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As part of:
Wellness Spa & Beauty Exhibition
Wellness Industry Exhibition
HOST
International Show on Professional Hospitality
23 - 26 October 2009

5 Spa / projects by

MOON SPA *Luxury Spa on the moon*

Studio Bizzarro Architettura del Benessere
arch Sergio Bizzarro

SU.IT SPA "circle" wellness
DADA Architecture + Design
arch Davide D'Agostino

LOW COST SPA *low cost with style*
Studio SPAPLAN
arch MAURO BIAGI - interior design YOSHIE OTOMI

EXCESS SPA
Studio D73
ARCH VISMARA E VIGANO'

SPA DESIGN LOUNGE & COMMON SPACE
Studio Apostoli
ARCH ALBERTO APOSTOLI

Some partners:

Alchimia
Aqualife
Bossini
Cremar
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Fabbian
Grassi 1880
IDS - Dynamic Shower
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Luce Dentro
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Wellness Creation

SPA DESIGN 2009 IS BACK WITH A NEW THEME: "HOSTING THE WELLNESS"

600sq.m. of displaying area, 5 working Spa which are the result of 5 architectural designs coming out from prestigious studios who interpret innovative concepts concerning the wellness of the hotel.

The format SPA Design, which has been developed and managed by Carlo Matthey* and his staff of My Exhibition, is preparing - after his great success performed during the "Salone del Mobile", - for the appointment of Wellness SPA & Beauty Exhibition which is taking place contemporaneously with the hospitality show "Host" in Milan in October from the 23rd to 26th 2009.

SPA DESIGN is open to the main trends of the design concerning wellness, and after the success performed during the off- Salon 2009 with his concepts of the "Home Wellness" and "Living the Wellness", is now presenting "Hosting the Wellness", a show on the new trends concerning relax spaces in a modern trendy and competitive hotel.

The Exhibition show, organized under the support of Fiera Milano ExpoCts S.p.A. and A.I.P.I. Italian Association Interior Designers, intends to experience a journey through designs, situations, and proposals together with innovative materials, eco-oriented objects, exclusive technologies, which are bond to "wellness" and to the future of the hotel ambiance.

The next edition is presenting **four new projects** (Moon SPA, Su.it SPA, Low cost SPA, Excess SPA) designed by some of the best designers of the sector: on a displaying area of 600sq.m., "**Hosting the Wellness**" is the key of the show which gives the perspective of these prestigious architectural studios to interpret their vision of the wellness space inside the hotel..

The formula is renewed with new proposal keeping the force of its concept, centred on the wish to make the audience live the emotions of a real Spa.

Also the sector operators will be able to value materials and equipments, design and technical solutions, which will be proposed in an objective manner, while the visitor will be able to walk through a contest reproducing every emotions of a Spa.

The **lounge and the common spaces** of SPA DESIGN are by **Alberto Apostoli** (www.studioapostoli.it). From the outside, the visitor is stimulated and invited to explore wellness in all its forms.

"The flux of a virtual river" tells us Apostoli, " leads us to explore new continents and state of mind. The evocative spring is the Lounge Spa Bar enriched with primordial elements and stones from which everything is born. The river take the aspect of a central isle - *Reception* -, a little green continent which leads to the entry of the entire exhibiting space. Finally, in the river outlet the waters get calm and let the time to human creations free from bonds.



*Carlo Matthey has been promoter of Spa Design 2009 at the off-salon of the Temporary Museum for New Design during the "Salone del Mobile". It had a great success among the audience and critics: 9.000 were the attendees registered, realized during the 7 days of the exhibition, among professional architects and designers, users strongly interested in the design of a wellness home, and finally more than 400 accredited journalists. Matthey has been cooperating for long with Fieramilano ExpoCts as project manager of Wellness Spa & Beauty, a leader event on wellness in Italy: he has also created fair events on all national territory such as Aestetica in Naples and Les Spa in Rome.

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On the background of a unique **set design**, a new wellness world is settling beyond the conventional concepts of age, space and reality, to give voice to emotions and colours: letters and water pictures dropping from the ceiling, back-projected water walls, water beds hanging in the fog, invisible water drainage systems, soft walls and floors, are some of the choices made possible by the use of an advanced and impalpable technology which leads the host an extraordinary dimension.

And further, hydro-relax pools, bio-sauna, sensory showers, Kinesis and running-tracks, innovative products confronting each other in an exhibiting synergy surrounded by sounds, colours and images....

The projects

MOON SPA

A Luxury Spa on the Moon

Bizzarro Wellness Architecture Studio – arch. Sergio Bizzarro

Moon Spa is a concept based on the quintessence of luxury intended as preciousness in details, union of prestigious materials, uniqueness of emotional experience, conveyed through a journey in an unrepeatable atmosphere.

As this the 40th anniversary of the first human landing on the moon, the architect Sergio Bizzarro intends to relive and experience the conquest of a dream.

In a world where frenzy, chaos, and noises are wandering, attacking and exhausting human soul and body, the concept of top luxury coincides, nowadays more than ever, with the serenity of the soul, the inner peace, the silence and the enjoying an exclusive and marvellous place far from troubles and uneasiness of everyday life.

The one who can afford luxury longs for escaping and flying high, looking for something which is not for everybody.

Moon Spa widens the concept of exclusive place setting the idea of wellness beyond the limits of the world, orbiting around the moon or on the moon itself, where silence reigns and you can sway among the stars without gravity, the mind is concentrated on your thoughts while enjoying breathtaking views.

But luxury is also the possibility to profit of an advanced technology which makes the wellness machine perfect in every part so as to surprise without overemphasizing, as if water, light, and air were moved by an invisible and prodigious hand.

Moon Spa is astonishing thanks to special effects as letters and water pictures dropping from the ceiling, back-projected water walls, water beds hanging in the fog, invisible water drainage systems, soft walls and floors which seem disappearing and recall the idea of being hung in the universe among the stars, a cascade of bright meteorites, plain and linear designed cabins, in which you can find a few elements of absolute prestige, high level materials as wood, natural stone and glass, where warmth, steam, music and perfumes lead us to a very singular and out of common dimension.

SU.IT SPA

All-accomplished wellness....

arch Davide D'Agostino studio DADA Architecture + Design

"Wellness" is a state of mind induced by positive inputs transmitted by our senses. Stimulating positively our senses brings into a general state of wellness.

What you expects when choosing a wellness stay in a "suite" is obviously being cuddled by the ambiance, through facilities and services and a right atmosphere which stimulate our senses and give us a satisfying emotional experience.

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SU.IT is a wellness-suite which treats the subject from different perspectives (technologies, comfort, design ...), offering a large range of activities, in the intimacy of an ambiance able to create always the right atmosphere for every experience: synchronicities of lights, colours, sounds and scents which accompany the several activities with design set in constant evolution.

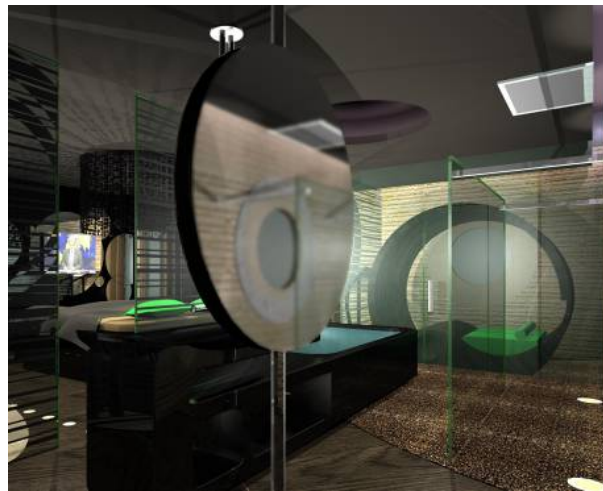
SU.IT is a suite of about 100 MQ fit for a well-off clientele, especially couples, of any age, who love dedicating to themselves time to take care of their physical and spiritual wellness, enjoying the cosy atmosphere of their own suite.

SU.IT is all-accomplished wellness. The circle is the symbol, both conceptual and graphic, of this project.

It expresses the possibility to use equipments (hydro-relax pools, bio-sauna, sensory showers, kinesis and running-tracks) and services (in-room massages, also in couple) useful to stimulate the muscles, to stretch and relax, working on body and mind.

Graphically the circle is the element which characterizes this scenographic composition representing the circular constant movement but also the completeness, rounding in itself every aspects of the subject wellness.

SU.IT is also Suisse-Italy, a name which the architect Davide D'Agostino has given ironically to this project to so recall and emphasize his own Italian origin even if he actually lives in Swiss: "... one doesn't have to take himself always seriously.... to be able to have fun also when working is already a form of wellness ..."



LOW COST SPA

Low cost... with style

Studio SPAPLAN - arch MAURO BIAGI - interior designer YOSHIE OTOMI

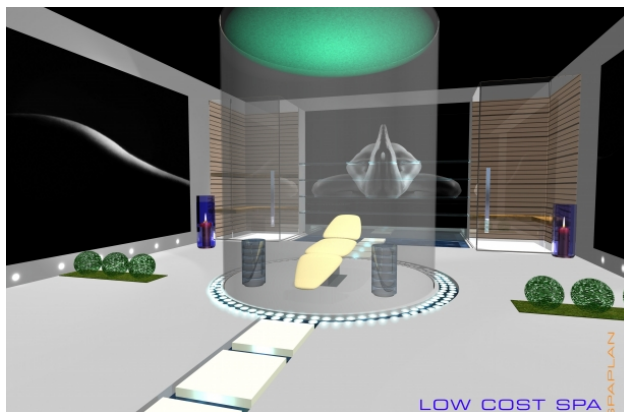
For a low cost Spa but reach in its contents and with a strong ecological character. After having been designing spa for 20 years, SPAPLAN presents a wellness proposal which is able to keep costs low but introduces highly innovative elements such as photo-luminescence and natural materials at low costs and low environmental impact.

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In a period of economic crisis it is very important to control budget without renouncing to offer client strong and unforgettable emotions.

A present-day and ecological project which corresponds to the sophisticated expectations of a demanding clientele, who asks for elegance and sobriety and not decoration and extravagance...for a project which follows tastes and demands of the hotel target clientele and not only the personal taste of the designer.



EXCESS SPA

The spa of excesses

Studio D73 - arch VISMARA and VIGANO'

Excess Spa is not only excessive in its ambiance but also in its choices made with fantasy and in the use of materials; it is not linked to Medium Companies but to high-level producers, reinterpreting an atmosphere which is too many times trivial and easy expected.



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