

# Flux

THERMAL LOUNGE

FOR IMMEDIATE RELEASE

## Flux Thermal Lounge Is Reinventing What a Lounge Can Be

*Part modern bathhouse, part social space, and part event venue, Flux combines heat, cold, music, and atmosphere into a brand-new, but still distinctly Bend experience.*

**BEND, Ore.** — Bend has no shortage of places built around activity. What it has lacked, until now, is a space built around what comes after: recovery, conversation, connection, and unhurried time.

Flux Thermal Lounge is introducing a new kind of gathering space to Bend. Located in the Century Center on Bend's westside, Flux blends thermal pools, cold plunges, events, music, and social atmosphere into an experience that feels equally inspired by bathhouse culture, après-ski energy, and the rhythms of Central Oregon itself.

Since its launch in January 2026, Flux has quickly developed a devoted following, with dozens of [five-star reviews on Google](#) and a steady mix of locals and visitors using the space not only for recovery, but as a place to genuinely spend time together.

At the center of the facility is a communal thermal lounge featuring a large hot pool paired directly with a cold plunge, designed to encourage easy movement between hot and cold. There are no time limits in the communal lounge, allowing guests to settle in, socialize, relax, and recharge at their own pace.

"Flux is truly a lounge. The water does something very specific. Buoyancy takes weight off your body, heat softens tension, and cold brings you back into the moment. People settle in, conversations open up, and the whole atmosphere changes. That's what a lounge should do."

– Dini Vemuri, Flux founder & CEO

### More Than Wellness

While contrast therapy has grown rapidly in popularity for its physical and mental benefits, Flux was intentionally designed to feel broader and more social than a traditional recovery studio or spa.

The space regularly hosts community-centered programming including breathwork sessions, sound baths, DJ nights, and entrepreneurial gatherings like "Plunge & Pitch," where founders and creatives connect through conversation and cold plunges rather than conference rooms and networking mixers.

Additional recurring programming is expanding throughout the summer, including queer community nights and "Ice Breaker," a playful social evening designed around meeting new people in a relaxed, low-pressure environment centered on soaking, plunging, music, and conversation.

"We wanted to create a place people could return to regularly, whether or not they're into wellness culture," Vemuri said. "Some guests come after skiing, biking, or climbing. Some come for events. Some come because they want a night out that feels good while they're there, and still feels good the next morning."

# Flux

THERMAL LOUNGE

## Designed for Bend

Flux draws direct inspiration from the landscapes and culture of Central Oregon. The experience mirrors what many locals already seek outdoors: the contrast of hot springs and cold rivers, movement and stillness, intensity and recovery.

The facility includes six pools across communal and private spaces, including two reservable private lounges for groups and gatherings. Large folding doors open onto an outdoor patio during warmer months, creating an indoor-outdoor atmosphere that's perfect for the long summer evenings. A suspended cloud installation by a local artist helps reinforce the feeling of bringing the high desert atmosphere inside.

Flux was also designed with accessibility in mind. The entire facility is ADA accessible, with layouts and transfer supports intended to accommodate a wide range of mobility needs.

## A Different Kind of Night Out

Flux represents an alternative to Bend's more traditional social infrastructure. Rather than centering gatherings exclusively around alcohol consumption, the space uses warmth, cold, music, lighting, and shared experience to create a different kind of social energy.

Beer, wine, and CBD beverage offerings are expected to launch soon, further expanding the lounge atmosphere while maintaining the slower, more grounded feel that defines the space.

"People are craving places that feel social without feeling performative. The best moments happen when you lose track of time. That's what Flux is designed for."

– Dini Vemuri, Flux founder & CEO

## About Flux Thermal Lounge

Flux Thermal Lounge is Bend's only hydrothermal lounge, offering communal hot and cold pools, private suites, and community-centered events that make contrast therapy approachable, social, and fun.

Designed as a modern gathering space built around heat, cold, atmosphere, and connection, Flux brings recovery, ritual, and social experience together in a nature-inspired setting to create a new kind of Bend destination.

### Media Contact

[hello@flux-lounge.com](mailto:hello@flux-lounge.com)

[flux-lounge.com](http://flux-lounge.com)

[@fluxloungebend](#) IG + FB

70 SW Century Dr, STE 145, Bend, OR 97702





[View Media Assets](#)

Build team:

Architecture: [Blue Forty](#)  
in collaboration with [Rhizo](#)  
Construction: [Roost Development](#)  
Aquatics: [Rimor](#)

Branding: [Mister Jones](#)  
Artwork: [Connell Hull Company](#)  
Finishes: [WallsArt](#)  
Furniture: [FR33FORM](#)