FLUIDRA



WATER FOUNTAINS FOR HOTELS AND SHOPPING MALLS

The ultimate guide

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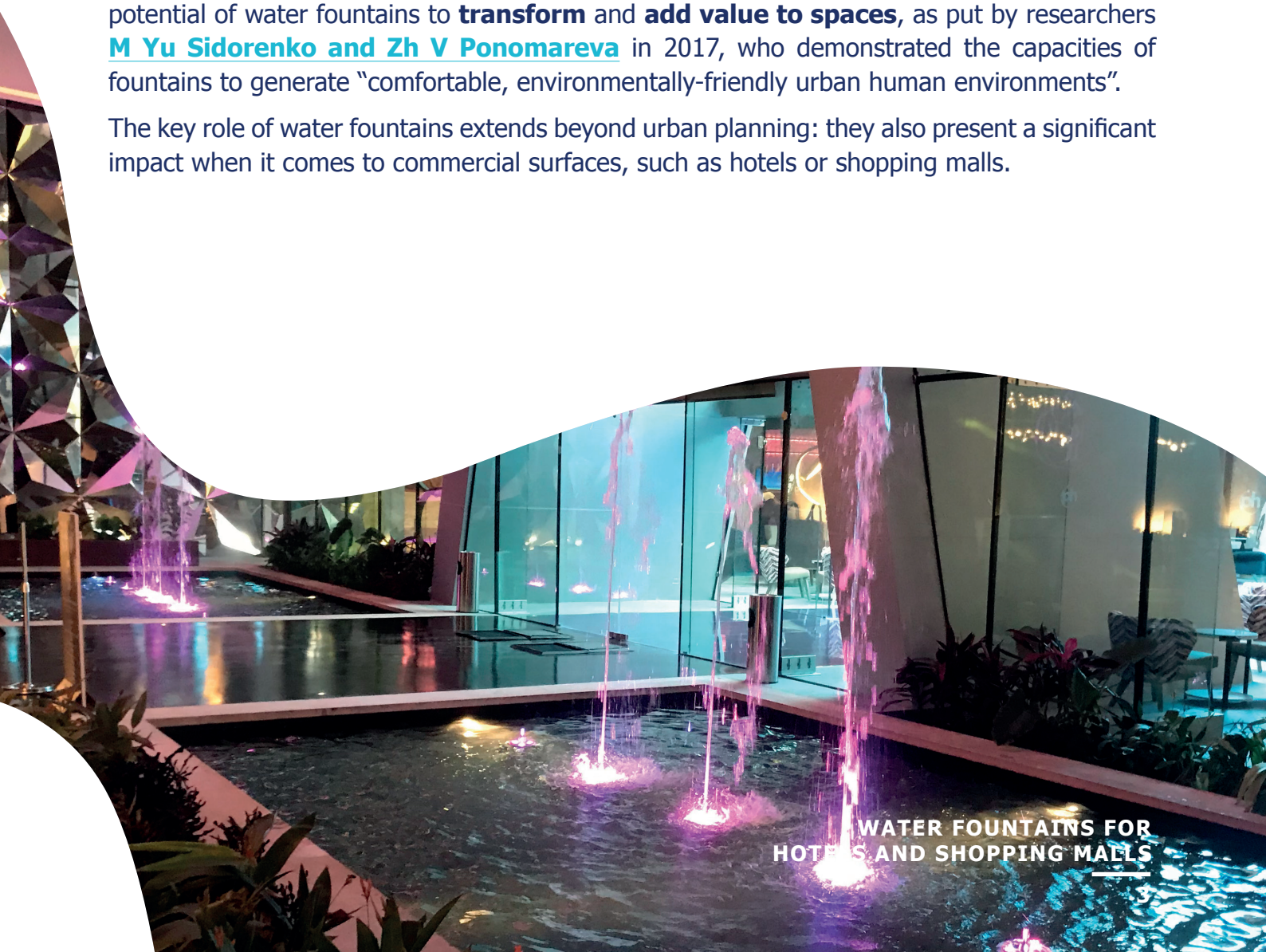
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01 INTRODUCTION

Water fountains have always had a **magnetic effect**. From ancient times, when access to water meant survival, human settlements were most often built around water springs. These provided not only drinking water, but also **cooling and humidifying** atmospheres, as well as a traditional and naturally-occurring **gathering spot**. Linked to the importance of these spots and water being an essential necessity for humans, this element has obtained a profound symbolic importance that continues to this day.

Consequently, many current urban architecture schools acknowledge and recognize the potential of water fountains to **transform** and **add value to spaces**, as put by researchers **M Yu Sidorenko and Zh V Ponomareva** in 2017, who demonstrated the capacities of fountains to generate "comfortable, environmentally-friendly urban human environments".

The key role of water fountains extends beyond urban planning: they also present a significant impact when it comes to commercial surfaces, such as hotels or shopping malls.



One's initial perception of these spaces is that they're often designed with maximum financial profit in mind, so that the number of **commercial opportunities** must be optimized in the surrounding area.

However, it's becoming increasingly clear that in order to do so, commercial surfaces must also offer **recreational opportunities** and **wellbeing** spaces to their visitors. The atmosphere created by a water fountain and its deep ties with the human desire for a connection with nature does just that.

Considering this perspective, at Fluidra we've created this comprehensive guide about water fountains, where we aim to show how they enhance the visitors' experiences, the operator's profitability in shopping malls and hotels and what the current possibilities for modern, cost-efficient and sustainable water fountains are. Keep reading to find out.



"... commercial surfaces must also offer recreational opportunities and wellbeing spaces to their visitors."

02 THE 4 KEY BENEFITS OF WATER FOUNTAINS

Ornamental water fountains present more **benefits** than those that merely consider aesthetics.

When examining the symbolic and emotional response that water features evoke on humans, there are a number of advantages entailed by the installation of water fountains:

Enhance user experience and profit

Water fountains help enhance user experience in a wide range of areas. These aquatic installations and the visual stimulation they provide can in fact transform spaces into **stimulating environments**, attracting people and generating gathering spaces for positive social interactions.

In fact, modern water fountain technology (such as interactive water jets) is able to provide **surprising and memorable experiences**. Additionally, as part of key interior design projects, water fountains generate a feeling of spaciousness that adds up to feelings of wellness and relaxation.

From an economic point of view, the capacity for fountains to generate emotions is not inconsequential. Considering how the **focus on customer experiences** has been put on the spotlight recently, the generation of more pleasant contexts perfectly pairs with the aim of expanding business opportunities and increasing income.



There are a number of ways in which this beautification of space translates into enhanced economic results:

- They **increase user traffic**. Visitors are naturally attracted to the wellbeing spaces and relaxing atmospheres that water fountains are able to generate. As such, water fountains become an appealing and exciting feature for a hotel or shopping mall that attracts people and **boosts surrounding businesses**, as visitors remain in the area for longer times.
- Aligned with positive, memorable experiences and emotions, water fountains can also be **loyalty-building** user experiences. As such, the association of said emotions with the hotel or shopping mall lasts in the medium and long term.

"... water fountains become and appealing and exciting feature for a hotel or shopping mall that attracts people."

Intensify your brand image

Water fountains often become centerpieces for a given hotel or shopping mall space, playing a leading role in a building's personality and style.

This is particularly true in the case of **innovative, unique water installations** such as digital curtains or water shows in ornamental fountains. Leaving a **lasting impression** on visitors, they become an easily **recognizable symbol** that can be immediately associated with a brand. In fact, these have also been successfully used to generate a business **identity** and then promote it through different advertising campaigns where the water fountain is featured.

Additionally, the use of digital curtains is particularly tied to improving **branding**, as logos and personalized messages can be projected on an extraordinary water surface that attracts users' attention.

Create a refreshing atmosphere

It's a fact: water fountains are able to generate **pleasant microclimates**, as the cooling and humidifying effect of water has been quantified in scientific models suggested by **Fei Xue et. al** about the thermal effect of fountains.

Water is able to **reduce local temperatures** through evaporation processes, transporting heat out of a given area. In fact, moving or flowing water, such as the one present in water fountains, is very effective at conducting heat transfers from the ground to the air.



This translates into two key benefits: first, it further enhances the type of user experience described above, who might benefit from an opportunity to cool down; secondly, it naturally generates a cooler atmosphere that may help **regulate temperatures** for hotel and shopping mall operators.

That's related to the so-called "heat island effect", which means that inside urban areas temperature increases. This effect is also boosted by climate change. As exposed by **Hanan M. Taleb (June 2014)** and also the **EPA (United States Environmental Protection Agency)**, water fountains can reduce this effect by evaporation, transporting heat out of the city or urban area, acting as a regulator that slowly absorbs heat helping to remove dust and other airborne pollutants.

Water fountains as a playful educational tool

Water fountains can also represent a versatile playful experience for children in the area. From dry-deck fountains to other specific water installations, the right knowledge around water flows, currents and installations and their ludic possibilities will be able to provide a unique entertainment for the little ones.



03 WATER FOUNTAINS IN SHOPPING MALLS AND HOTELS: TIPS AND INSPIRATION

Advanced technologies in aquatic installations today mean the possibilities for **custom and cost-efficient** water fountains are more accessible than ever. Accompanied by professional designers, shopping malls and hotels are able to generate unique installations that adjust to each space's needs and possibilities.

The following is a comprehensive list of the main water fountain types currently available with the particular benefits that they entail for shopping mall and hotel operators.

Indoor water fountains

Indoor water fountains have remained a popular solution for interior design in public spaces, as they provide almost endless possibilities to fully transform whole areas in hotels and shopping malls.





As such, these ornamental water installations often become a **centerpiece** for these establishments, creating a relaxing, refreshing and unwinding atmosphere that triggers positive public responses.

Today, indoor water fountains can take many shapes:



- **Vessel fountains** remain a classic option. Typically designed to create a harmonious match with its surroundings, they present beauty and architectural value that translates into peaceful atmospheres. Vessel fountains can be enhanced by the addition of multiple water jets and lights, turning into unique **water shows** that entertain and surprise visitors.



- **Digital screens** represent an eye-catching, innovative solution for hotels and malls aiming at embracing avant-garde aesthetics. While it's possible to incorporate this installation into a wide range of areas, it's become a quite popular feature at the entrance of hotels and shopping malls, creating a positive first impression. This aquatic installation allows operators to display messages and images as projections on the water surface, expanding this fountain's possibilities: from promoting their own brand image to advertising commercial brands, they provide a powerful communication tool that attracts visitors' attention.

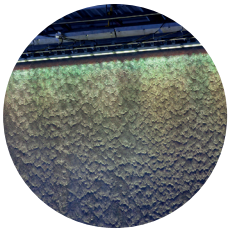


- **Digital water curtain.** An ideal solution to add an extraordinarily beautiful water feature to tall spaces, digital water curtains present a pronounced vertical height that will surprise visitors and create a sense of spaciousness and refreshment. Able to create a cozy, welcoming atmosphere, these large-scale water features can also be projected on, acting like a flat water screen where customized messages or images will attract many visitors' eyes.





- **Water mirrors** consist of a thin layer of water that acts as a reflective surface. A sophisticated enhancement to shopping malls and hotels, they are usually installed on gardens, halls or corridors, generating calming spaces where time seems to stand still.



- **Waterfalls** can be found as decorative elements in large indoor spaces in hotels and shopping malls. A vertical cascade that resembles a natural waterfall, they entice emotions of peace and relaxation through their continuous water movement and its associated sound. A different variation is the **mesh waterfall**, which also creates a continuous effect of falling water, but it also generates an attractive hypnotic effect that recreates small waves of water through a stainless steel mesh. With its state-of-the-art design it produces a perfect and uniform sheet of water without splashing throughout the entire mesh. It can also incorporate a lighting system or digital projection.



- **Thread cascade**. The thread cascade fountain consists of a series of threads made of special material and mounted inline, on which water flows.It is certain to be an eye-catching and unusual focal point of any space, alongside generating the calming effects of running water without splashing.



- ***Mur d'eau.*** A *mur d'eau*, o muro de agua, puede estar hecho de diferentes materiales, como piedras rugosas, cristales, etc. Es un elemento decorativo impresionante para interiores o incluso exteriores, para crear un ambiente relajado. El flujo de agua a través de la columna de piedra crea un agradable ruido de fondo, sin dejar de ser discreto. Similar al efecto de un río, es excelente para crear una sensación de paz interior.



Outdoor fountains



Dry deck fountains

Dry deck fountains are among the most **family-oriented** ornamental aquatic installations. They incorporate **water jets** that, when activated, shoot water vertically from an underground vessel. These jets can also be designed to shoot in particular sequences or include elements such as combinations of light and music, generating eye-catching choreographies.

Besides, these fountains' basins are installed just below ground level so that, when inactive, the fountain is a walkable space. Thus generating an extra space for hotel and mall operators to make the most of.

This allows for dry deck fountains to become a **multifunctional installation**: during the day, they can be a space for original, refreshing fun; at night, they become a water and light show that entertains and surprises visitors.

The result is an exceptional water feature that invites users to interact with it and have fun, pleasant experiences.

Dry deck fountains are typically found in **outdoor spaces**, generating gathering places in parks, gardens or squares. In the case of hotels, in fact, they can be used as an alternative for conventional swimming pools, thus adding an interactive element to hotel family entertainment.

Particular care must be taken in order to guarantee the ground installation is resistant enough for it to become a walkable surface when the fountain is not activated.

Although specific water treatment systems must be considered by designers in every type of water fountain mentioned in this ebook, dry deck fountains represent a perfect example of the need for well-built, efficient systems.



Water show fountains

These fountains combine **water, lights, music and projections** to generate unique audiovisual spectacles that will amaze the public and remain in their memories. Choreographed jets, giant images projecting on buildings and carefully-chosen color palettes are often in the mix when it comes to water show fountains. The addition of theater or dance productions represents another popular option, as well as the incorporation of fire.

Hotels and shopping malls have diverse options when it comes to these one-of-a kind water show fountain productions. Some opt for shows that are displayed **seasonally** (for instance, a Christmas-themed show), others generate them for **special occasions** and some others create a **daily schedule** for their shows. This way, they ensure their facilities are associated with uniqueness, pushing their brand image further.

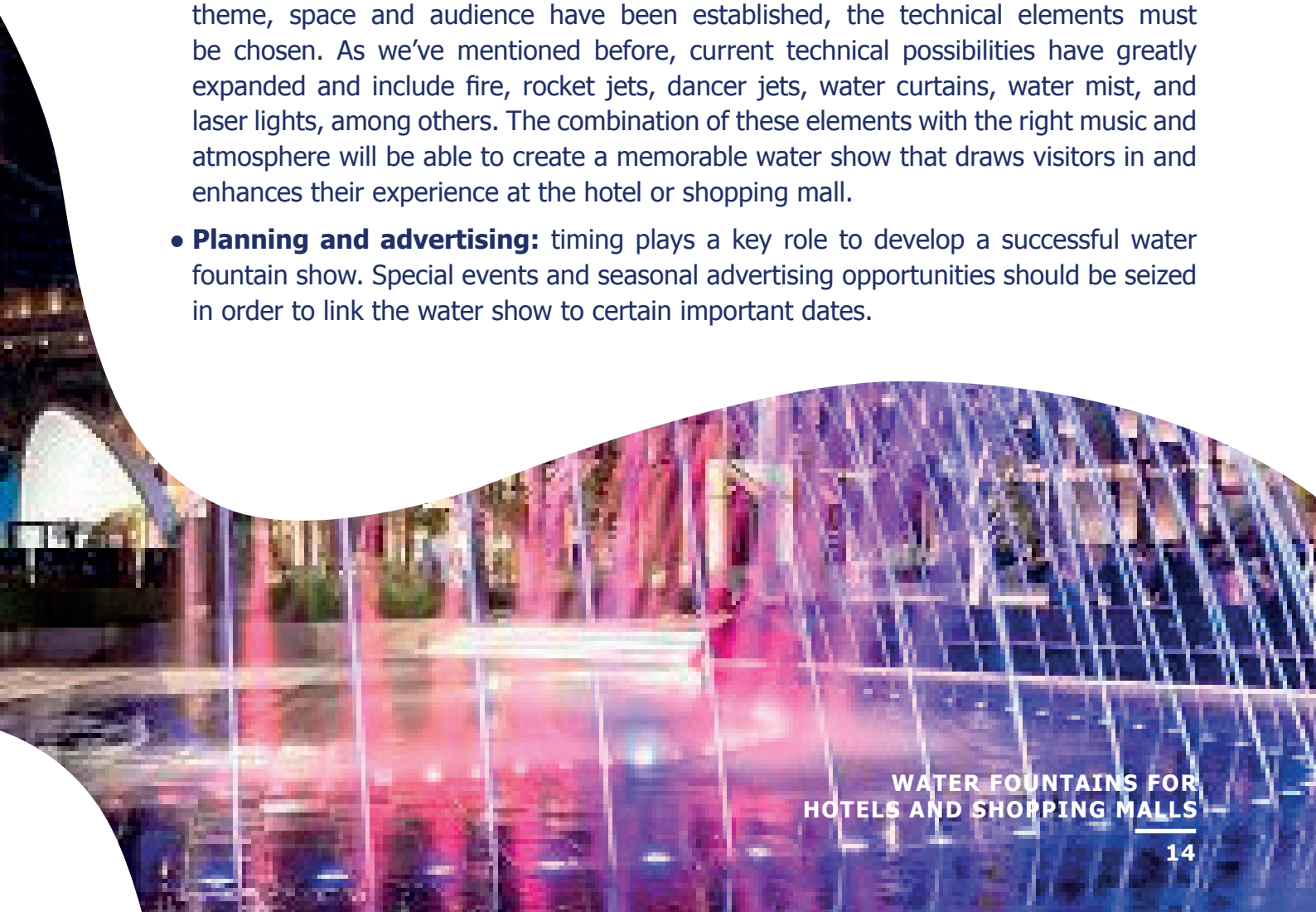
Perhaps the most famous among water show fountains is the installation at Bellagio, Las Vegas, which has generated a landmark point for the city's visitors and an extraordinary global branding for the associated hotel and the restaurant. Other

impressive fountain water shows include the Dubai Mall Fountain and the Magic Fountain in Barcelona, attracting worldwide attention towards these water displays.

In the same spirit, all types of hotels and shopping malls can have access to their own water show fountains, working with the right fountain designers that will understand their needs and generate a project that adjusts to each space and possibilities. As such, some common areas for the installation of these water fountains include big indoor spaces such as entrances, food courts and outdoor areas.

There are a number of things to consider in order to guarantee an eye-catching, engaging show that also maximizes visitors' attention and, consequently, optimizes the customer experience, while remaining sustainable and efficient:

- **Designing and defining the show:** a successful water show needs to present a coherent experience and define the stories that are going to be presented, its theme or subjects. This is important because the rest of the technical decisions (from lighting to water effects and music) should be based on this foundation. For instance, a Christmas-themed water show may invite visitors in during peak holiday periods.
- **Considering the given space and the audience:** first impressions, audience positions and general views must be considered so that the water show is accessible to the maximum number of people. Audience options must also consider whether it should be a seated, ticketed show or whether the water show will be free of charge and thus open to anyone.
- **Choosing the right effects and features:** once the previous aspects regarding theme, space and audience have been established, the technical elements must be chosen. As we've mentioned before, current technical possibilities have greatly expanded and include fire, rocket jets, dancer jets, water curtains, water mist, and laser lights, among others. The combination of these elements with the right music and atmosphere will be able to create a memorable water show that draws visitors in and enhances their experience at the hotel or shopping mall.
- **Planning and advertising:** timing plays a key role to develop a successful water fountain show. Special events and seasonal advertising opportunities should be seized in order to link the water show to certain important dates.





Vessel ornamental fountains

As part of the outdoor possibilities, vessel ornamental fountains make the most of certain spaces by adding a classic touch that nonetheless may incorporate innovative technological advancements. **Water movements, color and soothing sounds** will enhance any hotel or shopping mall area with an ornamental touch and a sense of peace, tranquility and comfort. Additionally, current building possibilities mean vessel fountains now come in a **variety of sizes** in order to fit any type of space.

The previously discussed water mirror can also be installed in outdoor spaces as it provides a stylish architectural touch both in green spaces as gardens or built-up spaces.



Digital screen and digital water curtains

Also, digital screens and digital water curtains exposed before can also be applied in outdoor spaces, such as in front of the hotel or shopping mall, as it will provide a great first impression both for guests and potential buyers. But it has to be considered that wind effects can affect the fountain's performance by displacing water jets into non-desired areas, so it is more suitable for indoor spaces.



04 CONCLUSION

As we've seen, the different water fountain options available today all work towards one goal: enhancing a hotel or mall space to provide **memorable, positive experiences** for customers and, consequently, a unique atmosphere and brand image.

They are a great option to give new life to otherwise low-profit areas. It's important that hotel and mall operators are guided in the process by **professional water fountain designers** in order to make sure their investment is maximized.

Optimal constructions, efficient water treatment options and all types of resource optimizations will make a difference in the project's quality, execution times and long-term maintenance needs.

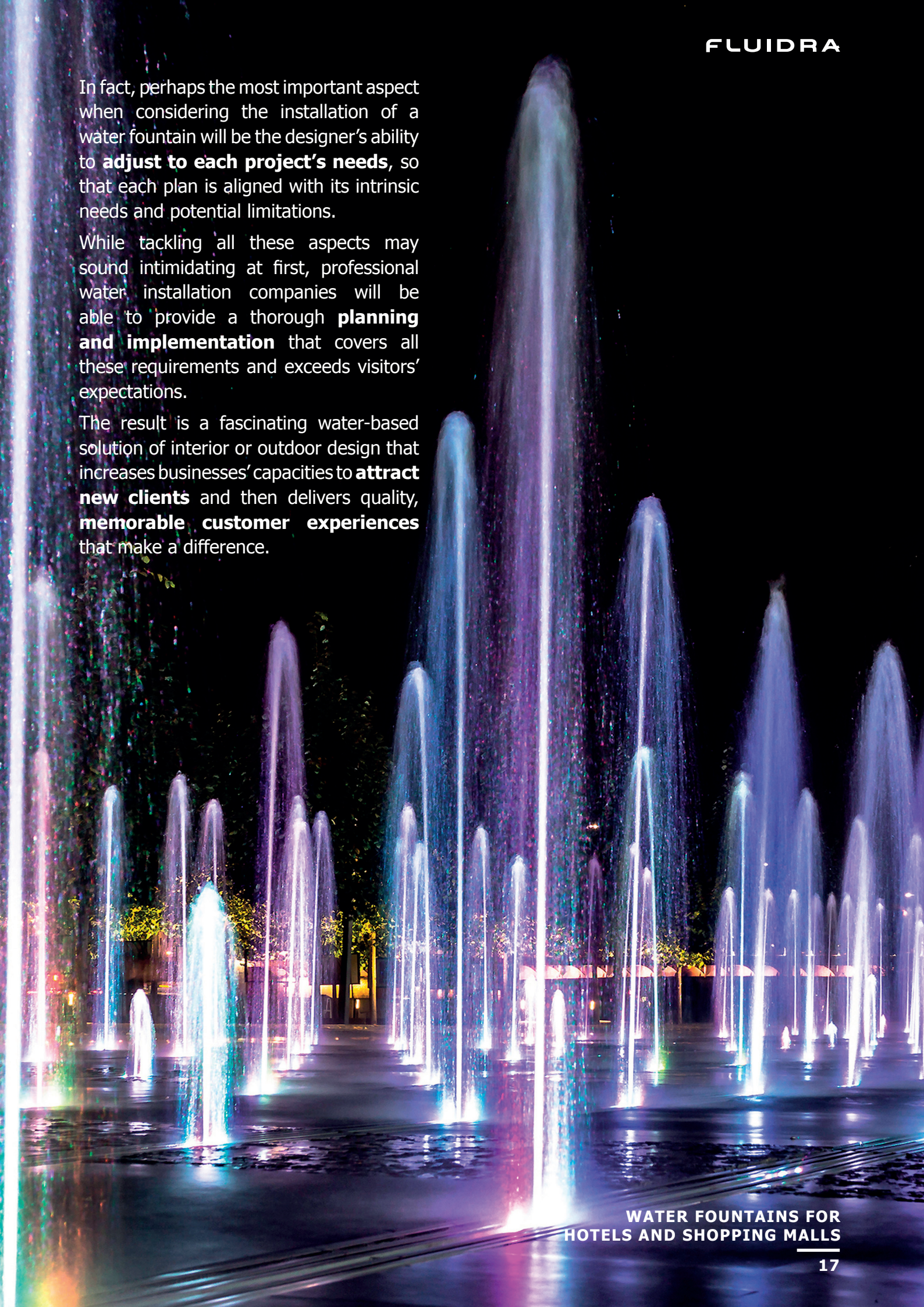
An optimized energy consumption, the right connectivity and sustainability criteria, as well as weather-regulated sensors for ornamental effects are other additional quality markers that are of utmost importance to guarantee operators access the right type of installation.



In fact, perhaps the most important aspect when considering the installation of a water fountain will be the designer's ability to **adjust to each project's needs**, so that each plan is aligned with its intrinsic needs and potential limitations.

While tackling all these aspects may sound intimidating at first, professional water installation companies will be able to provide a thorough **planning and implementation** that covers all these requirements and exceeds visitors' expectations.

The result is a fascinating water-based solution of interior or outdoor design that increases businesses' capacities to **attract new clients** and then delivers quality, **memorable customer experiences** that make a difference.





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