



FIELD GUIDE / 2026 EDITION

One Spa. Five Stages. Modelled Only Once.

What to design and render at each stage of a new spa or wellness club, who it convinces, and what the 3D model carries into the next stage, so you never pay for the same club twice.

START HERE

Why new spas pay for their visuals twice

Most new spas buy images in pieces: a mood board for the business plan, a layout from the sauna supplier, a few renders for the landlord and stock photos for the founding-member campaign. Each piece is made by someone else, from a different version of the club.

The result is a spa that looks different in every document. Investors see one club, the landlord another, and the first members join a third. Every new piece starts from zero, so the same spa is modelled and paid for again and again.

	BOUGHT IN PIECES	BUILT AS ONE MODEL
01	A mood board nobody can price	A 3D layout with zones, the guest route and materials from the first week
02	Business-plan images that show a feeling	Views of the reception and a signature therapy that show the business
03	The supplier's layout, built around their cabins	A brand-neutral layout, with your chosen saunas and plunges added later
04	Stock photos for the founding-member campaign	Stills and a walkthrough of your own club, before it exists

The 3D model is the asset. The images are the output.

Once the spa is designed and modelled, each new stage only needs new views, not a new club. That is why the first stage is the expensive one, and every later one costs less.



Maverick Frame production render.

THE ROADMAP

What to design at each stage, and who it has to convince

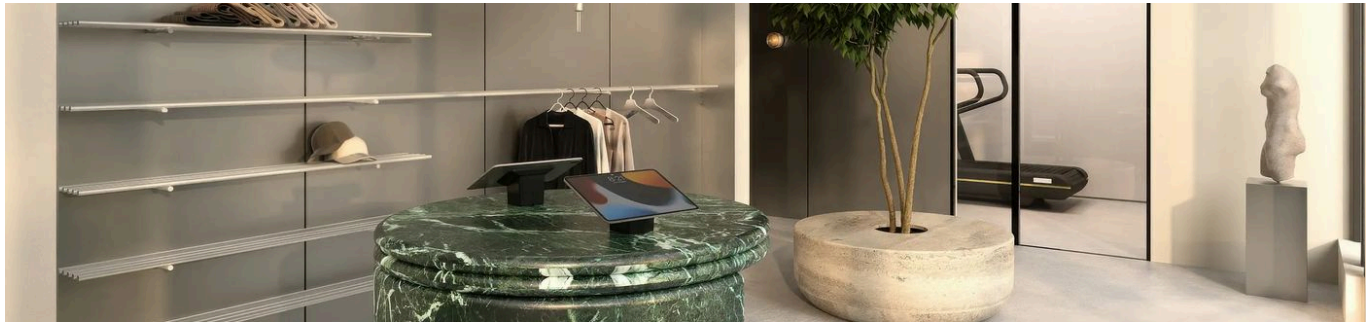
The five stages below are the ones on our spa and wellness design page. For each: what is designed and rendered, who has to say yes, and what the next stage inherits instead of redoing it.

STAGE	DESIGN AND RENDER	WHO SAYS YES	CARRIES OVER
Concept	Zones, the guest route, materials, a 3D layout and a first look at the club	You and your partners	The 3D model and the layout
Funding	The reception, a signature therapy room and the floor plan for the business plan and the deck	Investors, partners, the bank	Approved materials and the views
Lease	Floor plan, wet areas and the storefront; dimensions for pricing the fit-out	Landlord, building owner, contractor	A layout everyone has priced
Build-out	Finishes, lighting and wet areas signed off in 3D before the trades start	Your contractor and your team	Final materials in the model
Pre-sale	Stills for the website, social formats, ad creatives and a short walkthrough	Your founding members	A launch library of your own club

Start where you are

If you already have a design from an architect, start at Funding and send us the drawings or the 3D model: we build the club from them. If you have only a space and an idea, start at Concept, because we design it with you.

We design the concept and the layout and produce the visuals. Construction, plumbing and ventilation drawings stay with your architect and engineer, and ad campaigns with your marketer; we work alongside both.



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WHAT IT COSTS

One new club, concept to pre-sale

A composite of one recovery club of about 600 m² with a reception, a contrast therapy zone, recovery and treatment rooms and changing rooms, designed from an empty unit. Hours are studio production hours; the share shows where the visuals budget goes, stage by stage.

	STAGE AND SET	WHAT IS MADE	HOURS
01	Concept: 3D layout and floor plan	1 large view	24 h
02	Concept: first look at the club	2 views	26 h
03	Funding: reception, therapy room, lounge	3 views, model reused	30 h
04	Lease: storefront, wet areas, layout	3 views	32 h
05	Build-out: finishes and lighting sign-off	3 views, model reused	24 h
06	Pre-sale: website and social stills	6 stills	48 h
07	Pre-sale: short walkthrough	20 seconds	40 h
	Concept 22%, funding 14%, lease 14%		112 h
	Build-out 11%, pre-sale 39%		112 h

Concept to pre-sale, one model 224 h

Share of the hours that builds the model 22%



A design that already exists, fewer rooms or no walkthrough cut the hours. A pool, a bathhouse circuit or several concepts add them. Tell us your opening date and we plan the stages backwards from it.



Maverick Frame production render.

THE ONE PAGE

What to send us at each stage

STAGE	WHAT TO SEND TO START
01 Concept	The floor plan or photos of the space with dimensions, and the treatments you want to offer
02 Concept	Three or four spas or clubs you like, and one you do not
03 Funding	Who reads the business plan, and which room you want them to remember
04 Funding	Your membership idea: how many guests at a time, and what they pay for
05 Lease	The landlord's plan, the storefront and any rules from the building owner
06 Build-out	The architect's drawings or 3D model, and the saunas, plunges and devices you have chosen
07 Pre-sale	The website, the social channels and the dates of the founding-member campaign
08 Pre-sale	Your marketer's formats: sizes, crops and the length of the walkthrough

Change stage, keep the scene

We archive the working 3D scene. When you reach the next stage, a new room or a second location, we reopen it instead of starting again.

Our terms

Our own numbers and terms are on the next page, so you can plan the first stage with them.



Maverick Frame production render.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us what you already have

Plans, a model, photographs or a draft brief, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Spa and wellness design	maverickframe.com/solutions/spa-wellness-design/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.