



## SUMMIT: HOTEL SPA DESIGN

**"2015 ECORESORT & SPA"**

**HOST FIERMILANO, RHO - PAD 4 STAND N70 – CONFERENCE HALL HOTEL SPA DESIGN**

**FRIDAY 21<sup>ST</sup> OCTOBER 2011**

**10.30 a.m.**

**INTRODUCTION: " 2015 ECO RESORT & SPA"**

Carlo Matthey - Organizer Hotel Spa Design

Dario Benedetto - Professor Wellness Management LUISS Business School

Moderator: Maria Paola Angeletti – journalist

**From 11 a.m. to 1 p.m. INTRODUCTION TO "HOTEL SPA DESIGN" INSTALLATIONS**

**"BLACK AND WHITE"**

Architect Ilaria Marelli - Ilaria Marelli Studio

FOLLOWING: COMPANIES' WORKSHOP

**"ECOLOGICAL SPA"**

Architect Stefano Chiocchini - Chiocchini & Partners

FOLLOWING: COMPANIES' WORKSHOP

**"AETHEREA NATURAL SUITE"**

Architect Sergio Bizzarro - Studio Bizzarro & Partners

FOLLOWING: COMPANIES' WORKSHOP

**From 3 p.m. to 5 p.m. INTRODUCTION TO "HOTEL SPA DESIGN" INSTALLATIONS**

**"EDELWEIS SUITE"**

Architect Davide D'Agostino - Dada Architecture & Design

FOLLOWING: COMPANIES' WORKSHOP

**"LOVE SUITE LOVE"**

Architect Pietro Gaeta - N.O.W. Architecture & Design LAB

FOLLOWING: COMPANIES' WORKSHOP

**"AGORÀ HS"**

Architect Diego Granese - Granese Studio Architecture Design

FOLLOWING: COMPANIES' WORKSHOP

**"SPA PASSION"**

Architects Paolo Maria Fumagalli, Gian Luca Frigerio, Davide Vercelli - DUEAUNOI

FOLLOWING: COMPANIES' WORKSHOP

**SATURDAY 22<sup>ND</sup> OCTOBER 2011**

**From 10.30 a.m. to 1 p.m.**

**"USA AND WORLD REPORT ON ITALIAN SPA STATUS MARKET"**

Market status

SPA a profitably business

Spa Consultant and feasibility study

A successful case history

Speaker:

Dario Benedetto - Professor Wellness Management LUISS Business School

**SATURDAY 22<sup>ND</sup> OCTOBER 2011**

**From 3 a.m. to 5 a.m.**

**"POWER MARKETING....TWELVE MONTHS OF HIGH SEASON"**

Speaker:

Engineer Salvatore Picucci - AD PI.CO. Wellness

**SUNDAY 23<sup>RD</sup> OCTOBER**

**From 10.30 a.m. to 12.00 a.m.**

**"SPA: HOW IT RUNS AND WHAT TO DO WHEN IT DOESN'T WORK "**

Speaker:

Dario Benedetto - Docente Wellness Management LUISS Business School

Daniela Virgintino - SPA Manager

**SUNDAY 23<sup>RD</sup> OCTOBER**

**From 12 p.m. to 1 p.m.**

**PROFIT SPA DESIGN: SETTING PROFIT BEFORE THE PROJECT**

Speaker:

Engineer. Salvatore Picucci - AD PI.CO. Wellness

**SUNDAY 23<sup>RD</sup> OCTOBER**

**From 2 p.m. to 3 p.m.**

**SPECIAL WELLNESS DESIGN " THE VALUE OF ESCLUSIVITY TODAY "**

Speakers:

Arch. Simone Micheli

Mauro Gori a.d. Scamper

Roberto Giusti dir. Comm

**SUNDAY 23<sup>RD</sup> OCTOBER**

**FROM 3 p.m. to 5 p.m.**

**"CONFERENCE: PLANNING HOSPITALITY AND WELLNESS"**

Promulgating sustainable hospitality and ethical investment in order to satisfy a new customers' ecologic awareness.

Speakers:

Arch. Sergio Bizzarro

Arch. Simone Micheli

Arch. Luca Scacchetti

Moderator: Maria Paola Angeletti - journalist

**MONDAY 24<sup>TH</sup> OCTOBER 2011**

**From 10.30 a.m. to 11.30 a.m.**

**"P.C. BEAUTY & WELLNESS OUT-SOURCING MANAGEMENT"**

Speaker:

Paolo Caschera wellness businessman

**MONDAY 24<sup>TH</sup> OCTOBER 2011**

**From 11.30 a.m. to 1 p.m.**

**PRIZE-GIVING 2° ITALIAN SPA AWARDS**

Organized by AREA WELLNESS magazine

Giorgio Bartolomucci - Area Wellness Director