

Towcester Therapy Centre



Julia Drake, Partner
Towcester Therapy Centre

When business partners Edna Troy and Julia Drake decided that their holistic therapy centre needed a re-fit, a new image and a boost, they turned to Michael Warden, who had previously helped Edna, a healer, enhance the dynamics of her home.

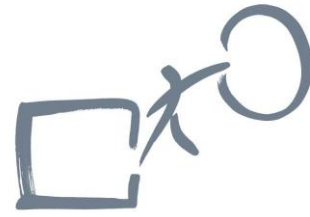
Being given a brief to entirely re-design the interior gave Michael scope to apply the Design Energetics principles comprehensively.

For businesses, the positioning and design of the counter and cash-till are especially critical, so once the right place was determined, a specially designed counter (right) was designed. It is of carefully chosen dimensions, and set to a very precise angle, attuned to the personal energy signatures of the two main partners.



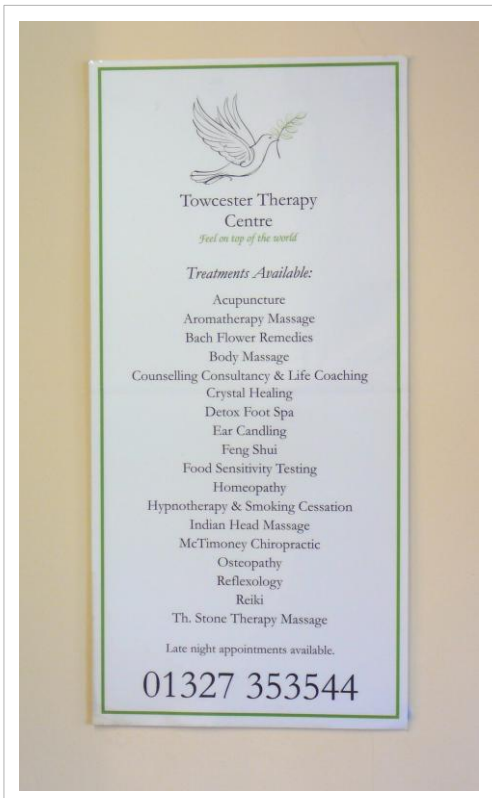
To stimulate the 'chi' where it needed stimulating, and stabilise it where it needed stabilising, a water feature and a heavy sculpture were installed (left). Together, these better regulate the 'chi' of the space. The chi was then further enhanced by the installation of a specialist device to counter the mild effects of a nearby electrical transformer. Décor colours were carefully specified for all area of the shop and the treatment rooms.

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designenergetics

shaping spaces, shaping lives



Finally, a new corporate id was created using imagery and colours (black and white, with touches of green) in tune with both the nature of the business and, once again, the personal energy signatures of the main partners.

Before the end of 2005, the turnover of the Towcester Therapy Centre had more than quadrupled compared to the previous few years.

Testimonial from
Edna Troy, Partner
Towcester Therapy Centre:

It has been well worth the effort and expenditure - the revenues of the clinic and the shop are up 4 fold compared to before!

We will certainly be recommending you to our customers.