# Luxury real estate embraces wellness with longevity rooms and biophilic design



In an era where wellness transcends mere trendiness to become a lifestyle priority, the integration of health-focused elements into residential spaces is rapidly taking centre stage. A growing body of literature highlights how this shift is reshaping our homes and, by extension, our lives. From the emergence of bespoke ‘longevity rooms’ packed with advanced health technology to the transformation of country estates into wellness havens, the multifaceted relationship between real estate and wellbeing is becoming increasingly significant.

Luxury ventures are seizing this opportunity, aiming to redefine the concept of leisure and health. Notably, upcoming projects like The Estate's new property in Los Angeles are shifting the paradigm of traditional spa experiences towards comprehensive health services. This evolution is mirrored by the infusion of nearly $2 billion in venture capital funding directed towards longevity and anti-aging startups in 2021 alone. Such investments underscore a burgeoning sector that attracts both high return potential and a commitment to health advancement.

As part of this movement, biophilic design—an architectural approach that integrates natural elements into living spaces—is gaining traction. This innovative design philosophy not only promotes aesthetic appeal but also aims to enhance occupant wellbeing by fostering connections to nature. Amenities designed with multiple senses in mind—accounting for sight, sound, and air quality—can alleviate stress and encourage relaxation. Such initiatives resonate with the increasing demand for indoor environments that reflect ecological sustainability and personal health.

The business case for incorporating wellness features into housing continues to strengthen, revealing substantial benefits for both homeowners and renters. Research indicates that such enhancements significantly improve indoor air quality and overall health, which can lead to reduced illness and elevated mood levels. Notably, homes equipped with wellness-focused features can command premium prices ranging from 10% to 25% in certain markets, a testament to the financial viability of these investments. Furthermore, renters show a willingness to pay up to 15% more for apartments that prioritise wellness, reflecting a crucial market shift.

The luxury real estate sector is particularly attuned to these evolving consumer demands. Surveys indicate that 93% of homeowners and renters consider wellness to be an essential factor when choosing a home. Features like non-toxic materials and anti-microbial surfaces are increasingly sought after, often leading to premium sale prices for homes that incorporate these technologies. Developers, recognising the competitive edge that wellness design provides, are integrating advanced features, including circadian rhythm systems, which help regulate occupants' sleep cycles, alongside sustainable building practices.

Real estate developments focused on wellness are not just utilitarian but can also transform community dynamics. Initiatives such as The Green Terrace, which boasts air-purifying plants and communal gardens, demonstrate the potential to enhance tenant satisfaction while reducing energy costs. Case studies reveal that properties characterised by biophilic design and wellness amenities achieve faster lease-up rates, reinforcing the concept that health-centric living spaces are not just desirable but can also drive profitability.

Looking ahead, the convergence of biophilic design with e-commerce and digital health technologies suggests a promising frontier for therapeutic home environments. With e-commerce platforms providing health-centric products directly to consumers, homeowners are increasingly equipped to tailor their spaces according to health optimisation principles. Combining traditional concepts with cutting-edge solutions, such as AI-driven interior design applications, unlocks new possibilities for health-focused living.

As our understanding of wellness continues to deepen, the role of our homes in promoting health and longevity has never been more critical. This emerging landscape presents a unique opportunity for both consumers and investors to engage in a transformative approach to living, making wellness not just a goal, but a central tenet of modern habitation.

### Reference Map

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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.ft.com/content/985c0ce3-5f09-4e84-974c-414146f44ad9> - Please view link - unable to able to access data
* <https://www.forbes.com/sites/josipamajic/2024/09/19/the-new-frontier-of-luxury-where-wellness-meets-longevity-and-venture-capital/> - This article discusses the emergence of luxury longevity resorts, focusing on The Estate's upcoming property in Los Angeles, which aims to offer comprehensive health services beyond traditional spa treatments. It highlights the increasing venture capital investment in longevity and anti-aging startups, noting that in 2021, the sector saw nearly $2 billion in VC funding globally. The piece emphasizes the growing trend of integrating wellness and longevity into luxury real estate, presenting it as a promising area for investors seeking to combine returns with contributions to health advancements.
* <https://biofilico.com/news> - Biofilico's blog explores the integration of wellness features into real estate, emphasizing the importance of biophilic design, which incorporates natural elements to enhance occupant well-being. It discusses the human-centric interior design process, focusing on user involvement to create spaces that address diverse needs. The blog also covers designing for multiple senses, including sight, sound, and air quality, to promote relaxation and stress reduction. Additionally, it highlights eco-friendly design strategies, such as energy-efficient lighting and water-saving fixtures, to reduce environmental impact.
* <https://fastercapital.com/content/Housing-Health-Wellness-Solution--Healthy-Homes--The-Business-Case-for-Integrating-Wellness-Features.html> - This article presents the business case for integrating wellness features into housing, highlighting benefits for homeowners and renters. It discusses how wellness features can improve health and productivity by enhancing indoor environmental quality, leading to reduced illnesses and improved mood. The piece also notes that homes with wellness features can command price premiums of 10% to 25% in some markets and that renters are willing to pay 15% more for wellness-oriented apartments. Additionally, it mentions that green-certified homes can save up to 30% on energy and water bills.
* <https://www.forbes.com/sites/jamiegold/2023/01/17/real-estate-experts-share-roi-trends-of-wellness-design-home-features/> - This article examines the return on investment (ROI) trends of wellness design features in homes. It reports that 93% of surveyed homeowners and renters consider wellness important, with 73% stating it will influence their next home choice. The piece highlights in-demand features such as non-toxic materials, anti-microbial surfaces, and saltwater pools, noting that homes with these features can sell for a premium. It also discusses the luxury market's focus on wellness, with developers incorporating features like circadian rhythm systems and sustainable designs to meet client demands.
* <https://fastercapital.com/content/Housing-Wellness-Program--Scaling-Up--Leveraging-Housing-Wellness-to-Expand-Your-Real-Estate-Portfolio.html> - This article explores how integrating wellness into housing can expand real estate portfolios. It presents successful implementations, such as The Green Terrace Initiative, which transformed an apartment complex with air-purifying plants and communal gardens, leading to a 20% increase in tenant satisfaction and reduced energy costs. Another example is Harbor Wellness Suites, featuring biophilic design and wellness amenities, achieving a 30% faster lease-up rate compared to local averages. The piece underscores the market demand for health-focused living spaces and the potential for developers to innovate in this area.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC11855921/> - This article discusses the integration of biophilic design, e-commerce, and digital health technologies to create therapeutic home environments. It suggests that e-commerce platforms can deliver health-centric products and education, enabling consumers to optimize their home environments for disease prevention and management. The piece highlights the potential of virtual reality and AI-powered software solutions in interior design to visualize and create health-focused spaces. It emphasizes the importance of health education in understanding how exposure to nature and specific design elements can positively impact health outcomes.