

FOR THE LOVE OF



FLOATATION

TANKS

REASONS

AND

REVIEWS

David West
2 reviews
★★★★★ 3 weeks ago
I recently went for my first float at Float Hub, and it was magical. I meditate a lot, and went unbelievably deep with the help of their awesome float hubs. Definitely would recommend for anyone who could use a little help to get in the zone. Will be back.
Like

Paul Balogh
1 review
★★★★★ 2 weeks ago
I really enjoyed my time there (also first time ever in a floatation pod). I wanted the full experience so I spent my time basically in total darkness. Quite an experience. Spending an hour in total darkness, floating in a salty warm water makes you basically forget you have a body and your mind wanders wherever you want it to. Above all the idea you can get a little peace of mind right in the middle of London madness is what got me interested. Not so sure about things like "therapy" and "relaxation". But I am sure this is an experience like no other. Enjoy it.
Like

Paloma Salazar
4 reviews
★★★★★ 4 months ago
This is a very dishonest business. I purchased a Groupon voucher for a floating session and called to book it. They told me the booking team weren't available and would call me back, which they never did. This happened 3 times to me, and once to my partner, who also tried. Via both complained but they ignored us. Clearly, for some reason, they refused to honour the groupon voucher. Luckily we got a refund from groupon, but it was a complete waste of our time and inexplicable.
Like 1

Hannah Thompson
4 reviews
★★★★★ 4 months ago
The best form of meditation I have ever tried. I was sceptical before I went but this form of float therapy has made such a difference to my mental wellbeing. The centre is in a great location and is exceptional in look and feel. The Aesop products a definite bonus! I will definitely be returning to Float Hub - it's a slice of escapism for a busy mind in a busy part of London. Highly recommend!
Like



MUSCLE THERAPY
Both the pressure of the dense salt water and the properties of the epsom salt are said to have muscle relaxing and healing effects.

RELAXATION
The specific gravity, weightless like feeling caused by the dense salt water means that you are completely suspended, using less muscle than sleeping in a bed.

ENHANCE DRUG EXPERIENCE
Floatation tanks have been linked to psychedelic experiences ever since invented by John C Lilly, who did research into the use of psychedelic drugs. Said to inhibit or enhance the experience of taking drugs.

MEDITATION
The soundlessness, visionlessness and weightlessness means that the environment has little distraction, meaning it can be easier the meditate.

SHOSHANA

PRINCESS OF FLOATING



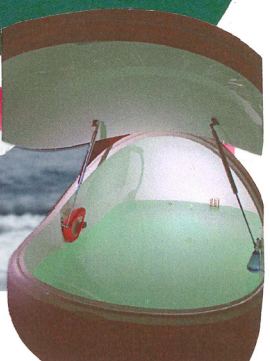
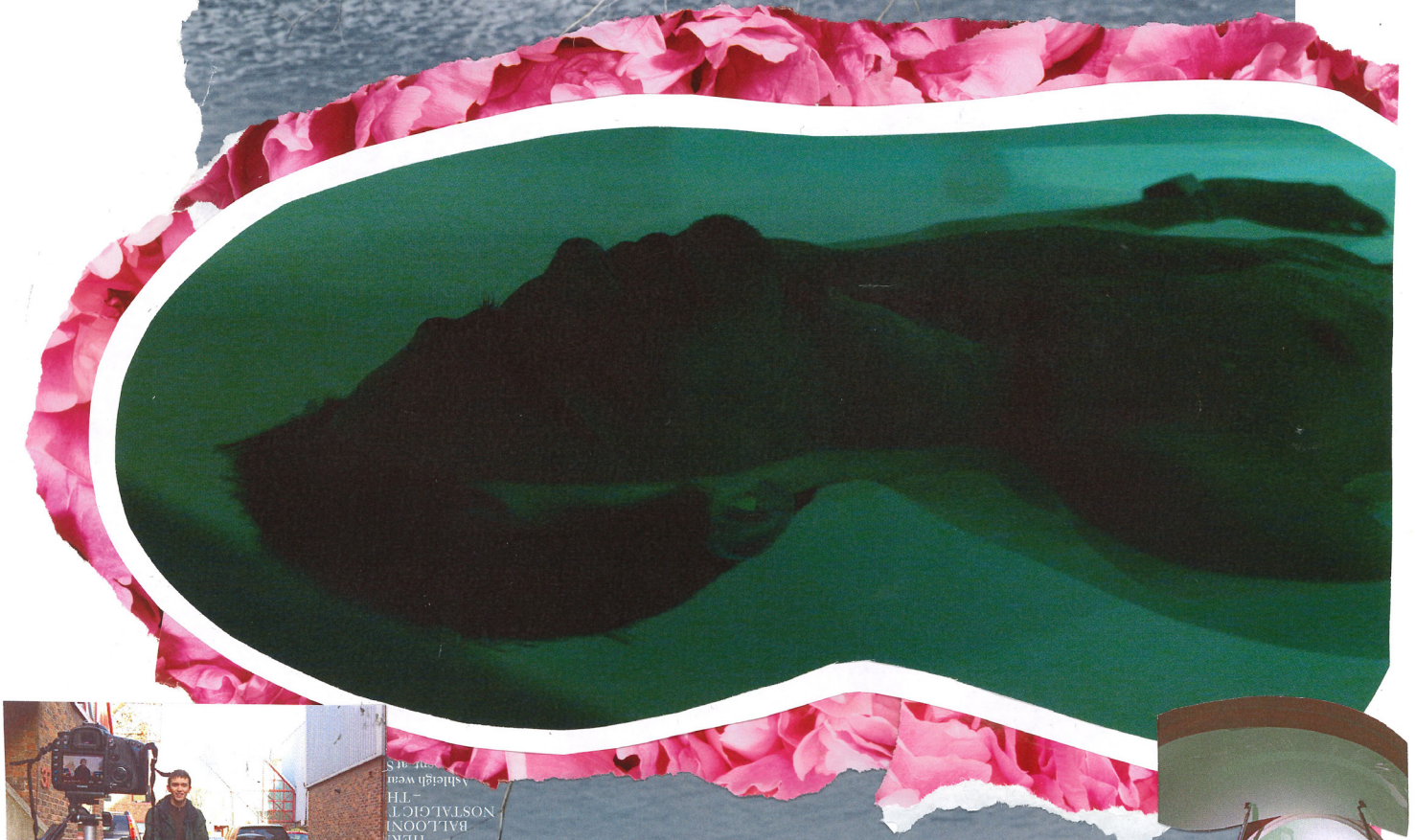
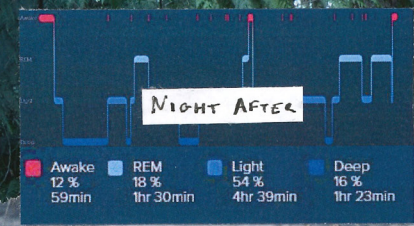
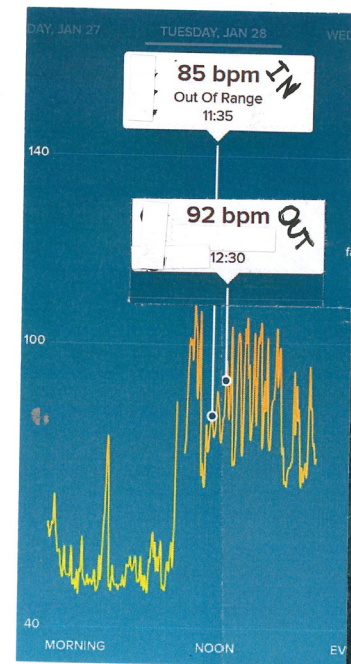
“It’s like the internal eye is looking out from within.”

“You step inside, you sit down and then you lay back. The water, the salt solution, which is epsom salt pushes you up like a cork and you float without any constraints and you float for basically an hour and you try to let go, and that sounds easy but sometimes it’s more difficult than you would expect because whatever’s going on inside of you, in your mind and in your body becomes visible.”

“STOP avoiding The void.”

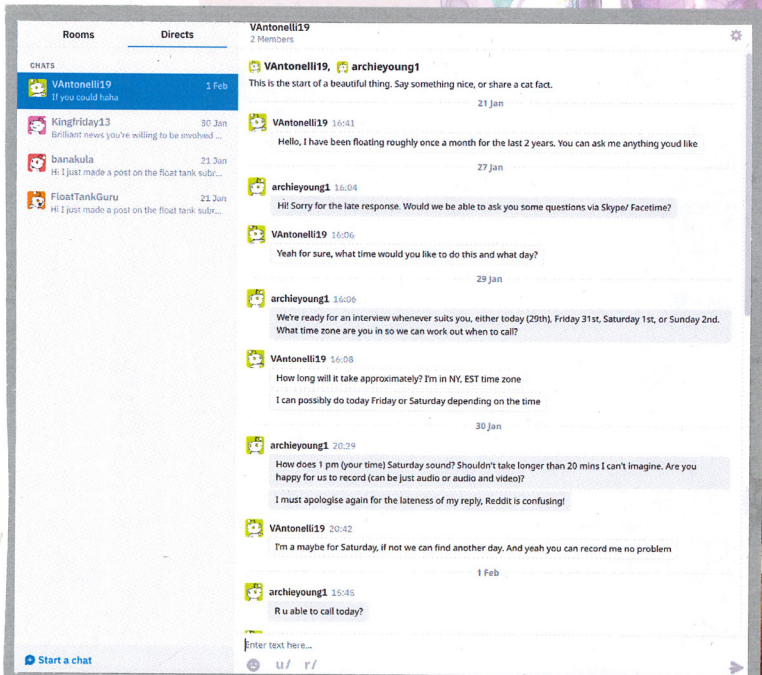
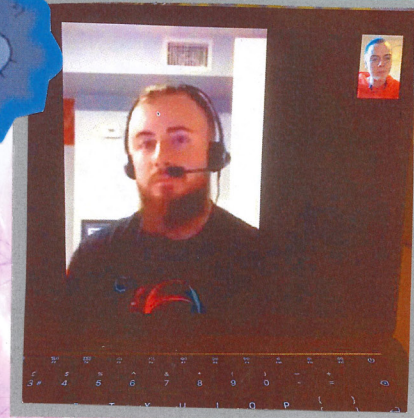
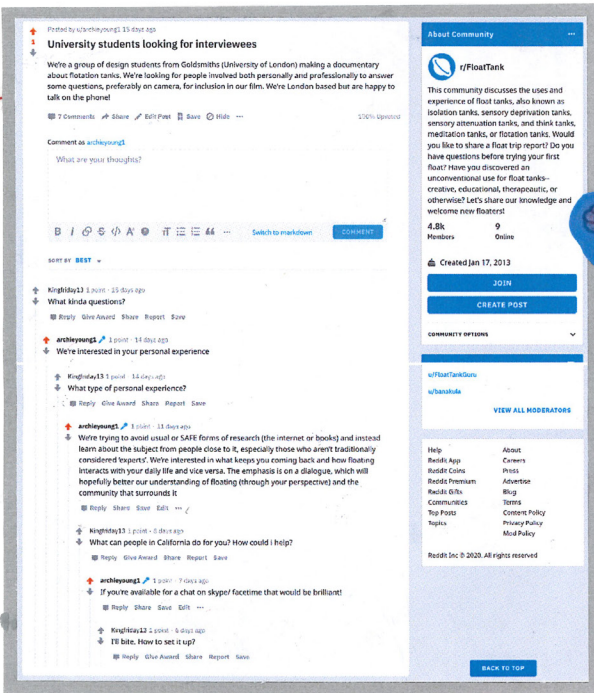
We're ready for an interview whenever suits you, either today (29th), Friday 31st, Saturday 1st or Sunday 2nd. We're 8 hours ahead of you so it'd be great if we could do a time between 10am and 1pm (your time). The interview should take around 20-30mins and I can just call you on Facebook Messenger if that's easiest for you. Thanks again, Jack. Making documentary/ Being recorder, permission/ Celebrity floating/ John. C. Lily/ For the love of... gain an understanding of why people love floating/ Our float tanks. Questions for Shoshana. Short explanation of what it is/how it works/ How did you get into it?/ Why are you interested?/ What are your reasons for floating?/ How has it affected your life?

FLOATATION CENTRE

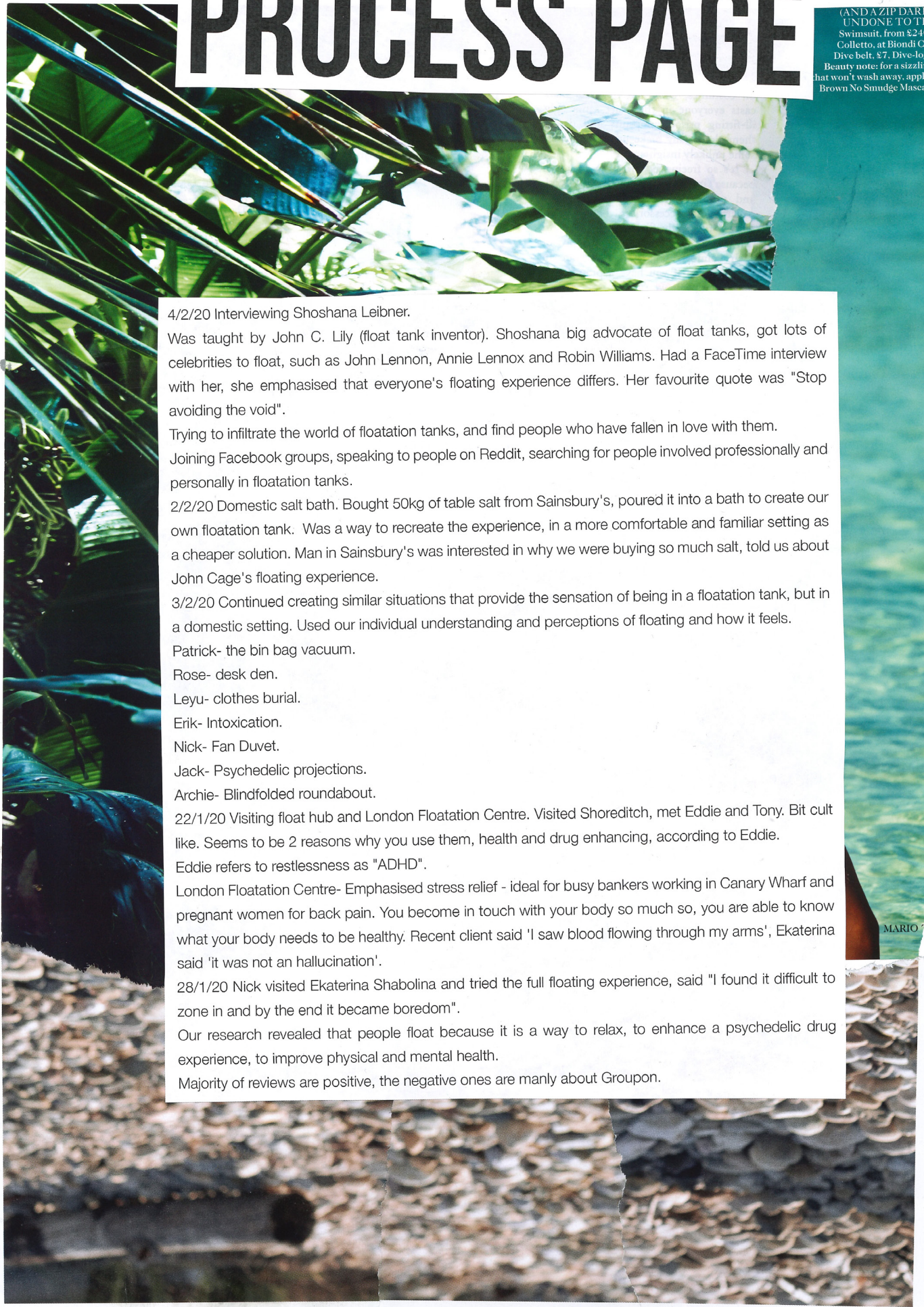


PROCESS PAGE

(AND A ZIP DARINGLY
UNDONE TO THERE)
Swimsuit, from \$240. Karla
Colletto, at Biondi Couture.
Dive belts, \$7. Dive-logs.com.
Beauty note: for a sizzling stare
that won't wash away, apply Bobbi
Brown No Smudge Mascara, \$19



REDDIT INTERVIEW



4/2/20 Interviewing Shoshana Leibner. Was taught by John C. Lily (float tank inventor). Shoshana big advocate of float tanks, got lots of celebrities to float, such as John Lennon, Annie Lennox and Robin Williams. Had a FaceTime interview with her, she emphasised that everyone's floating experience differs. Her favourite quote was "Stop avoiding the void".

Trying to infiltrate the world of floatation tanks, and find people who have fallen in love with them. Joining Facebook groups, speaking to people on Reddit, searching for people involved professionally and personally in floatation tanks.

2/2/20 Domestic salt bath. Bought 50kg of table salt from Sainsbury's, poured it into a bath to create our own floatation tank. Was a way to recreate the experience, in a more comfortable and familiar setting as a cheaper solution. Man in Sainsbury's was interested in why we were buying so much salt, told us about John Cage's floating experience.

3/2/20 Continued creating similar situations that provide the sensation of being in a floatation tank, but in a domestic setting. Used our individual understanding and perceptions of floating and how it feels.

Patrick- the bin bag vacuum.
Rose- desk den.
Leyu- clothes burial.
Erik- Intoxication.
Nick- Fan Duvet.
Jack- Psychedelic projections.
Archie- Blindfolded roundabout.

22/1/20 Visiting float hub and London Floatation Centre. Visited Shoreditch, met Eddie and Tony. Bit cult like. Seems to be 2 reasons why you use them, health and drug enhancing, according to Eddie. Eddie refers to restlessness as "ADHD".

London Floatation Centre- Emphasised stress relief - ideal for busy bankers working in Canary Wharf and pregnant women for back pain. You become in touch with your body so much so, you are able to know what your body needs to be healthy. Recent client said 'I saw blood flowing through my arms', Ekaterina said 'it was not an hallucination'.

28/1/20 Nick visited Ekaterina Shabolina and tried the full floating experience, said "I found it difficult to zone in and by the end it became boredom".

Our research revealed that people float because it is a way to relax, to enhance a psychedelic drug experience, to improve physical and mental health.

Majority of reviews are positive, the negative ones are mainly about Groupon.

OUR DOMESTIC FLOATATION TANK

MgSO₄

EPSOM SALT

NaCl

TABLE SALT

50kg

OF TABLE SALT

THE BATH HOLDS
4 TIMES THE AMOUNT
OF SALT THAN THE
DEAD SEA.

A FLOATATION TANK
IS 8 TIMES.



JULY 2019 HOUSE AND GARDEN

AVAILABLE AT DIOR.COM

te, from left: S
acket, £2,150.
675. Jacket,
Shirt, £745. A
& Gabbana

hirt, £730.
aire.
dinner.com

JULY 2019 GQ.CO.UK 185

VISIT TO LONDON

INFILTRATING THE WORLD OF



On Tue, Jan 21, 2020 at 12:21 PM Archie Young <aroun004@gold.ac.uk> wrote:
Hi Chris,

Thank you for the quick reply. That would be brilliant- we are happy to talk to anyone, especially enthusiasts. If you have time it would be great if we could speak to you on the phone or over Facetime.

Many thanks,
Archie Young

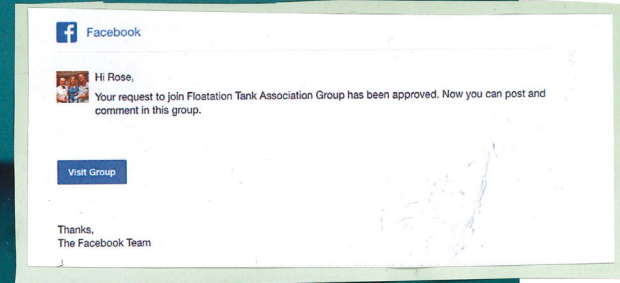
Hi Archie

Can I ask my team if anyone is interested as I'm not around v much at the moment.

Good luck with the project

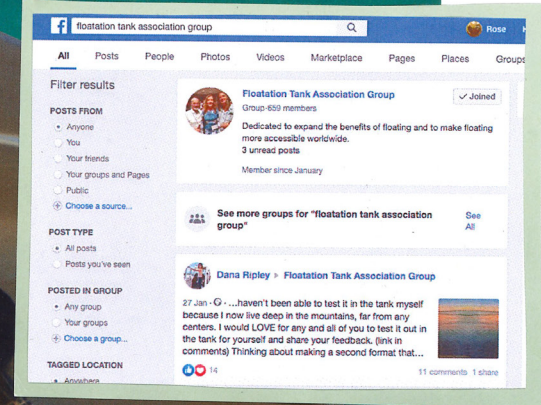
With gratitude,

Chris Plowman
Co-founder



From: Chris Plowman | Floatworks <chris@floatworks.com>
Date: Tuesday, 21 January 2020 at 14:32
To: Archie Young <aroun004@gold.ac.uk>
Subject: Re: Uni Documentary Request

I wouldn't be able to at the moment unfortunately, I'm sorry



On Tue, Jan 21, 2020 at 12:09 PM Archie Young <aroun004@gold.ac.uk> wrote:
Hi Chris,

We're a group of design students from Goldsmiths (University of London) making a documentary about floatation tanks. We were wondering if you could answer some questions preferably on camera for inclusion in our film.

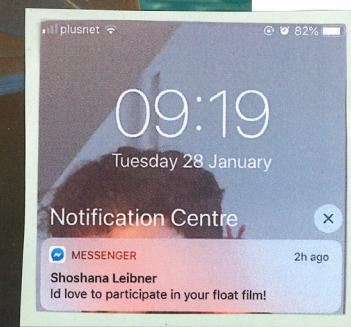
We look forward to hearing from you.

Many thanks,
Archie Young

From: Tony Bruno <tony@floathub.co.uk>
Date: Wednesday, 22 January 2020 at 15:12
To: Archie Young <aroun004@gold.ac.uk>
Subject: Out of office reply Re: Uni documentary

Hello and thank you for your email.
I am currently out of the office. If you need immediate assistance during my absence, please contact info@floathub.co.uk. Otherwise I will respond to your emails as soon as possible upon my return on the 29th January: 15:00.
Thanks
Tony Bruno

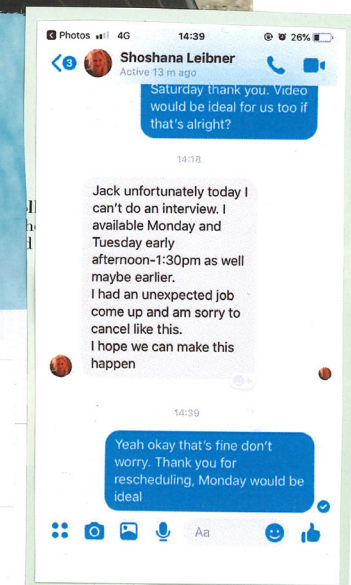
Assistant Manager



Archie,

tomorrow would be good after 3 and speak to Lorne or Max.

Thanks
Tony



FLOATATION TANKS