

TaiLife

For three years it resembled a construction site come rubbish dump. Nestled behind the Taipan club in Patong most people wouldn't have even known it was there unless they took a walk down Soi Sunset.

Grand ideas were floated and advertising for investors was carried out to try and get the whole thing going. It didn't work and the hole in the ground that was to be a swimming pool just lay there filling up with water each rainy season.

Then all of a sudden something did happen and the result has turned out to be the new Tai Life Health and Fitness Centre. The presentation of the place is quite exquisite. It looks like a resort without the rooms. The design cleverly utilizes the available space to create an open and relaxed feel in the heart of the hustle and bustle

that is Patong these days. For a place that is so close to the busiest part of Patong the serenity and lack of traffic noise is quite surprising.

Tai Life has been co-founded by Brett Taylor, a degree holder in Sports Science, who has been involved in the fitness industry for over ten years. He has spent most of that time working in Asia, mostly in Japan and Hong Kong, putting together fitness packages for professional athletes, sporting clubs, corporations and diplomatic corps. It was this work with the diplomatic corps that gave him the opportunity to serve as the Sports Massage Therapist for current President of the U.S.A., George W. Bush during his visit to Japan in 2002.

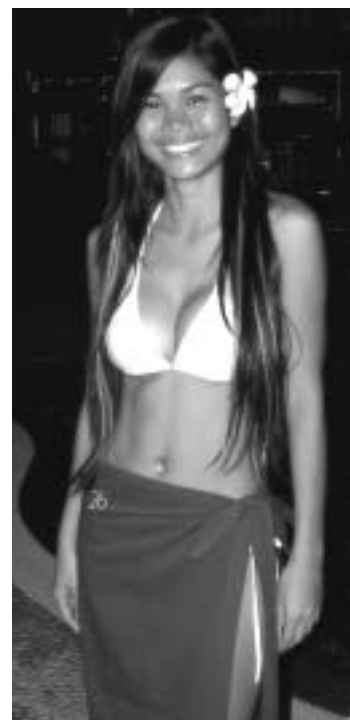
The philosophy behind this centre is a little different from what is normally on offer in fitness centres. Brett calls it



Balance and Choice, where members can discover what it means to enjoy life all over again. The idea says Brett is to educate people about how to maintain their own health and fitness rather than aiming for the pumping iron at all costs mentality. And there are plenty of choices too, from using the gym with its state-of-the-art equipment, to lazing by the pool doing nothing, to having a sauna or a massage in their luxuriously decorated Massage Lounge or enjoying a meal at the No. 26 restaurant that backs onto the complex.

All in all it is a very well thought out design and the air of professionalism is evident as soon as you walk into the reception area. The staff are very friendly and attentive but do need a little more training. We keep saying that first impressions are important and indeed they are. For example, if the Airport Limousine service could insist on their drivers staying below Mach One on their journey to hotels on

Phuket then maybe a few more tourists would come back. But this has nothing to do with Tai Life, it is an oasis in the middle of the noise and grit that is Patong and already we are seeing a large number of defectors from other fitness clubs around Phuket into their quiet and elegant surroundings.



① A Special offer to Andaman Post readers.
15% off all half yearly and yearly memberships.

② Andaman Post Lucky Draw.

Come down to TaiLife and view the facilities and enter a free lucky draw to win one of two Platinum Monthly Memberships. Closing date March 25th. We will announce the winners in the April Issue of the Andaman Post.