

# hotelandspadesign

Hotel and Spa Design  
14 to 18 November 2010  
45th edition of Exposudhotel  
Naples

In Naples, 14 to 18 November 2010, Hotel and Spa Design is the protagonist of the 45th edition of Exposudhotel.

The exhibition devised by Carlo Matthey, owner and manager of My Exhibition, offers a new and unique interpretation of well-being design and materials through new technologies and furnishings for wellness hotel and spa.

Innovation in the hospitality and well-being, therefore through an evolution of the business, implementing business potential and value as well as cultural. In fact, through Design Hotel & Spa, My Exhibition launches the challenge of fostering entrepreneurship in Central and Southern Italy, areas in which the hotel industry plays a leading role in the economy.

The well-being (from well-being = "feel good" or "live well") is a state that involves all aspects of a human being. Its former meaning included the physical aspect only whereas today, it includes all physical, emotional, mental, social and spiritual aspects.

The concept of welfare is interpreted in Hotel & Spa Design through a cadence of projects, situations and ideas which involve ecological materials, design ideas, innovative technologies related to the future of welfare.

The thematic exhibition, through interpretations of prestigious companies of hotel architecture and design, recreates an entire hotel and its surroundings to offer to offer the public a chance to touch the most innovative technologies and solutions for the most challenging design, finishes and materials, declined through different architectural languages.

The five installations (a total of 600 square meters) created in collaboration with leading Italian companies, will be divided into two spa, two bedrooms and a lounge. Common goal: to anticipate trends and stimulate reflection and research on new design solutions for real welfare of the body and mind.

Hotel and Spa Design involving big names like Alberto Apostoli, Maurizio Basso, and Andrea Viganò Marco Vismara, Diego Granese, David D'Agostino, creators of the functional areas of the world hotel industry composite.

Next to the Hotel and Spa Design exhibition, visitors can visit the stand of the best companies in contract, design, bathroom, spa and wellness industries, attend conferences and meet in the buyer lounge purchasing managers of 4 and 5 star facilities of Southern Italy.

A full calendar of meetings and updates to the hotel manager, the spa manager and the hotel and spa designer will be the key frame of the exhibition. Among the conference themes: access to preferential financing, design, implementation to the proper management of accommodation and wellness areas.

Meetings, along with Hotel and Spa Design, that are presented as additional sources of ideas and added value.

### **In exclusive**

The trend of the return to nature and to the respect for the environment is an important theme of contemporary design.

Hotel and Spa Design offers a poetic version of that trend, by hosting a great floral work with more than 7,000 fresh roses. Under the coordination of the guidebook "The Italian florists" is presented a unique artwork, realised by the master of floral art of Temerola (Ce) Pepper Pike and by Mara Verbana from the Republic of San Marino . The roses are provided by the leading Italian producer : Ciccolella of Molfetta.

### **Installations of Hotel and Spa Design**

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## **LA SPA DELL'OZIO**

### **MARCO VISMARA & ANDREA VIGANÒ – STUDY D73**

A place to enjoy the contemplation in a world that leaves no time for us to listen and enjoy the moment. Idleness is an area light, muffled, without clear boundaries, perceived a light, gentle music.

Who would not flee to take refuge in the quiet?

No obligation, no commitment, a great place to sleep. Sssssh, close your eyes and fly.

The Spa is a place of idleness deliberately slight, created through the use of transparent materials and very light, with only indirect light and thin curtains dividing the rooms. The white furniture and soft seats allow you to relax, have no constraints, obligations, they can define their own space.

In collaboration with:

11 DESIGN

BYSTEEL

CARMENTA

CASTIGLIONE RELAX

EIFFELGRES

GIANNI VIGONE

KEUCO

LASER.COM

LU MURANO

MISTER PARQUET

NILO

POLITEC SA – DESIGN STUDIO D73

## **BENESSERE NELL'ESSERE**

### **DAVIDE D'AGOSTINO**

In a world where man finds himself increasingly estranged from its natural to be natural flow and emotional well-being is felt only through the awareness of being and feeling that the actors in the context that surrounds us.

Starting from this assumption, WELLNESS Spa is being proposed as being approached from an unusual perspective, which bypasses, but does not elude, the need to express the designer of the need to be in favour of the user.

The aim of this concept is to create an environment permeated by emotions of harmony, in which nothing takes precedence over anything and in which everything has the same expressive weight : sounds accompany the lights as the materials follow the colours and smells merge with everything.

In collaboration with :

MISTER PARQUET

RANIERI PIETRA LAVICA

BENETTI STONE

PFISTER OTTO TRADING DESIGN

MOSAICO DIGITALE

DEUTSCHE STEINZEUG

HATRIA

CASTIGLIONE RELAX

VISENTIN

NOVELLINI

WELLNESS CREATION

CARMENTA

LA BEAUTÈ

11 DESIGN

TECHNOGYM

FABBIAN

**SUITE SPA – LUOGHI INTRECCIATI**

**STUDIO ALBERTO APOSTOLI ARCHITECTURE + DESIGN**

Places entwined, almost embedded in each other. It is a spa suite with a basic design but not minimal, without unnecessary luxury, as real as the Mediterranean lands, hot like a

summer night.

The wellness dimension finds its meaning in the suite in an altar on which time can be celebrated. And the sky, the outside and the wind seems to come and enlighten it.

"Places entwined" means to live without ever losing any time, without losing your mind with the reality of the world around them. A tangle of emotions that you never want to merge nor hide, but wish to be read in their self-complementarities. A form of welfare that does not seek to remove from the place where we are, but simply weave emotions and atmospheres.

In collaboration with :

Fabbian

Eiffelgres

Garbellotto

Jacuzzi

Keuko

Company & Services

Hidroryder

Benetti stone

Bonamassa

Omnidecor

Technogym

Gianni Vigone

Elios 2010

## **MED DREAMS ROOMS**

### **DIEGO GRANESE**

The rooms of Med Dreams are dreams imagined as living in the Mediterranean Sea, where the architect Diego Granese wanted to offer two clear memory environments that enhance products in a new interpretation of proposals.

Everything appears to be a journey through the senses gives us sweet emotions and sublime feelings.

Tiled in marble and ceramics from the Mediterranean tradition that is projected to reach a balanced innovation to integrate with new products and materials applications proposing new ideas.

Rarefied environment and reflected that cross and wrapped in a unique light and color to

stimulate new dreams and sweet memories.

Water, fire, smells, sounds and visions come together in environments that leave a clear impression on visitors to become the new memory locations changing.

In collaboration with :

VISENTIN

CIANCIULLO MARMI

VIETRI CERAMIC GROUP

IDEAL STANDARD

CIANCIULLO MARMI

VIETRI CERAMIC GROUP

OMNIDECOR

ARREDO DESIGN

FIBRETEC

FABBIAN

BONAMASSA

GIANNI VIGONE

DIM'ORA

MIELE E MUSICA

MAPEI

SCHLÜTER-SYSTEMS

GRANESE DESIGN

## **INFINITY LOUNGE**

### **KING SIZE ARCHITECTS – MAURIZIO FAVETTA**

The design of this space applies the technique of the Surrealist Movement of Meaning.

The beauty comes from a surrealist free association of ideas, find the seemingly irreconcilable situations, the vision that generate an unexpected surprise for his nonsense and contradicts our certainties, from the unreal and the art of forming unusual combinations of randomness .

The shift of meaning then turns the images that we usually see on the basis of common sense into images that convey the idea of a different order of reality.

The project INFINITY LOUNGE for the exhibition-event Hotel and Spa Design is the

representation of a dream dream in balance with its functional vocation: producing charm and relax, raise the level of emotional tension, create a lifestyle innovation.

But above all, to set in a space products, visual languages and artistic that seem incompatible. The aesthetic language of this space is then put into any style. It is simply a witness of alteration, deviation, metamorphosis, imagination, and challenge the rules permanent instability that characterizes all our projects.

The reinvention of the programmatic languages with the intention never to repeat the same creative path.

The lounge is spread over 100 square meters and is characterized by the dominant color in black and white, dirty here and there with sweet and sinuous female figures made with the technique of digital mosaic.

A technology that has enabled us to create works of authorship, where the mosaic is applied photographically to historical subjects and unusual lines cutting through fragmented and surrounded by quotes subliminal wild beauty, free of manipulation, stress visual style provocation.

To complete the expressive structure of space, a series of unregulated products and applications in antithesis.

Types of wood flooring in black and white geometric linear developments, sofas in the best modernist tradition side by side in plastic chairs in baroque.

Natural stone walls alternating vertical gardens treated with black coloring, and curtains cascade.

A pure white piano beside classical glass chandeliers creatively interpreted by tradition.

The whole forming a dense space of emotion and pleasure metaphysical.

In collaboration with :

Tabu

Oikos

Benetti

Mosaico Digitale

Miele Musica

Alberto Napolitano Pianoforti dal 1840

Brianform

Pedrali

Skopos Italia

11Design

Bysteel

Fabbian

Lumurano

## 5 PROJECTS

### 2 SPA

#### BENESSERE NELL'ESSERE

Davide D'Agostino

#### LA SPA DELL'OZIO

Marco Vismara & Andrea Viganò – Studio D73

### 2 HOTEL ROOMS

#### SUITE SPA – LUOGHI INTRECCIATI

Studio Alberto Apostoli Architecture + Design

#### MED DREAMS ROOMS

Diego Granese

### 1 LOUNGE

#### INFINITY LOUNGE

Maurizio Favetta

[www.myexhibition.it](http://www.myexhibition.it)

[www.spa-design.it](http://www.spa-design.it)

Ufficio Stampa:

Marilena Puppi - OGS srl

Via Koristka, 3

20154 Milano

Tel. 02.3450605

Fax 02.3490842

[info@ogs.it](mailto:info@ogs.it) – [www.ogs.it](http://www.ogs.it)