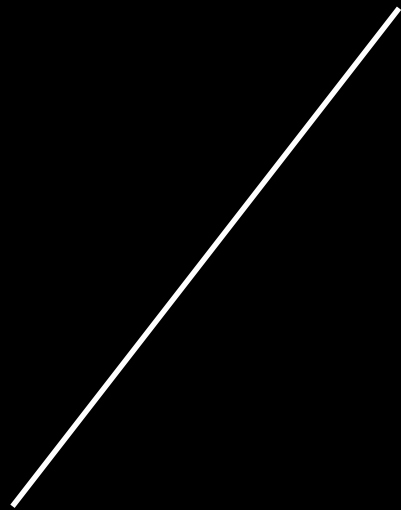


The World
SPA
Design II



Preface

Saying wellness today risks appearing as a marketing operation, a term behind which often, softened by an aura of health consciousness and positivity, lurks in reality one of the largest consumer industries in history.

More often than not it has been and is just so, with the complicity – more or less aware – of an army of architects and designers, committed to dressing and to formally connoting precise and well codified commercial activities, rather than contributing to recreating "healthy" environments in the real sense of the term, capable of transmitting positivity and wellbeing ever through a wise use of architectonic space, shape, materials and colours, that is through a cultivated and sensitive creativity. The recent productive intensification of the industry aimed at materials and decorative products dedicated to this sector – ceramics, mosaics, enamelled glass and imitative artificial materials in general – all having their own aesthetic image of immediate application, if on one hand they enhance an indispensable repertory of products, on the other all they do is confirm a widespread orientation of designers towards the "pret à porter", demonstrating a clear predisposition to speculation and stylistic conformism rather than to pure research.

Even in this field some designers have never separated a profound commitment to formal research and the use of materials from the principle of uniqueness and originality of a project, believing that even that of wellness is a space of welcoming par excellence, different from others for a fundamental feature: every choice, from the architectonic project to the materials, from the lighting to the colours – even though sometimes congenial to particular treatments - must strike psychological and emotive aspects directly ascribable to wellbeing in a strict sense, in a measure that goes beyond the same activities that are done there. Furthermore, the creations illustrated here highlight how often it is not necessary to make use of specific commercial products, but instead how a sincere and emphatic, almost brutal but always harmonised use of traditional and conventional materials, may – thanks to their intrinsic naturalness and beauty – contribute efficaciously to attainment of that positive feeling and that sensation of psychological pleasure, that are the ideal prerequisite to spend a day of relaxation in a SPA.

The world SPA design II

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Designer: Chen Ting
Chief Editor: Xia Jiajia

Address: Room C, 9/F., Sun House, 181 Des Voeux Road
Central, Hong Kong, China

Tel: 852-31840676

Fax: 852-25432396

Editorial Department

Address: G009, Floor 7th , Building 807-808, Yimao Centre,
Meiyuan Road, Luohu District, Shenzhen, China

Tel: 86-755-82913355

Fax: 86-755-82020029

Web: www.artpower.com.cn

E-mail: artpower@artpower.com.cn

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Aetherea Concept Spa

Studio Bizzarro & Partners



Location: Milan
Photography: Luca Casonato

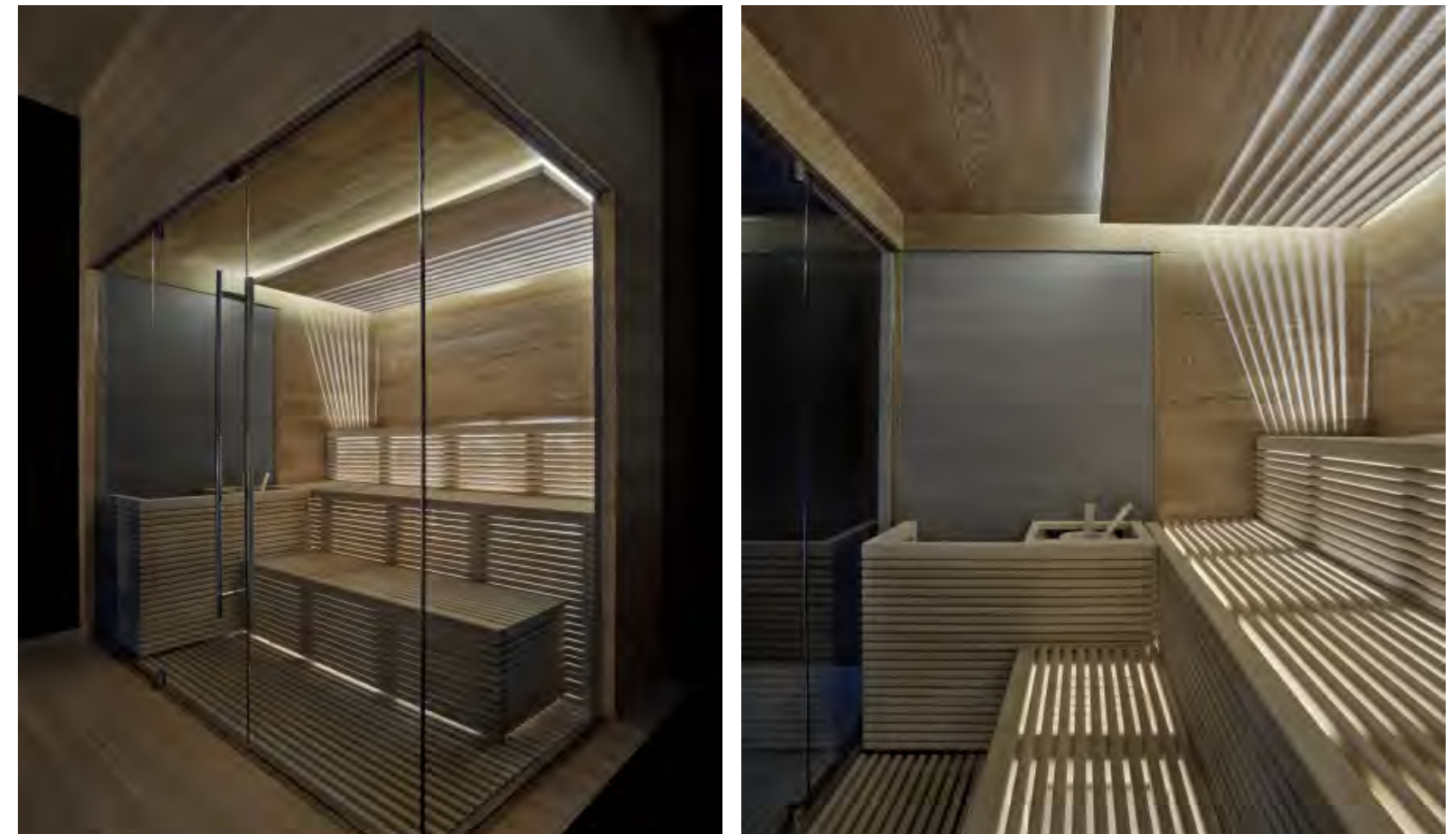
A small, intimate, wonderful microcosm. It's the place to get lost in the embrace of the senses, dreaming of being elsewhere, floating in the air and in contact with nothing but your own senses.

A carpet of dark earth to walk on barefoot, the enveloping wooden surface that embraces and encompasses small corners of peace and relaxation:

- The depth of water that gushes from the earth;
- The energy generated by a cool shower like a storm in the forest;
- The warmth of a finnish sauna;

- The ray of light descending from above, from the branches, looking like a cloud of gravity;
- The flickering fire flame that tries to climb up;
- The protection of a cave to get lost in a steam bath;
- A soft alcove suspended like a hammock between the trees.

This is an ethereal image of a wellness suite, lost in nature. A haven of peace in an immaterial dimension that unveils the most primitive needs, which is imbued with the feeling of being suspended in space and time.





Hotel Belvedere and Spa

Studio Bizzarro & Partners



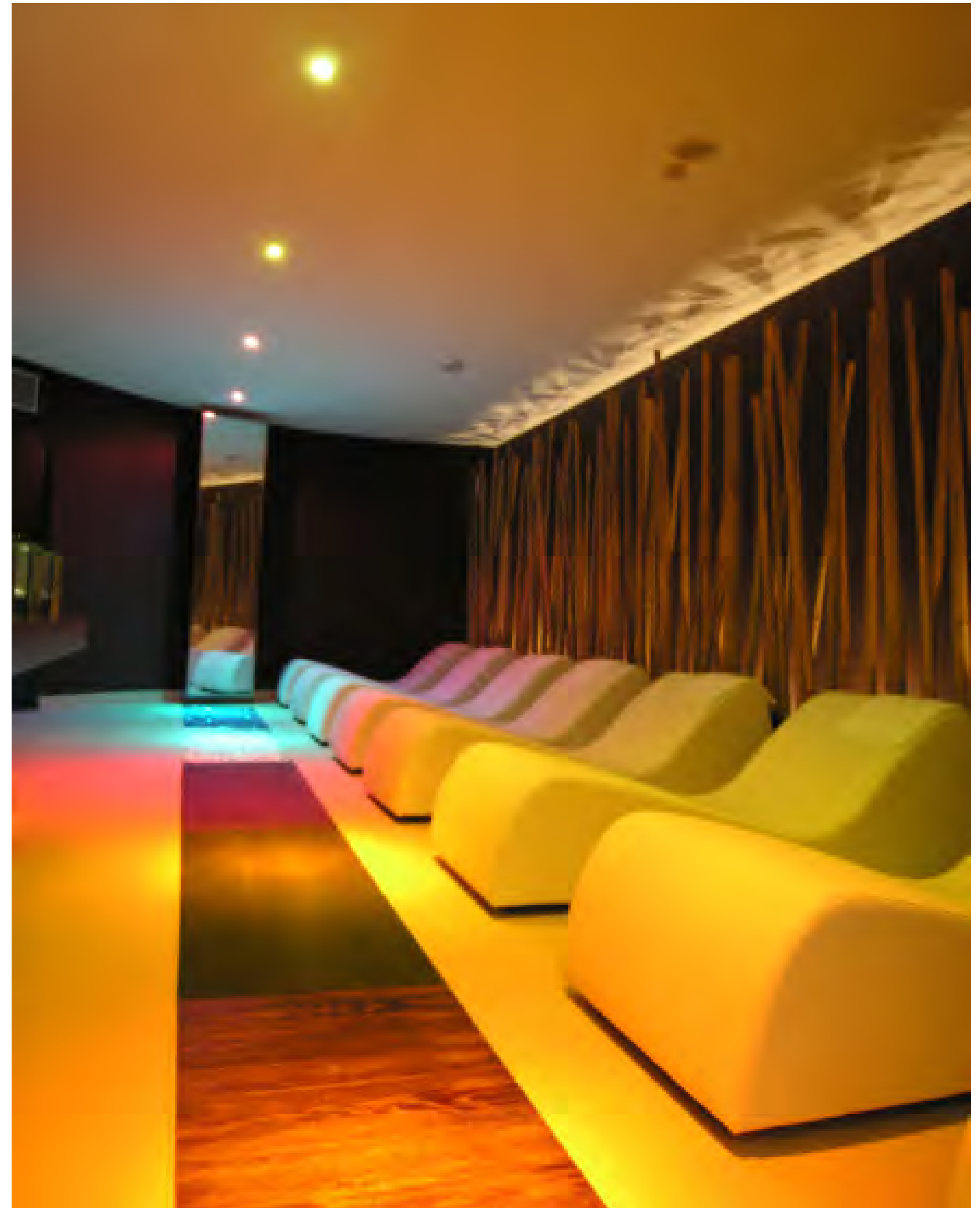
Client: Hotel Belvedere
Location: Riccione, Italy
Photography: Alberto Bravini

The studio has made every room a unique location because of colors, disposition and decoration, but keeping a stylistic coherence to give a unitary image to the hotel and give it a univocal connotation. The style is researched, cozy but contemporary.

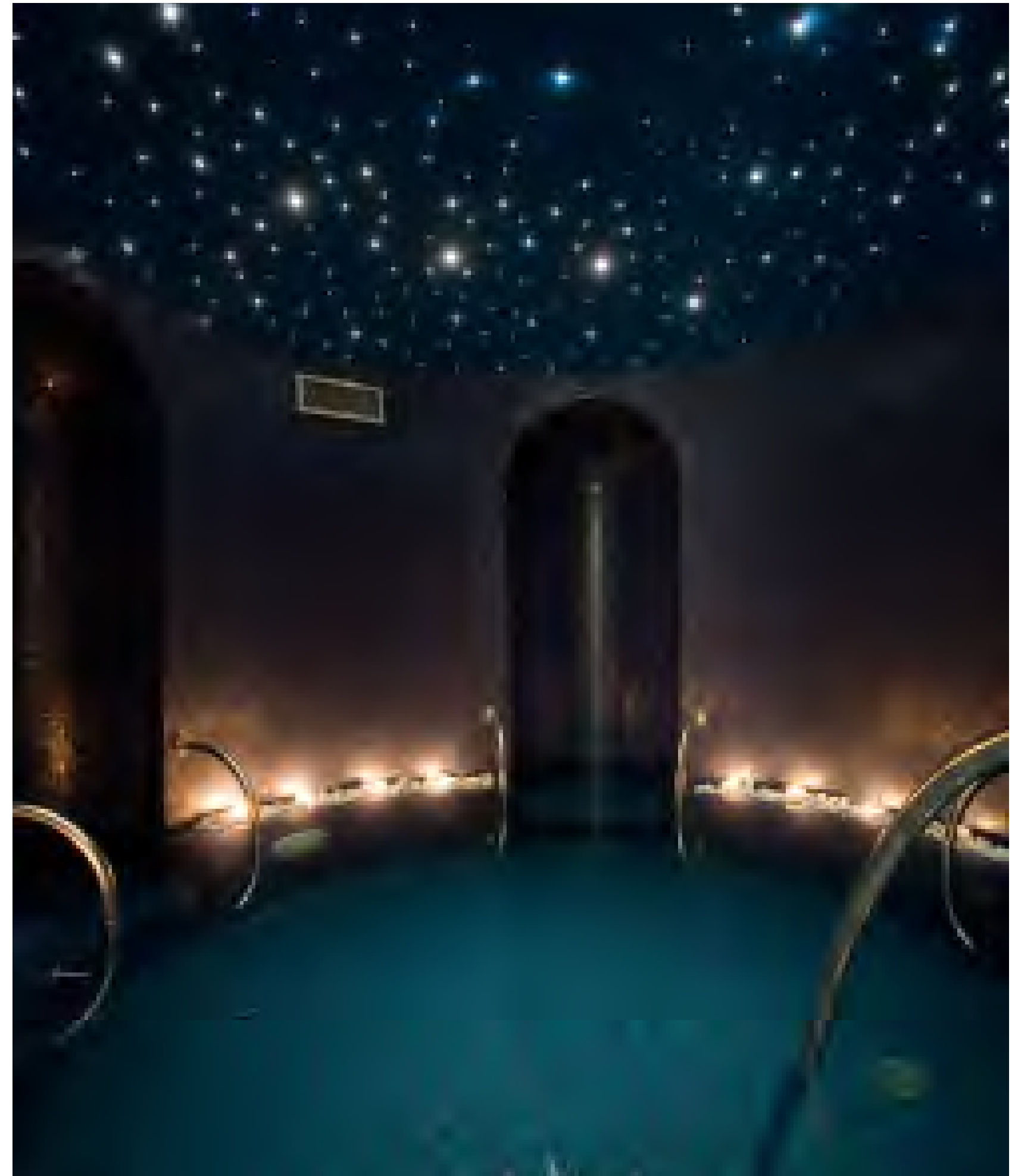
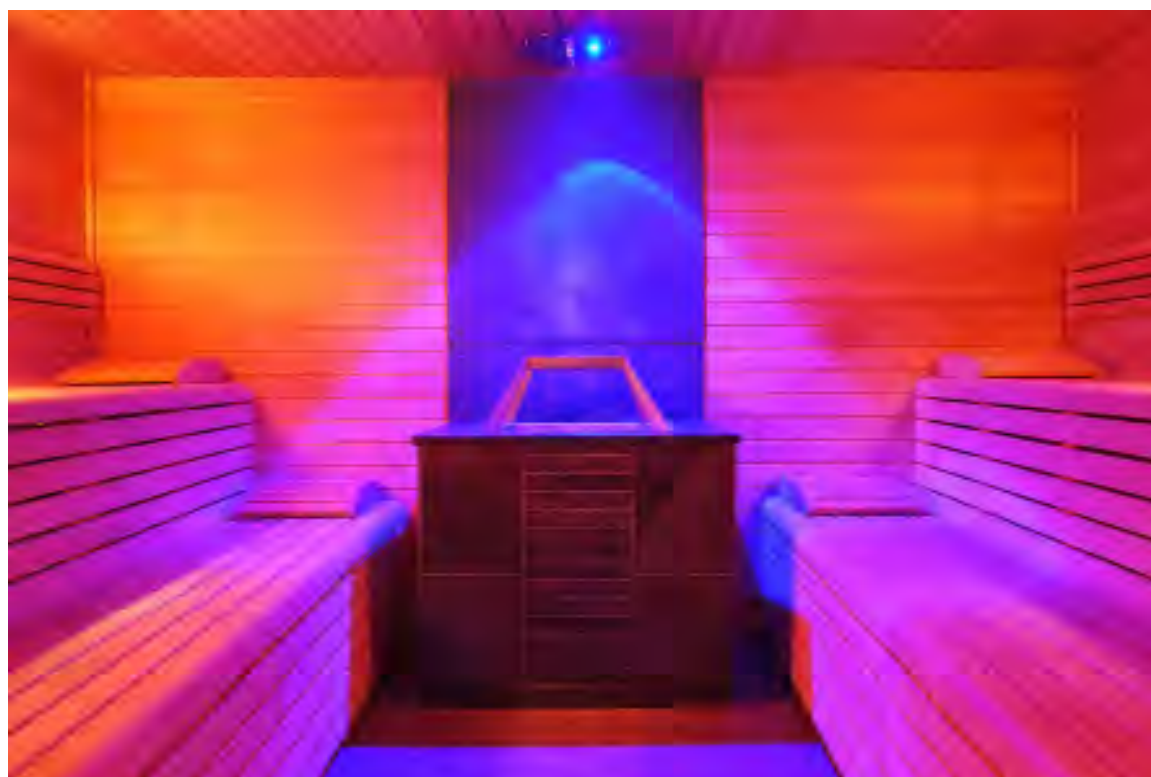
The use of natural and easy-maintenance materials has been decided to ensure a very low wear level in time.

As a background to the wadded bed-heads of king size beds, soft curtains and wallpaper appear and play on the lowest tone variations of white: everything is lighted by the use of colored accessories – from violet to sky-blue, from brown to silver.

Rooms and suites have been thought to answer the different needs of the users that attend the hotel during different periods of the year: from a couple that stops in winter for a wellness week end, to a group of bikers who ventures in Rimini's hills in spring and autumn, to the family who stays for a week or two in the summer. In this sense, then, the spaces' organization and the permeation among the rooms, together with the project of every single furnishing element – from beds, to sofas, from closets to besides tables – correspond to the versatility criteria that Hotel Belvedere wants to pursue offering that completeness and complexity of solutions suitable and adaptable to every season and customer.









Location: Naples, Italy

Oliwell is a Wellness Club realized inside Vulcano Buono, a building planned by Renzo Piano. It is organized in a series of wellness areas that are innovative and evocative, devoted to fitness and beauty and planned following cutting-edge criteria, based on qualitative standards that are unique for Central-Southern Italy.

Oliwell overlooks one of the squares of the internal pathway, directly receiving light from the wide central surface which represents the crater of Vesuvius. When strolling in the square you can immediately feel its presence, thanks to its long screens that unveil the full equipment of the weight room and the powerful graphic messages that suggest a philosophy aiming to regain the psychological and physical daily balance. The entrance is cosy but its message is powerful: thanks to the brand it becomes a philosophy of one's own behaviour, almost like a mission's flag. The entrance is large, with a clear

organizational logic which finds its distributive fulcrum in the reception, realized in dark wood. The spacious hall merges with the lounge and restaurant area, dominated by the multi-coloured cloud of lights.

Red, beige and brown are the dominant colours that perfectly melt in the clear stone of the floors. This is a recurring colour theme in the whole Club, almost dramatic in the relation with floor, walls and furnishing, which are pleasantly reflected by a graphic which, thanks to its out-of-scale dimension panels, sends involving multi-coloured messages on neutral backgrounds of matter. A wide and complex distribution axis easily guides the flow of users towards the locker rooms and, from here, to the several activity rooms, the pools and the Thermarium. The lighting emphasizes and drives the attention to pathways and places, caressing the surfaces and giving the users involving emotional clues.





