in Africa and West Asia** -- St. Regis Maldives, Vommuli Resort

2016

- World Luxury Spa Awards: **Country Winner for Best Luxury Destination Spa** – Lagoon Spa, Luxury Collection, Bali, Indonesia
- Spa Asia Awards: **New Spa of the Year** – Mi Xun Spa, The Temple House, Chengdu, China
- Spa Asia Awards: **Urban Spa of the Year** – St. Regis Kuala Lumpur, Malaysia
- HiCap Sustainable Project Design Awards – Mi Xun Spa, The Temple House, Chengdu, China
- Conde Nast Johansens Spa Awards for Excellence – AWAY Spa: Best Spa Facilities and Treatment Menu
- Hospitality Asia Platinum Awards (HAPA): **Hotel/Resort Spa of the Year** -- Heavenly Spa, Westin Nusa Dua, Bali, Indonesia

2015

- World Luxury Spa Awards Country Winner: **Best Luxury Hotel Spa** -- AWAY Spa at the W Retreat & Spa, Bali, Indonesia
- World Luxury Hotel Awards Continent Winner: **Asia's Best Luxury Spa Hotel** -- Heavenly Spa, Westin Nusa Dua, Bali, Indonesia
- World Luxury Hotel Awards: **Asia's Best Luxury Wellness Spa** -- Heavenly Spa, Westin Nusa Dua, Bali, Indonesia
- Spa China Awards: **Best Spa Design of the Year** – Nanjing Han Yue Lou Plaza Hotel, Nanjing, China
- Asia Hotel Design Award: **Best Interior Design Spa & Wellness** --The PUYU, Wuhan, China
- Conde Nast Johansens Spa Awards: Best Newcomer and Most Unique Treatment – AWAY Spa at the W Retreat and Spa, Bali, Indonesia
- Smart Travel Asia: **Top 25 Leisure Resorts & Top 25 Spa Resorts (2011-2015)**-- AWAY Spa at the W Retreat and Spa, Bali, Indonesia

2014 -2007

- 2014: World Luxury Spa Awards: **Best Luxury Wellness Spa of the Year** – Heavenly Spa, Westin Nusa Dua, Bali, Indonesia
- 2014: Luxury Lane HK: **Spa of the Year**-- AWAY Spa at the W Retreat and Spa, Bali, Indonesia
- 2013: The Prestigious International Hotel Award: **Best Spa Hotel in Indonesia** – Lagoon Spa, Luxury Collection, Bali, Indonesia
- 2013: The International Hotel Awards: Indonesia Best Spa Resort -- Lagoon Spa, Luxury Collection, Bali, Indonesia
- 2011: Spa Asia Awards: **New Spa of the Year** – Away Spa at the W Retreat & Spa, Starwood Hotels, Bali, Indonesia
- 2011: Spa Asia Awards: **Spa Design of the Year** – Away Spa at the W Retreat & Spa, Starwood Hotels, Bali, Indonesia
- 2010: Spa Asia Awards: **Most Innovative Spa of the Year** – The Spa@The Edge, Bali, Indonesia
- 2009: AsiaSpa Awards: **New Spa of the Year** – the Aman Spa, Amanfayun Hangzhou, China
- 2008: The Crystal Awards: **Best Signature Experience** – Four Seasons Resort Maldives at Landaa Giraavaru
- 2007: Spa Asia Awards: **Best Resort Spa** – Four Seasons Resort Maldives at Kuda Huraa
- 2007: The Crystal Awards: **Best Signature Experience** – Four Seasons Resort Maldives at Landaa Giraavaru
- 2005: The Crystal Awards: **Best Destination Spa** – Four Seasons Resort Maldives at Landaa Giraavaru

KEYNOTE SPEAKER, PANELIST, JUDGE AND MODERATOR AT MAJOR WELLNESS SUMMITS, CONFERENCES AND EXPOS

- 2018 – Panelist: Hospitality Design Expo (Las Vegas, USA)
“Wellness – The Next Frontier”
- 2015 – Key Note Speaker: Spa China Summit (China)
“The Future of Spa – How emerging global trends and new market demands will change the way we design and operate our spas”
- 2014 – Key note Speaker: Cosmoprof Asia (Hongkong)
“Design for Profitability”
- 2013 – Moderator: Hospitality Investment World (Jakarta, Indonesia)
Panel Discussion of Hospitality investors: “Next Generation of Spa in Hotels and Resort – Performance and Profitability”
- 2011 -- Panelist: High Design Asia (Vietnam)
Panel Discussion of Hospitality Designers: “Specialists vs. Generalists”
- 2010 -- Key note Speaker + Moderator: Wellness Summit (Singapore)
Keynote: **Wake-up Call – Are Spas Still Relevant?**
- 2010 – Judge: AsiaSpa Awards, HongKong
- 2006 -- Key note Speaker: Spa Asia Wellness Summit (Hua Hin, Thailand)
Keynote: *Where is the Soul*

SKILLS

- **Thought leader**

“I am deeply humbled by the caliber and accomplishments of our distinguished speakers. My special thanks to Ms. Adria Lake. Am grateful for this opportunity to tell you how important your work is to the world and remind you of the countless lives that have been touched by your efforts” **Michael Loh, owner and founder of Spa Asia Magazine and the Wellness Summit**

“Adria appeared like a flash of early morning lightning awakening, empowering, and illuminating us with her far-reaching wisdom and vision for the future. She was brilliant, focused and brutally honest.” **Spa Asia Magazine, September 2006**

“Spa & wellness is on an upward trend, backed by ground breaking scientific research and innovative technologies entering the industry and a growing demand for preventive and anti-aging/longevity treatments. But, at the same time, we continue to see a global increase in preventable lifestyle diseases such as diabetes, heart, respiratory and digestive problems. We’ve added years to our lives, but I wonder if we’re dying, instead of living, longer. The Spa and wellness industry has not had the impact that it should have as it is still viewed as a luxury or indulgence. Rather than focusing on passing trends, the industry needs to wake up to its true

potential and find ways to make wellness accessible to more people and make its programs and services more relevant to the fast paced, technology driven lifestyle of today". **Bill Healey, Wellness Today, 2013**

"Thank you so much for taking the time to articulate your thinking about what you see as the next steps for the Wellness Moonshot. I am copying Dr. Richard Carmona and Dr. Michael Roizen here, who I believe will be equally wowed by your clarity of thought." **Susie Ellis, Chairman and CEO of Global Wellness Institute**

"I am inspired by your insightful comments. Our moonshot will not recreate or tinker with the past but rather be driven by the achievable goal of a world free of preventive disease which necessitates a brand new approach. Your inspirational remarks support our thoughts of the path forward." **Dr. Richard Carmona, MD, MPH, FACS. 17th Surgeon General of The United States, Chief of Health Innovations, Distinguished Professor of University of Arizona**

- **Creative Thinker and Innovator**

Thanks to radical new technologies, designers can now work with light as real material. "Lights not only set the mood, but also create positive changes in the mind and body," says Adria Lake. In one of Lake's current projects in Chengdu, China, the overall effect achieved through her use of light is a treatment room with no walls, floor or ceiling. "We are doing away with solid walls that enclose. Using translucent materials with lighting gives the sensation of movement. It's like riding a light beam." Sounds like something Einstein would say. **Kate O' Brien, "Spa Space", 2011**

"Future spas will incorporate many of the new health and wellness technologies that are being developed and tested now. Soon, we will have more and easier access to information concerning our own general health, individual genetic pre-dispositions for certain illnesses, tailored programs and preventive methods that will keep us young and healthier, and affordable treatments involving stem cells, telomeres, DNA, nano technologies and more. Future spas will also be more integrative, performance/result driven, and accessible. We will go to spa not only to relax and indulge, but to self-diagnose, learn about practical ways to tend to our bodies from inside and out, to exercise or meditate, to socialize or find solitude, re-charge, work while enjoying a quick treatment, eat and nourish ourselves with guilt-free superfast or slow food... the possibilities are endless. I envision spas that are streamlined into our lifestyle and are a necessity rather than a luxury." **Spa Asia magazine, January 2013**

A.W. LAKE fresh design approach brings a new crop of innovative spas into the market. "Future spas are much more dynamic, integrative and intuitive," according to Adria Lake, owner and founder of the company. "We design spas that reflect the DNA of each brand and become the soul of the hotel and resort". **Spa Business, November 2013**

A.W. LAKE develops child-specific spa concept which involves rain tunnels, a climbing wall, and a "snow" shower dome. "The Kids Spa concept is designed with children's cognitive development in mind through a fun and engaging learning experience," said Adria Lake. "We want to introduce children to spa and wellness in a playful manner." **Helen Andrews, CLAD News, July 2014**

A.W. LAKE launches Uberwell – a wellness design, technology, and trend blog – intended to keep hotel and commercial property owners, developers and operators at the forefront of the wellness trend. "Understanding the complex mindset and evolving expectations of the Uberwell consumer – health conscious, but also tech-savvy, socially connected and skeptical—gives any business a substantial advantage over the competition," said Adria Lake. **Jane Kitchen, Clad Global, September 2015**

A.W. LAKE establishes US headquarters and launches Resilience-based Wellness. Singapore-based wellness design firm A.W. LAKE has acquired 16-hectare (40-acre) property in Colorado, which will be the site of its new headquarters in the US. "With our expansion in the US, we're exploring a different approach to wellness, one that is based on our inherent resilience and evolutionary hard-wiring. We believe that by creating places and

experiences that strengthen our resilience and liberate our imagination, creativity, and curiosity will have a much greater and more lasting impact on our overall wellbeing the future of our species – as well as our planet”. **Spa Business, August 2017**

- **Product Creator**

“the creator of innovative treatments, rituals and products for some of Asia’s most highly regarded and well known spas” **Spa Asia magazine, May/June 2005**

“As owner and founder of A.W. LAKE Spa Concepts, Adria Lake is well known for conceptualizing and producing some of the finest quality and purest in spa treatments, skin care and retail spa lines for some of the most discerning clients in the world” **Spa Asia Magazine, September/October 2005**

“Adria Lake, a well -known skincare creator states that modern science is just beginning to discover and understand what ancient medicine and traditional cultures have known and used effectively for thousands of years. And spas which are in tune and open to traditions are benefiting from the ancient knowledge” – **Judy Chapman, “Bamboo -- more than just a utilitarian grass” article, 2006**

“Source: High Altitude” is a new organic sustainable range made from high altitude plants harvested at the “source” above 4000m in the wild of Bhutan and Tibet. “Not only do we follow the principles of fair trade and are carbon footprint free, but we also make sure that our products bring social and economic benefits to the communities that produce the ingredients for us.” According creator Adria Lake. Judy Chapman, *Skincare with a Conscience*, **Asia Spa magazine, March 2008**

World Spa Exclusive: Four Seasons Resort Bali at Jimbaran Bay premiers PURE TDA facials – A.W. LAKE’s revolutionary “Science of Beauty” skin care technology. Developed by spa product specialist A.W. LAKE in partnership with MedDrop (Germany) and ArivinePharma (Switzerland), the PURE TDA facial system is set to revolutionize the spa industry. **Hotelier Indonesia, September 2014**

- **Designer**

A.W. LAKE reveals plans for mammoth Changbai Mountain Hot Spring Resort. The IHG operated resort will open in 2015 in China’s largest nature reserve near the Korean border, home to the rare Manchurian tiger, snow leopards, and wild ginseng. The area is also part of a UNESCO “Man and Biosphere” environment program. “In the first year, the hot spring expects 168,570 guests,” said Lake. In high season, we estimate 360 in-house hotel guests, plus 467 predicted walk-in guests will use the spa daily during these five months – meaning that during that season, 124,050 visitors will visit the hot spring spa.” **CLAD News, August 2014**

Water Palace Spa planned for hotel in Xiamen, China by A.W. LAKE. The 34,445 sq ft URSPA will include 12 treatment chambers – lantern-like cubes dispersed throughout the whole of the water palace. A.W. LAKE is responsible for the Spa concept, design consultancy and pre-opening services. **CLAD News, September 2014**

Adria Lake creates ‘21st century spa’ for Radisson Blu’s first Bali location. Lake told Spa Opportunities that in conceptualizing the spa, she sought to create a dynamic, non-conventional, spa that is fully integrated into the resort’s impressive offerings. Inspired by Balinese architecture and space planning, the spa features an inner “floating courtyard” where guests will be able to reboot and recover pre-and post- treatment. **Spa Opportunities, September, 2017**

- **Industry Insider and Critic**

What should potential clients be looking for in a spa consultant? A competent spa consultant must have as strong a grasp in architecture, design and flow of space as in treatment modalities, operating procedures and guest services. Spa experts must also keep themselves immersed and updated in the latest developments and scientific studies in various areas relating to wellness, traditional and allopathic medicines, nutrition, holistic and

technologically advanced therapies, safety, and efficacy of product formulations, high performance ingredients and much more. **Catherine Nichol, "Reinventing the Spa Consultancy", 2010**

In an age of luxe-overdose and fad spa-ing, one woman has gained particular notoriety for her insight into practical, functional and quality spa treatments and consulting. With a client list that spans over 20 countries, its clear Adria's formula is working. Her secret. "Actually I spend as little time in the office as possible," she admits. Whether it be in Bhutan, Morocco, or the Amazon, much of Adria's time is spent on the road researching indigenous cultures all over the world. "because this allows me to offer greater depth of knowledge and insights to our clients". **Imogen Hayes, Asia Spa Magazine, March/April, 2010**

- **Writer and Communicator**

2018

Wellness without Walls. **Spa Business, April 2018**

Feature article: Disrupting/Disruptive Urban Hotel Spa Design. **CLAD Book, May 2018**

Silence, Sleep and Solitude. **Spa Business, June 2018**

2017

Wellness Moonshot – a world free of preventable diseases. **Medium, November 2017**

2009

Full Disclosure – Skin care by the numbers, an insider's guide. **Ageless Magazine, May 2009**

Missing the Mark – the truth about organic products. Far from being the "gold standard", organic skin care products have their own shortcomings and limitations. By demystifying the term, we may finally focus on the one issue that really matters: product safety and efficacy. **Ageless Magazine, September 2009**

2008

Generation X: A new breed of Consumers, Fiercely individualistic and refuse to be labeled, Generation X'ers are pragmatic, entrepreneurial and media savvy. **Spa Asia Magazine, March, 2008**

Longevity: Do not go Gentle into that Good Night, the key to sustaining health and vitality at any age. **Spa Asia Magazine, June 2008**

2007

African Wisdom and Modern Medicine. What can ancient wisdom teach us about ourselves that modern medicine has yet to understand? **Spa Asia magazine, May 2007**

Ancient Africa – Myths, Magic, and Medicine. As the debate between science and spirituality continues, Adria W. Lake explains how an extraordinary culture offers a broader perspective. **Spa Arabia, July, 2007**

Spa Arabia, July, 2007

The Return to Solitude – Finding riches in vast emptiness. It is difficult to appreciate the unseen when there is so much distraction. Solitude stills the mind and extend its grasp. **Spa Asia Magazine, August 2007**

Finding Nomads, Adria sets out to find the Tibetan nomads of the Changtang Plateau – a 700,000 square kilometer area lying north of the Gangdise-Nyainqentanglha mountain range in northern Tibet. **Spa Asia Magazine, October 2007**

2006

The Soul of the Spa. Adria Lake gives her frank view of what spas need to embrace to truly be a place where mind, body and soul find peace and solace. **Spa Asia magazine, January 2006**

Where to, Wellness? Missed opportunities or boundless possibilities? The future of the industry depends on how well we understand ourselves. **Spa Asia magazine, July 2006**

- **Researcher and Explorer**

My life, work and passion are all about exploration. Life is too rich and I am too restless to leave anything unexamined” says Lake who has been creating petrochemical-free spa products for The Four Seasons, Aman Resorts and The Ritz Carlton for the past decade. When not in the boardroom, Lake can be found trekking the mountains of the Himalayas to deepen her understanding of ancient medicine systems. Currently she is working on two new lines of products where most of the ingredients will be harvested at the ‘source’ in the mountains of Bhutan and the Amazon rainforests. **Top 10 Eco Warriors, Asia Spa Nov/Dec 2008**

“I look at life with a sense of wonder and amazement” says Adria Lake, curator of products and treatments for high-end brands including the Ritz Carlton, Aman and Four Seasons. Recently, her pilgrimages have led her through the Himalayas and Bhutan where she spent time with monks and doctors to deepen her understanding of indigenous healing rituals. **Connect Magazine, January 2009**

A passionate spa professional, Adria has built her product company into a full service Spa Concept and Design firm with offices in Indonesia, Singapore, China, Hongkong, and the US on her singular passion for living, learning, and sharing. An avid and extreme traveler, Adria combines her love for adventure with her research by exploring some of the world’s most isolated locations and experiencing firsthand their cultures and disappearing traditions.

“I make a conscious effort not to let fear stop me. Much of what I do, I learn by doing. I am constantly amazed at what we as human beings are capable of achieving – physically, mentally, intellectually, and spiritually – once we remove the barriers that we place upon ourselves”

Life and Style, November 2010

EXPERIENCE

1997 – 2001	Owner and General Manager of Sangria Hotel & Resort, Lembang, West Java, Indonesia. http://sangriaresortspa.com
1998 – 2002	Chair of Casa Grande, International Hotel Association in West Java, Indonesia
2001 – Present	Owner and Founder of A.W. LAKE Spa Concepts, Pte., Ltd, Singapore (dba: A.W. LAKE 360°Wellness Design as of 2005). www.awlakedesign.com
2001 – 2015	Owner and Founder of PURE High Performance Organic Skin care http://pure.ruvixtech.com
2006 – 2009	Writer and Contributor to Spa Asia (Singapore), Asia Spa (Hongkong), Spa Arabia (Dubai) Magazines
2012 – 2015	Owner and Founder of PURE TDA – Transdermal Skin Care Delivery System http://puretda.ruvixtech.com
2012 – 2015	Owner and Founder of YUJ – Active/Yoga Organic Product Range http://yuj.ruvixtech.com
2015 – Present	Founder of UBERWELL – Wellness Technology, Design and Trend Blog

www.uber-well.com

- 2017 – Present Owner and Founder of A.W. LAKE WELLNESS USA, LLC
Colorado, USA. www.awlakewellness.com
- 2017 – Present Owner and Partner of MAAD Properties, LLC
- 2017 – Present Owner and Founder of S.M.R.T Body Fuel.
Trademark filing # 87651976
- 2017 – Present Owner and Founder of RESILIENCE-Based WELLNESS, USA.
Trademark Filing # 87651966

EDUCATION, RESEARCH and PROPRIETARY CONCEPTS

- 1986 – 1991 University of California, Los Angeles (U.C.L.A)
Bachelor of Arts in English Literature
- 2002 – 2012 Research in Traditional Systems of Medicine
- 2001 – 2015 Researched and Developed Proprietary Products and Concepts
- PURE High Performance Skin Care
 - YUJ – Yoga/Active Organic Skin care
 - PURE TDA – Advanced Transdermal Application System
 - HydroThermal Kids Spa
 - PURE Space
 - Uberwell Trend Blog
 - WORK/LIVE Well
 - S.M.R.T Body Fuel
 - Resilience-based Wellness

MEDIA COVERAGE IN INTERNATIONAL, REGIONAL, AND TRADE PUBLICATIONS

International publications

Time Magazine, US
Travel and Leisure, US
CondeNast Traveler, US
SpaTrends, US
Spa Insider, US
Luxury Spa Finder, US
CLAD News, UK
Spa Business, UK
Spa Opportunities, UK
European Spa Magazine, UK

ASIA based publications

Spa Asia, Singapore

Asia Spa, Hongkong

DestinAsia, Singapore

Asia Dreams, Malaysia

Wellness Today, Korea

Asia Luxury Spa, Singapore

Spa Arabia, Saudi Arabia

Asia Spa China, China

Trade Publications

Lifestyle & Travel

Connect Magazine

Bellissima magazine

Hotel Executive

Yak Magazine

World Leisure

High End First Class Lifestyle

Hotelier Indonesia

Travel & Tour

NOW Bali

Soul Sanctuaries