TERENSAI

Ethno-SPA and Gastronomy

Problem

In post-Soviet countries, the bathhouse has lost its sacred meaning and turned into a place of feasting and entertainment.

Modern people are seeking deeper practices of restoration and cultural roots presented in a contemporary format.

Execution

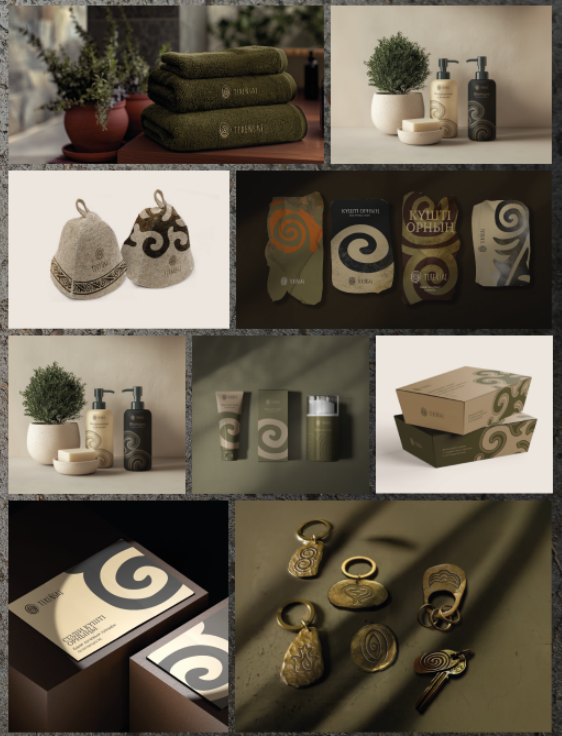
A multidisciplinary team (architects, ethnographers, SPA masters, chef, perfumers, sound designer) developed a holistic brand experience:

- Logo and patterns based on natural vibrations;
- Integration into the space (navigation, uniforms, interiors);
- Digital solutions (UI/UX, Motion design);
- Sensory codes (Scents, Sounds, Textures).

Idea

To create an ethno-SPA and gastronomy brand where the philosophy of the five senses unfolds through architecture, service, cuisine, and identity.

The logo and visual system are born from the natural vibrations of water and the forms of the gorge.



Wellness and Relaxation in the Heart of Tradition