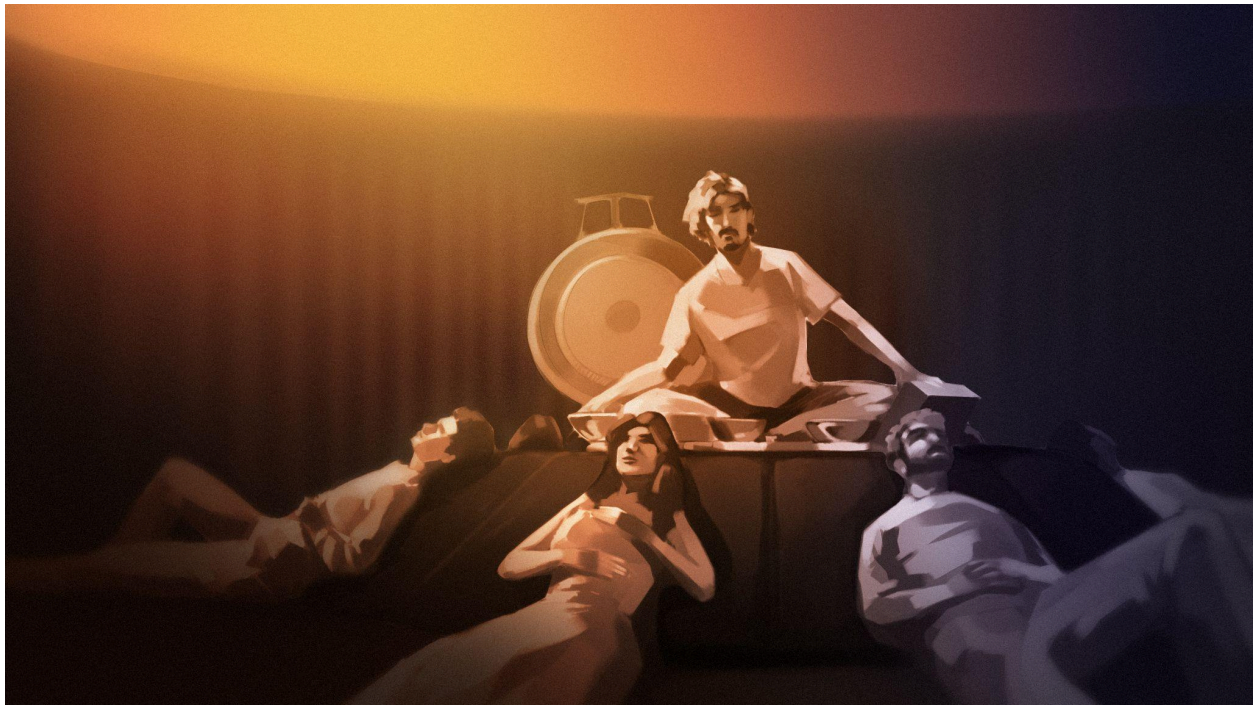


## JPA Design Presents 'Afterglow Frequencies' An Immersive Wellness experience for London Design Festival 2025

- Global design studio JPA Design to debut an immersive installation exploring wellness through sensory-led design
- At the heart is *Afterglow Frequencies*, a multi-sensorial experience that integrates biodynamic light and guided sound baths
- Visitors will also be introduced to recent innovations in wellness design, which inspired the installation, including the Afterglow Private Jet Interiors Concept, SAD light prototype, and sustainable comfort solutions for aviation



*Afterglow Frequencies Visualisation courtesy of JPA Design*

**August 2025 (London, UK)** – JPA Design, a global design studio known for its pioneering approach to wellness-led interiors in transportation and lifestyle sectors, will transform its East London studio into an immersive experience for London Design Festival 2025.

At the heart of the event is *Afterglow Frequencies*, a multi-sensory installation simulating the body's circadian rhythm through light and sound. Guests will journey through two distinct zones, Sunset and Sunrise, designed to guide them from rest to revitalisation. Sunset offers a

dimly lit, contemplative environment focused on stillness and inward reflection. From there, guests gradually transition into Sunrise, where energising biodynamic light and rhythmic soundscapes evoke a sense of renewal and awakening.

Specialist sound therapist Simone Salvatici will lead group sound baths accompanying this transition, using gongs, crystal bowls, and atmospheric tones to guide guests from one state to the next. Each session is designed to leave participants rebalanced and refreshed. *Afterglow Frequencies* is a live expression of JPA's design ethos: immersive, restorative, and grounded in wellness principles adapted for spaces in motion.

Elliott Koehler, Creative Director at JPA Design, comments, *"With Afterglow Frequencies, we're not only sharing a product we've designed and a continuation of the Afterglow concept, but our mentality behind how we design. This is an experience-led reflection of how we approach wellness as a foundational design tool, whether we're shaping an aircraft cabin, premium resorts and hotels or a product you use every day."*

Beyond the installation, the studio will host a focused exhibition spotlighting select wellness innovations. These include the *Afterglow* private jet concept, a prototype SAD lamp, and a new range of sustainable aviation comfort products. Sketches, models, and process visuals will offer a glimpse into the studio's evolving approach to human-centred design.

As JPA continues to reimagine environments across aviation, hospitality, and beyond, *Afterglow Frequencies* offers a powerful demonstration of how spaces can become sanctuaries of restoration. Visitors are invited to step into a living expression of JPA's creative vision, where human wellbeing is not an afterthought in design, but the foundation.

-Ends-

## NOTES TO EDITORS

### Location:

JPA Design Studio  
217 Mare Street, London E8 3QE

### Press Preview & Breakfast

Tuesday 16th September  
9:00AM – 11:00AM  
RSVP: [jpadesign@alphakilo.com](mailto:jpadesign@alphakilo.com)

**Open Studio:**

Tuesday 16th September 2025

Public Opening: 11:00AM – 6:00PM

- Sound Bath Session 1: 12:00PM – 1:00PM
- Sound Bath Session 2: 3:00PM – 4:00PM

**By Appointment:**

Wednesday 17th – Friday 19th September 2025

**About JPA Design**

JPA Design is a global design company with projects spanning luxury, transportation, interiors and product design sectors. With over thirty years of experience, JPA Design creates the environments, objects, buildings and vehicles of the future in partnership with the world's most exciting brands.

JPA Design's portfolio spans interiors for aircraft cabins, premium resorts and hotels, VIP lounges for major airlines and interiors for the world's most luxurious trains. We also specialise in new product design as well as interiors for leading healthcare and wellness brands.

With offices in London, Singapore, Dubai and New Zealand, JPA's multi-disciplinary teams cover a range of services from ideation and concept development to industrial design, branding and programme delivery.

**About Simone Salvatici**

Simone Salvatici is a London-based composer, sound artist, and certified sound therapist whose work explores the transformative effects of sound on consciousness and wellbeing. Drawing from both musical composition and holistic practices, Simone creates immersive experiences using instruments such as gongs, crystal bowls, flutes, and synthesised tones. He regularly leads therapeutic sound sessions in wellness spaces, festivals, and cultural institutions across Europe.

**For press inquiries, please contact**

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