

HOTEL SPA DESIGN: OVER SEVEN-THOUSAND VISITORS FOR THE FIRST EDITION IN SOUTHERN ITALY

Held at the Mostra d'Oltremare, the Hotel Spa Design event organised by MY Exhibition was a big success. The public truly appreciated the work by Carlo Matthey of MY Exhibition that flocked the Mostra d'Oltremare of Naples. An event dedicated to hotel and health spa designers, Hotel and Spa Design was held at ExpositHotel, the Mediterranean hospitality fair which was attended by over 7,000 specialists, including hoteliers, architects and spa operators (2,416 had made an early registration). Covered by 120 journalists, the exhibition saw the involvement of 36 exhibitors and 12 technical sponsors. These figures were rosier than expected and, once again, a proof of the value of

also a trend setter, successfully attracting the attention of attending exhibitors, architects and entrepreneurs. The next appointment, at the Milan fuori salone will be Home and Spa Design, the event to be held at Superstudio 13 that is brewing up as one of the highlights of the week-long Milan design fest.

"LA SPA DELL'OZIO"

MARCO VISMARÀ & 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 feel to take refuge in the quiet? No obligation, no commitment, a great place to sleep. Sssss,



the commercial offer and trade fair facilities besides the highly efficient communication campaign engineered by MY Exhibition. In 800 sq. m. organisers reproduced the environments of a hotel (the lounge, the Spa, the rooms, the suite and the restaurant) so as to allow visitors to get a first hand view of all the latest innovations in the areas of design, finishing and materials as applied according to a broad spectrum of architectural languages and styles. While important names in architecture and design, such as Alberto Apostoli, Maurizio Favetta, Marco Vismarà and Andrea Viganò, Diego Granese and Davide D'Agostino, were called up to recreate the functional spaces in hotels and spas, organisers empanelled an intensive calendar of conferences offering visitors an overview on the latest in hotel technology and management and spa facilities. Part of the success can most certainly be ascribed to the exclusive format conceived by MY Exhibition that has once again proved to be not only a top-class integrated communication provider, but

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.

WELLNESS Spa

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 in 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.

SUITE SPA - "Places entwined"

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 weaves emotions and atmospheres.

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

visions, 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 relaxation, 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.

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.

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 situation

chique 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. ©

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