

industry

FASHION • ENTERTAINMENT

HOME & DESIGN ISSUE

A Dream Loft Comes to Life

The Best in Green Design

22nd Century Furniture Guide

Two Brothers Draft a New Staten Island

PLUS!

Circuit Training: The Wonder Workout

A Brave New Art Renaissance on the Island

STATEN ISLAND

Our Biggest Fashion Guide Ever: From Summer Sheer to Evening Glam

The Leading Ladies of Local Real Estate

GREAT ESCAPES

A Prague Dreamscape

The Best NOHO Spa Getaway

Inner Journey: Pilates meets Yoga

CHRISTIAN BALE

WILL THE STAR OF *THE DARK KNIGHT* AND *TERMINATOR SALVATION* FIND PEACE AT LAST?

JULY - AUGUST | 2009

\$3.95



www.industryM.com

THE GREAT ESCAPE

Great Jones Spa is an airy, expansive and rare NOHO oasis

The blocks just above and below Houston and easy and west of Broadway are a challenge for those looking for spa indulgences. There's an abundance of the \$30 per half-hour, half-basement, mini-massage storefronts, which may be perfect for those both shy about disrobing and in the mood for getting a quick burst of relaxation during lunch hour, but for those looking for a more elaborate and all-encompassing experience, it's a peculiar and often barren part of town.

One notable exception is the Great Jones Spa. You'd almost miss it walking past, but that would be a shame, because it is actually one of the more remarkable spas in the city. Multilevel, remarkably airy, and with both visual and audible connotations of waterfalls throughout, it has become something of an obsession for us in recent days.

Upon entering, you'll see a decidedly un-Manhattan-like high-ceiling-ness to the proceedings, the interior an adventure in browns and muted greens. It's a blessed relief from the busyness of the neighborhood, but don't be surprised if there are a fair number of people in the water lounge when you get there. The facilities, too, are remarkably open and lofty, though treatment rooms are, of course, private.

The range of services is notably diverse, and includes a full array of massage techniques, waxing, mani-pedis, colonic irrigation and a variety of other detoxifying treatments. Without putting too fine a point on it, the latter-most category is of particular relevance to us after a long evening out (we'll leave the remaining details to your imagination).

Everyone's taste differs, of course, but of late we have been rejecting the soft, surface layer, loving-touch brand of massage in favor of a rigorous, deep tissue, almost-painful experience. To that end, the Deep Tissue/Sports Massage is a blessing. It is said that before any athletic event—but in particular anything as rigorous as a marathon or

triathlon—a deep tissue/sports massage can help avoid injury, while a post-event session is rumored to increase performance. This one is a bargain at \$140 for 60 minutes.

For less strenuous appetites, give the Sedona Mud and Red Algae Body Wrap a whirl. A blend of red algae and red Sedona mud is applied in the Vichy shower facility, and mixed with natural clay to—reportedly—draw out toxins from the skin and deep tissue, though without the dehydrating side effect that so many mud wraps seem to entail. The 90-minute session ends with a deep tissue massage and skin moisturizing. A hair pricer at \$160 for 60 minutes, we nevertheless find this actually one of the best values in the house.

For those to whom this sort of traditional brand of therapy is old hat, we recommend the Red Flower Hammam Treatment and Massage, a five-step Turkish massage ritual based on that of the hammam bathhouse. The treatment starts with a Moroccan mint tea skin cleansing in the Vichy shower, followed by an exfoliation with olive stones, coffee, and lemons. Clay is then painted on the skin, again drawing out toxins. This treatment, too, ends with a massage, along with a blend of Jasmine, cardamom, bergamot amber, and olive oil. This one is on the expensive side, at \$230 for 90 minutes, but then again, what cost health?

Any of these treatments can be had—for an extra price—in the private suite. It's hard to imagine a better date than a whole suite devoted to you and your loved one, and it only adds an extra hundred dollars to the price.

Great Jones is a stickler for cancellation notification, so be absolutely certain to notify them at least 12 hours if you can't show for an appointment, otherwise you'll be charged 50%.

Great Jones Spa
29 Great Jones Street
212-505-3185