

spa & wellness

Levico terme 15.10.2005



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SPA is

- "eco not ego"
- "genius loci" (the soul of the place)
- teasanerias
- light food
- sustainability without muscle machines

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SPA is

- **local unbranded solutions**
- **essential**
- **nature**
- **relax**
- **unbranded**

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SPA is

- **hidden technology**
- **natural beauty**
- **low tech**
- **inner beauty**
- **better braining**

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SPA is

- reading
- silence
- my inner home
- true sensoriality
- stretching (pilates)

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SPA is

- **body - movement - food**
- **breathing**
- **equilibrium**
- **divided between man & woman**

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SPA is not

- medical treatments
- better aging
- coiffeur
- chemicals
- cosmetics

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SPA is not

- brands
- fusion
- ostentation
- machines
- TV

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- **side hotel, hamburg 2001**
- **viglius mountain resort, meran - 2003**
- **pergola residence, meran - 2004**
- **hotel terme merano, meran - opening 2005**
- **terme merano, meran - opening 2005**
- **sochi nature resort, russia - opening 2006**



side hotel, hamburg 2001



side hotel

hamburg, germany 2001 - hotel of the year 2001

technical infos

5 stars

178 standard rooms

76 superior rooms

94 deluxe rooms

10 suites

1 restaurant fusion

1 bar fusion

1 sushi bar

1 spa&wellness area with:

1 swimming pool

1 jacuzzi

1 finnish sauna

1 steam bath





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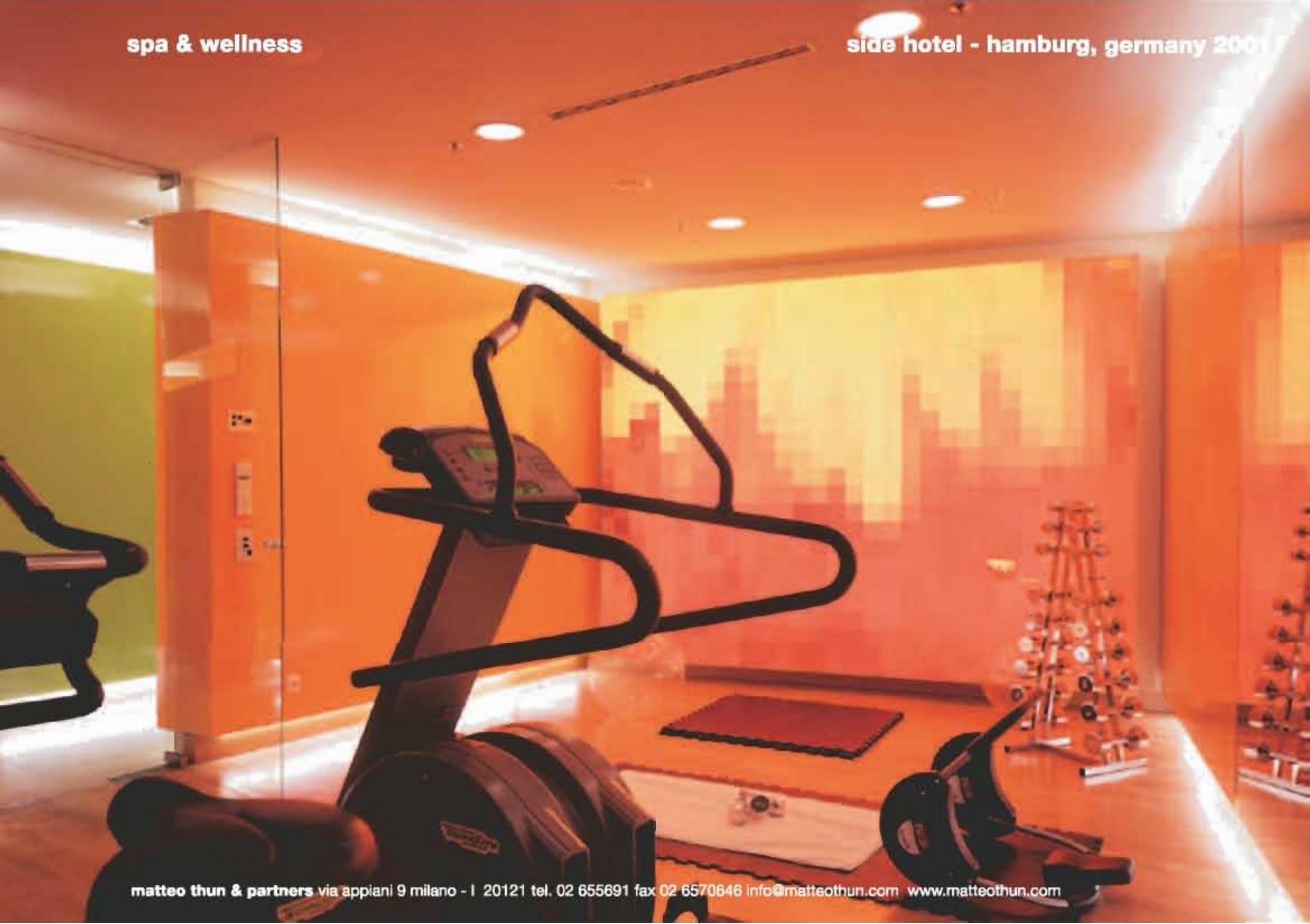
side hotel - hamburg, germany 2001





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side hotel - hamburg, germany 2001





vigilius mountain resort, meran - 2003



vigilius mountain resort

meran, italy - 2003

- wallpaper design award 2004
- casaclima award: first italian ecoretreat 2004
- panda d'oro award WWF 2005

technical infos

5 stars

35 standard rooms

6 suites

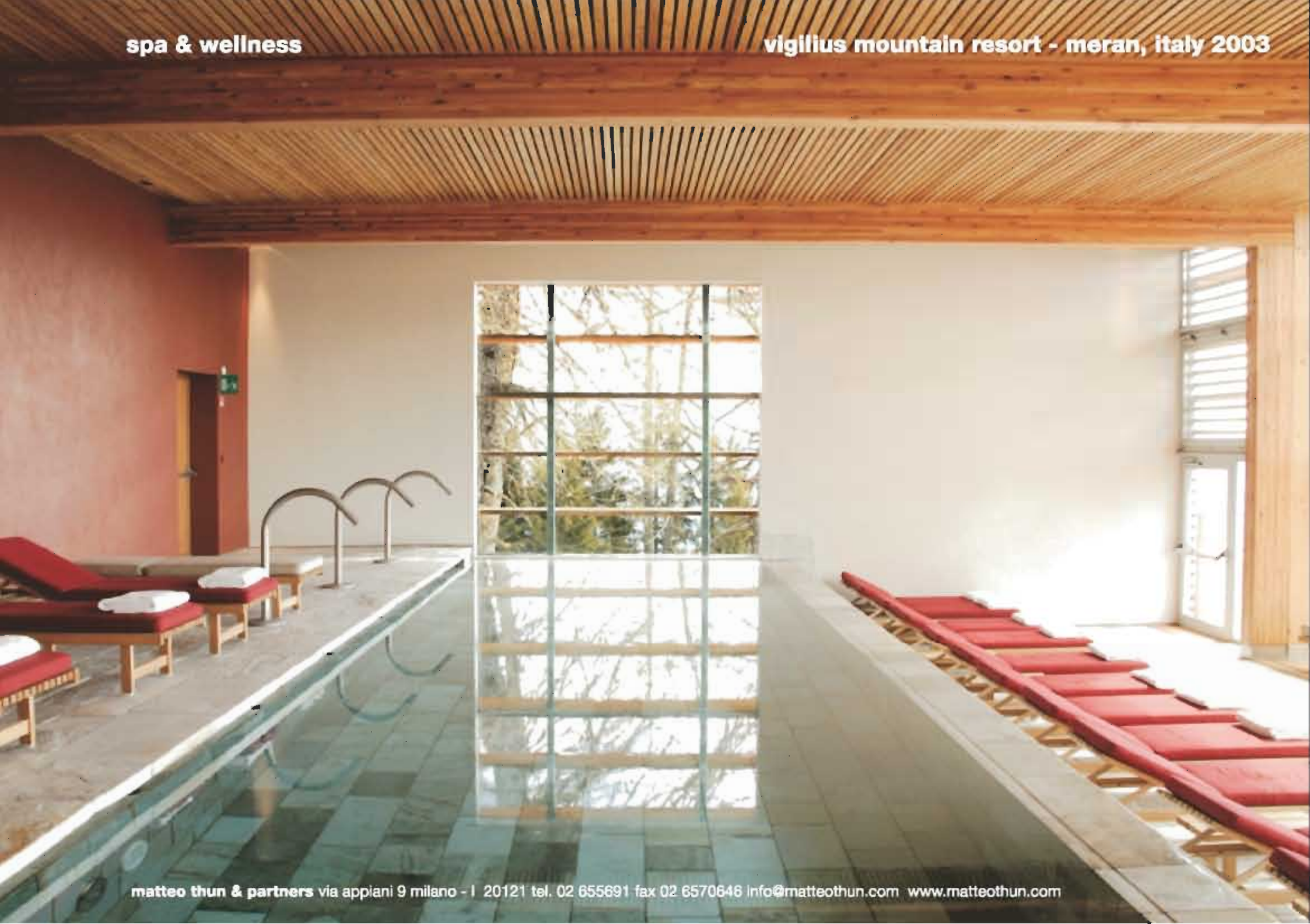
2 restaurants

1 bar

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vigillus mountain resort - meran, italy 2003









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vicinius mountain resort - meran, italy 2003





pergola residence, meran - 2004



pergola residence

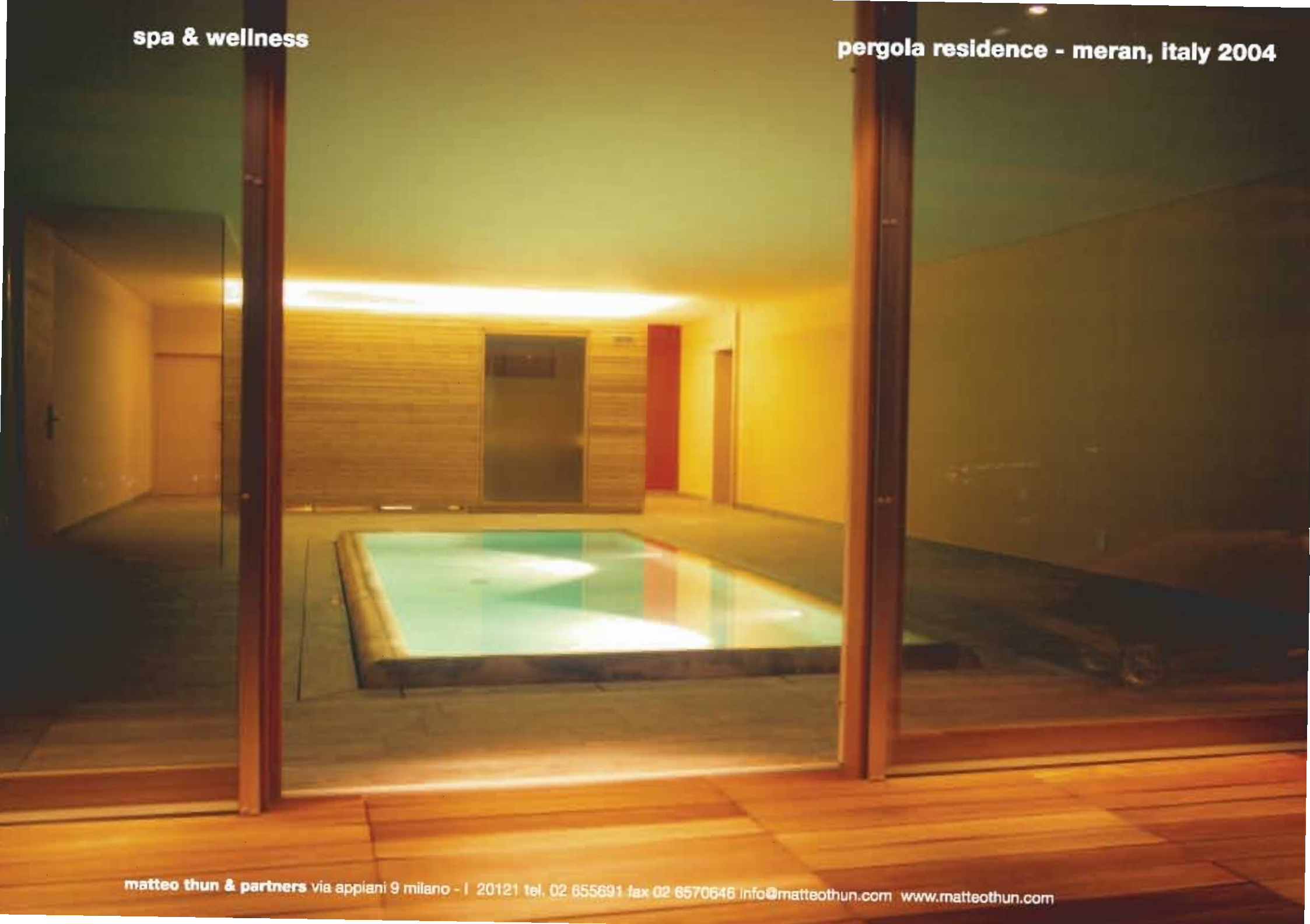
meran, italy - 2004

technical infos

- 5 stars
- 14 apartments
- 1 library
- 1 lounge
- 1 wellness area with:
 - 1 endless pool
 - 1 finnish sauna
 - 1 relax room

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pergola residence - meran, italy 2004



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pergola residence - meran, italy 2004





hotel terme merano, meran - opening 2005



hotel terme merano

meran, italy - opening 2005

technical infos

4 stars international
139 double rooms
31 relax suites
3 deluxe suites
5 junior suites



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appiani 9 milano

hotel terme meran - meran, italy - opening 2005



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hotel terme meran - meran, italy - opening 2005



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terme merano, meran - opening 2005

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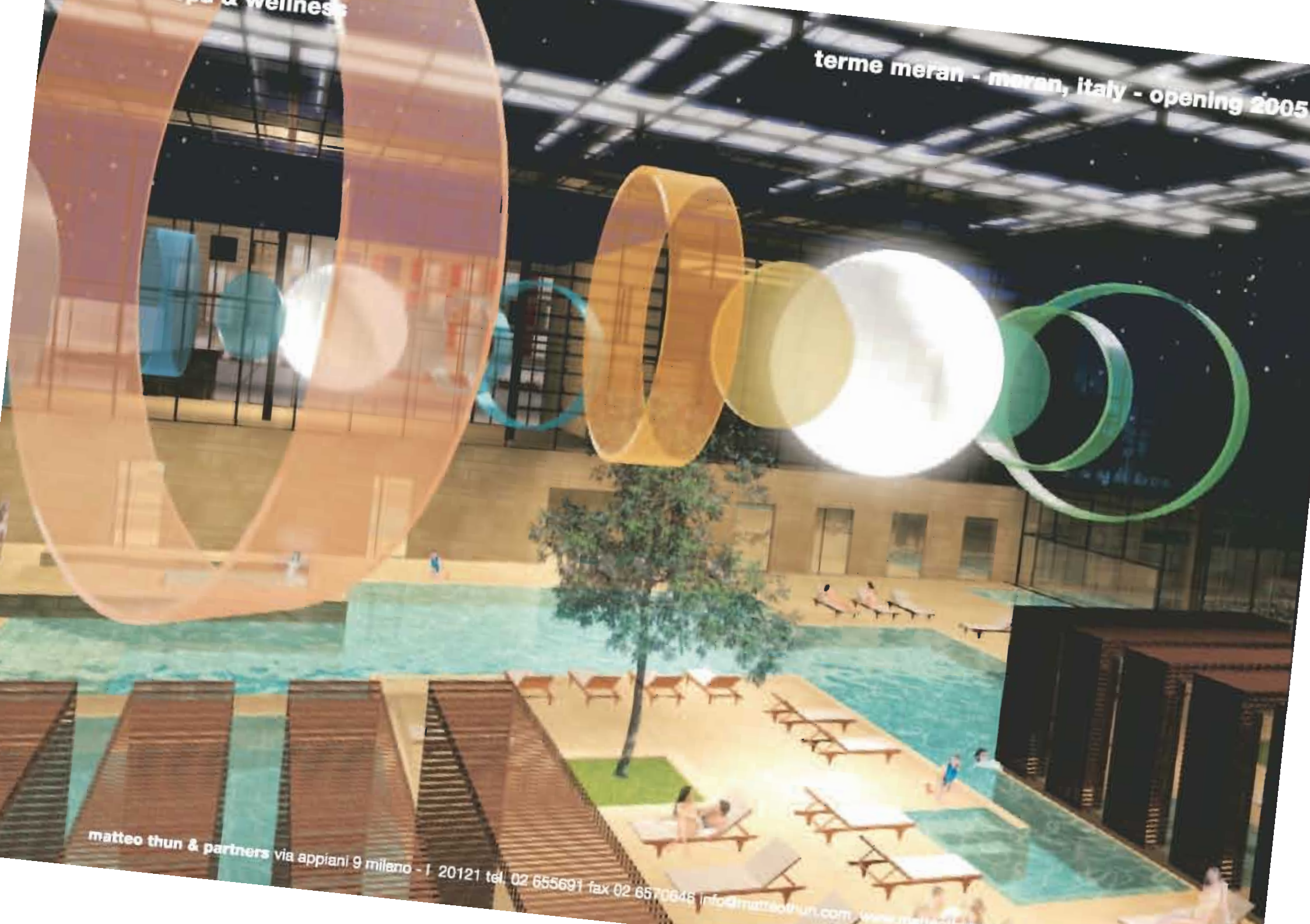
terme merano

meran, italy - opening 2005

technical infos

indoor space 8400 sqm outdoor space 20000 sqm
25 indoor and outdoor pools (2000 sqm of pools)
sauna area 1250 sqm
spa center 1400 sqm (30 treatment rooms)
Fitness Center 600 sqm
medicare
Bistro and café
shop
babysitting
park 51000 sqm
underground parking with 560 parking places

terme meran - meran, italy - opening 2005



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terme meran - meran, italy - opening 2005



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treatments

- **finnish sauna**
- **turkish bath**
- **sanarium**
- **caldarium**
- **hay bath**

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terme meran - meran, italy - opening 2005



finnish sauna:

75 - 100 °C, humidity 10 - 30 %
enforces the immune system, heart and body circulation



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turkish bath:

40 - 48 °C, humidity 100 %
helps to cure rheumatic pains, muscle contractions
cough and cold



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Sanarium:

40 - 60 °C, humidity 40 - 45 %
normalizes blood pressure, enforces blood circulation, purifies skin and the breathing and respiratory apparatus, helps to cure muscle contractions





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terme meran - meran, italy - opening 2005



Caldarium:

45 °C, steam with essential oils
purifies skin and the breathing and respiratory apparatus, stimulates the
metabolism, enforces the immune system, helps to cure muscle contractions





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terme meran - meran, italy - opening 2005



Hay bath:

40 - 42 °C

relaxing, purifying, stimulates blood circulation, helps to cure muscle contractions and rheumatic pains, enforces the immune system



sochi nature resort, russia - opening 2006



sochi nature resort

sochi, russia - opening 2006

ultimate luxury on the black sea.
like the palaces of antiquity,
re-designed for the future.

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sochi nature resort - sochi, russia - opening 2005



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sochi nature resort - sochi, russia - opening 2008



1. ☀ SPA is for a light brand
Lightness of thoughts

2.  **SPA requests quickness of action.**
-  **SPA is reaction for a quick brand.**

3. ☀️ SPA gives exactitude to your brand position.

4.  **SPA is the answer for simultaneous scenarios multiplicity of your brand strategies.**

5.  **SPA is durability**
Aesthetic and technologic consistency.

5.  SPA is

1. **Lightness.**
2. **Quickness.**
3. **Exactitude.**
4. **Multiplicity.**
5. **Durability.**

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matteo thun