The design of the Winslow Spa is inspired by the historical 1920's Ford Building in downtown Fargo, ND. The spa displays the Chicago School of Architecture aesthetic while taking on a more minimalistic/holistic approach to increase restorative and healing properties within the interior. The vintage aesthetic combined with natural elements creates a unique atmosphere for heightened guest experience. The design incorporates geometric, rectilinear forms, and straight edges, along with preserved historical elements such as the blonde brick, terrazzo flooring, and concrete columns.

The design seeks to provide an overall tranquil and restorative environment that will be explored through natural textures of wood and stone. Hues of blue/green offset with warm shades of orange and yellow create the ultimate sanctuary of relaxation. Additionally, access to natural daylighting and carefully selected artificial lighting elements will allow for user customization and satisfaction. Allowing for blue light in public lounge areas, red light in the golden Himalayan salt room, and dimmable capabilities within treatment rooms will transport the mind and body through spatial serenity and alleviate the stresses of everyday life. Providing access to natural plant life and natural elements that aid in the overall peaceful vibe of the spa.

The design also aims to incorporate the elements of universal design and ADA, as well as accounting for sustainability concerns with the choice of finishes, materials, and furnishings.