



PHOTO: JIM GRAHAM

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*Aufguss competitors  
take attendees  
on an exciting  
emotional journey*

*Lisa Starr, host, StarrCast Podcast  
and founder, Wynne Business*

# Aufguss saunamasters

Winners of the US trials will compete at the Aufguss World Masters in Italy

**J**udging from the lines of folks in the queue, you might have imagined that you were waiting to enter the latest trendy restaurant or sizzling cocktail bar. In fact, the destination was even hotter – the event sauna at Bathhouse Williamsburg, New York City, US!

The first-ever national US trials for the Aufguss World Masters Championship were held there recently and the excitement from organisers, partners Design for Leisure, competitors and attendees was palpable.

Over two days, eight solo contenders and two teams competed to represent the US at the annual worldwide competition in Verona, Italy, between 15-21 September.

The fifteen-minute performances were judged by an international panel of four experts. Lasse Eriksen, Aufguss WM VP and Norway Sauna Association was joined by Riccardo Marzi (Aufguss.it), Enrico Ganassin and Ong Lay Pay (Danish Sauna Association).

## Judging criteria

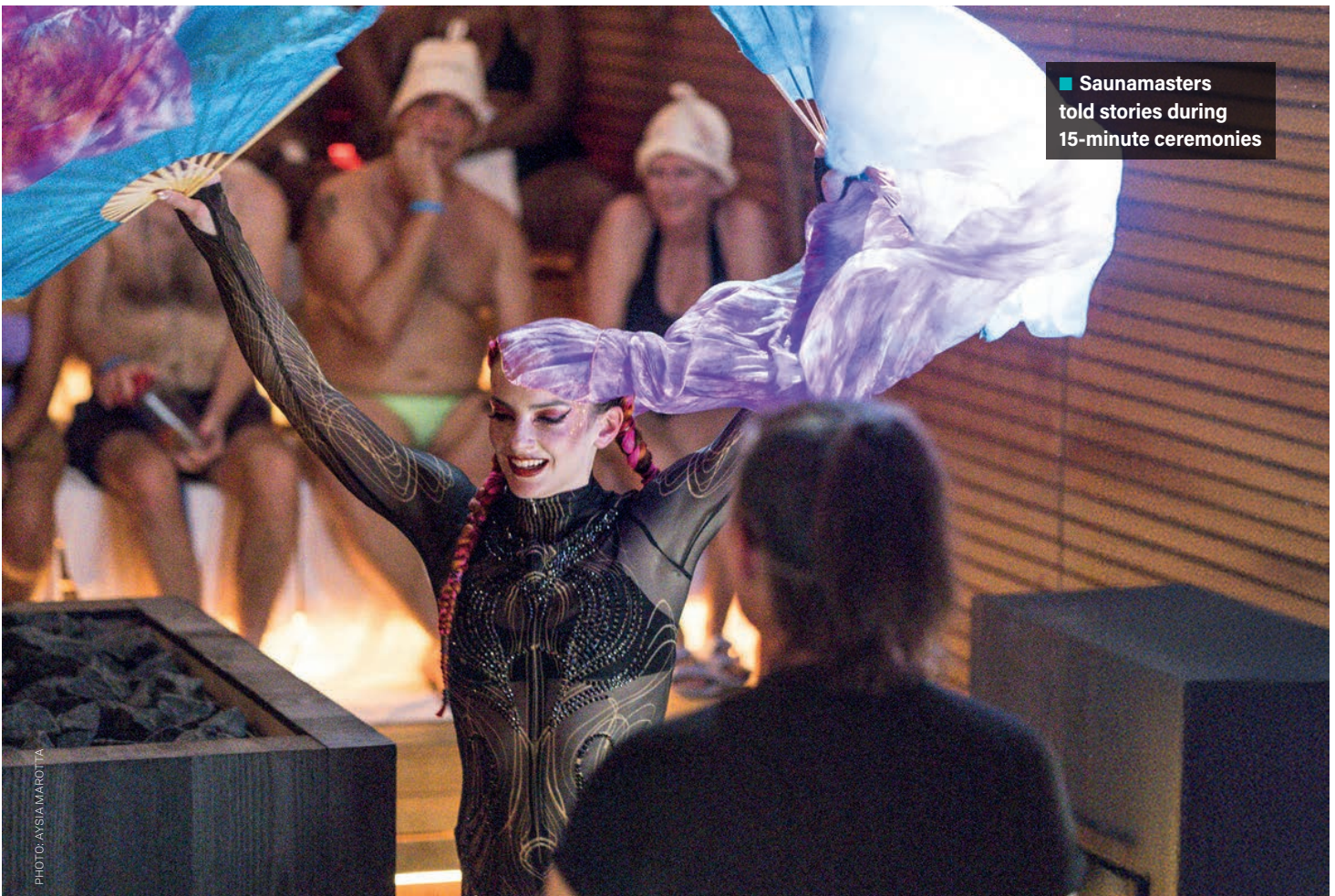
Solo contestants are judged on five categories:

- **Professionalism** Hygiene, cleanliness and safety are key to making participants feel comfortable and allow the audience to connect to the saunamaster's storytelling.
- **Heat** A crucial component for any sauna, but judges look at how it's used during the ritual and when it's increased during the experience.
- **Towel waving techniques** The difficulty of the style used and whether the movements integrate both hands and throws is assessed.



PHOTO: VICTOR BELOED

■ The trials took place at Bathhouse Williamsburg, NYC



■ Saunamasters told stories during 15-minute ceremonies

PHOTO: ANSIA MAROTTA

■ **Scents** Essential oils are used on the sauna's stones, which are heated to 200-300 degrees Celsius. The judges want to see the oils, which have different burning points, used correctly and at the right points within the show's narrative.

■ **The Show** The judges assess the atmosphere and use of music and timing and how compelling the storyline is.

During team performances, judges pay attention to choreography and synchronisation.

Second-place finishers will have another opportunity to compete in play-offs (to be held in Germany, 28-31 August) for a last chance to participate in the World Championships.

This year national Aufguss World Masters trials have been held in 18 countries, including first-time entrants for Canada and the US – which join Japan as being among the first non-European countries to take part. ●

● Listen to interviews with organisers and participants on the *StarrCast* podcast at: [www.wynnebusiness.com/starrcast-podcast](http://www.wynnebusiness.com/starrcast-podcast)

## *The US joins Canada and Japan among the first non-European countries to compete*

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### ***Solo category winners***

**1st place:** Alonzo Solórzano, head saunamaster, Bathhouse NYC

**2nd place:** Travis Talmadge, saunamaster and co-founder, Bathhouse NYC

**3rd place:** TJ Lupo, saunamaster, MindZero Wellness, Virginia

### ***Team category winners***

**1st place:** Joli and Alexi Irvine, saunamasters, Lapis Spa at the Fontainebleau in Las Vegas

**2nd place:** Alonzo Solórzano and Tovi Wayne, saunamasters, Bathhouse NYC.