

Husband-wife artist team quietly leads mobile sauna market.

In the town of Lansing, in the Finger lakes region of Upstate New York, [Rob Licht Custom Saunas](#) has been quietly building mobile saunas since long before the current sauna boom and has been a leading influencer in the sauna movement.

The husband-wife team of Rob Licht, a sculptor who started making saunas in the mid-nineties to augment his art teaching career, and Scarlet Duba, who first sought out Rob in 2012 to help fulfill her dream of owning a mobile sauna, now combine their talents to make the business one of the most highly respected in the sauna field nationally.

When they met, Rob's business was, like most small contractors, struggling to gain exposure. As a part of the deal that went into that first mobile sauna, Scarlet, whose design background includes a BFA from SUNY New Paltz and having worked for the notable designer Woody Pirtle of Pentagram fame, reworked Rob's brand and web presence through her [Duba Design](#) business.

Over the years their relationship evolved to the point where the marriage of their design and fabrication concepts led to their actual marriage. Now, every mobile sauna that leaves their shop floor is a hand-crafted combination of their talents. Rob's fabrication skills gained as a sculptor (he has an MFA from Cornell and a BFA from Maine College of Art and Design) allows him to make virtually every part of the sauna while Scarlet not only manages the marketing, but adds her design eye to every detail and contributes to the hands-on work.

Their one-up approach means each can take up to two months to build. Each sauna is bespoke with exterior detailing so that, although technically an adventure worthy RV, they often serve as a beautiful extension to the home. Since they are committed to not turning their shop into a mass production facility and can only make so many saunas a year, they have an ever-growing waitlist of eager clients. Their goal is to really help spread the enjoyment of sauna; they reach sauna enthusiasts from all over the US, and beyond, by offering building plans, classes and consultations. [Rob's website and sauna blog](#), (www.roblichtcustomsaunas/blog), which has thousands of readers, offers valuable insights on the sauna experience, and the web page (www.roblichtcustomsaunas.com) and ensuing social media, artfully showcase the work which many others emulate.

The work has paid off and Rob is widely recognized for his decades of sauna building experience. Early on in the Pandemic, when home saunas really took off, many people who were starting sauna businesses reached out to him for advice. This includes: Washington Baths in Portland ME, Legacy Sport and Wellness in Dallas, HotBox in NYC, Stokeyard Outfitters in Minneapolis MN, Cedar Grove Sauna, in ME, and many others.

For more information they can be contacted at contact@roblichtcustomsaunas.com, 607-342-0234. Images available upon request.