

blue
HARMONY
BY WYNDHAM

In partnership with Gensler, the global architecture and design firm, GIRVIN created the identity program for the Wyndham Worldwide spa concept, Blue Harmony.

The Blue Harmony Spa and Fitness Experience has been described as emphasizing “relaxation, rejuvenation, wellness, nutrition and fitness using rhythm and harmony as expressed through the universal language of music and dance.”

GIRVIN’s hand-rendered treatment is a visualization of serenity, fluidity and movement, which works in conjunction with the calming spirit of the color blue. The identity, overall, is the perfect embodiment of the spa’s message: “Renew Your Inner Rhythm.”

“We needed a special piece of art created for a landmark concept and turned to the GIRVIN team to help us fulfill this vision. We knew GIRVIN would be able to capture the spirit of the idea so we asked the team to work with us in creating a truly unique script to embody the Blue Harmony experience. The result of our collaboration really became the cornerstone of the brand and set the stage for a successful project.”
– Jeff Lancaster, Gensler | NYC