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Hotel Spa Design 2011

1000 mq
10 media partner
7 Studi di architettura
18 conferenze
7 Installazioni

7 INSTALLATIONS BY:

AETHEREA NATURAL SUITE

**Studio Bizzarro
& Partners**
Sergio Bizzarro

ECOLOGICAL SPA

**Chiocchini
& Partners**
Stefano Chiocchini

EDELWEIS SUITE

**Dada Architecture
& Design**
Davide D'Agostino

LOVE SUITE LOVE

**N.O.W. Architecture
& Design LAB**
Pietro Gaeta

AGORÀ -

**LOUNGE&DESIGN
RESTAURANT**
**Granese Studio
Architecture Design**
Diego Granese

SPA PASSION

DUEAUNOI:

Arch. Davide Vercelli -
Paolo Maria Fumagalli -
Arch. Gian Luca Frigerio

CONFERENCE, HALL&COMMON SPACE

Ilaria Marelli Studio
Ilaria Marelli



Present at:

International Exhibition of the hospitality industry
21 - 25 Ottobre 2011
with the patronage of Expo Milano 2015
Feeding the Planet, Energy for life

The future of the Hotel field is eco-sustainable

Hotel Spa Design's back to Host 2011

Feature: "2015 Eco Resort & Spa", an exhibition-event dedicated to the relationship between hotel and environment. Right patterns and behaviours make efficiency, savings and profits. 1000 mq of ex position, 2 Spa, 2 Suite Spa, 1 Suite, 1 Lounge & Design Restaurant and 1 Conference Hall&Common Space, 7 projects created by 7 glamorous architectural firms that interpret innovative concepts related to sustainability, hospitality, wellness.

Italy is the first European country in eco-sustainable accommodations for tourists: according to the Iulm University of Milan, Italy counts the 47% of Ecolabel certifications in Europe, followed by Austria (15%).

In spite of that, Italy is in hard delay in environment consciousness of its inhabitants, considering that the 72% of them never heard about sustainable tourism and the 52% ignore the meaning of sustainable development.

Hotel Spa Design is an itinerant exhibition of contract, design and hospitality wellness; it is conceper and organized by Carlo Matthey* and by My Exhibition staff.

Hotel Spa Design wishes both to sensitize touristic operators – first of all the businessmen – in order to improve the management of their own hotel, and to encourage the customer to a more respectful behaviour.

The purpose is to reduce the negative impact of the accommodations on the country, by little devices useful to improve the efficiency.

Energy saving illumination instead of the traditional ones, tap stream flux reductions, less garbages,

More and more substantial investments in eco-sustainable technologies of warming machines and climatic devices (solar panels, photovoltaic and geothermic installations) that will be encouraged with advices and benefits.

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HOTEL SPA DESIGN 2011 wishes to be the open window on the main design trends in the hospitality and wellness field. After past successful editions, it's back with "**2015 Eco Resort & Spa**", an exhibition about New trends in sustainable modern hotels looking at the realization of new hotels in Lombardia for the event Expo Milano 2015.

The exhibition-event, organized by My Exhibition in collaboration with Fieramilano Rassegne S.p.A.,

Aim at projects, situations and suggestions of innovative materials, eco-oriented objects, exclusive technologies related to the future of the future hotel field.

The next, sixth exhibition of HS Design series will show **6 new projects** in 1000 mq; "**2015 Eco City Resort & Spa**" is the main theme of the appointment and will give to the six architectural firms the opportunity to express their vision of the next future hotel.

The aim of the exhibition is to satisfy the highest needs: you will see a suite in design 2.0, a self-energy production hall, a zero impact wellness centre, a 3d congress hall, the bathrooms, the restaurant lounge, all concepted from glamorous architectural and design firms.

A rich conference program, workshop and seminaries are studied and ideated just for the hotelier, the hotel project manager and the spa keeper.

The scheme is updated with new suggestions and keep safe the strength of its concept, focused on the emotions felt by the public who live hotel spaces such as rooms, restaurants and spa, fully re-built.

The operators will be able to evaluate materials and equipments, design and technical solutions; visitors will be able to take a walk in an eco-sustainable and emotional re-built space.

In a unique stage you will admire a new way of living the hotel and take up the challenge of an eco-sustainable reality, put out from Expo Milan 2015. Water drawings, colours, floating beds in the fog, walls and floors generating energy: there are some of the possible realizations due to a higher and intangible technology that allows the guest to live an unordinary experience.

Another character of the exhibition: interactive suites outfitted with idro-relax bath, emotional bio-sauna, sensorial shower and tapis roulant self-powered energy; innovative products that compare one another in a stage synergy surrounded by sounds, colours, images.

** Carlo Matthey has been promoter of Spa Design 2009 e Home Spa Design 2011 at the prestigious location of Superstudio 13 at Fuori Salone del Mobile Event. Great success of public and critic: **about 20.000** participants, in the days of exhibition, Architects and designers deeply interested in home, wellness and outdoor design; more than **600** **journalist**. My Exhibition of Matthey have already collaborated with Fieramilano for the realization of Wellness Spa in Host and created and managed exhibition-events alla round the nation (for instance: Aestetica in Naples, Les Spa in Rome).*

Installations:

AETHEREA NATURAL SUITE

STUDIO BIZZARRO & PARTNERS - SERGIO BIZZARRO



A small, intimate, wonderful microcosme.

Lose yourself in the hugging senses, dreaming to be elsewhere and floating in the air, feeling your own senses and nothing else.

A dark ground carpet conceived for a bare feet walking, a smooth surface in wood that preserves and keeps little little spaces of peace and relax:

- The deepness of the water that gushes from the earth
- The energy born from a cool shower like a storm in the forest
- The hot warmth of a finnish sauna
- The burst of light coming from the fronds above, like a cloud seeking the gravity
- The wavering flare of a burning fire that tries to reach the sky
- The shelter of a cave that keeps you in a steam bath
- A soft refuge, a hammock between the trees where you can lose yourself and watch the clouds beyond the fronds.

This is the imagery of an ethereal suite for couple, lost in the nature. A secluded spot of peace in an incorporeal dimension that remind the very primitive needs, where you can be cradled and feel lost in space and time.

In the hotel projection and wellness field, Aetherea represents the revolution of the concept of traditional room, in which the common patterns can be surpassed in order to make the emotion protagonist.

The suite becomes a very defined ambient, able to express a new meaning of living the hotel; the suite pursues the inner and secret corners of the human mind.

The return to the sources and to the nature, thanks open spaces different from the conventional ones fixed by our society, becomes a moment of amusement, such as a long walk through a wood seeking a safe corner for crouch down, think, dream, relax.

The use of natural and sustainable materials like wook, stone, glass and elements that remind us these atmospheres -the water, the tree on the mosaic, the light suspended cloud, the resin surface with the impression of the branch's shadows – contribute to make real the dream of Aetherea; its spreading perfumes, the sonorous ambientation made by acoustic natural algorithms, the punctiform and suffused light that underlines glimps and details of the ambient, make this suite a remarkable experience.

ECO LOGICAL SPA

CHIOCCHINI & PARTNERS - STEFANO CHIOCCHINI



ECOlogical spa has been conceived as a path through a Natural SPA where you can feel deep in the nature

and natural materials, where you can touch by hand the feeling of being in an Earthly Paradise. A very emotional path where water, stone, wood and green play a leading role.

The practicable flooring is realized with parquet in bamboo; the sittings are made in different sizes and in smooth, satinized multicolor travertine, logo Eco shaped.

The spaces (MT&S) are separated by slabs of natural stone walls (semi-valuable onyx and marble) in minimum thickness melt with PVB and mite crystal that gives transparency and resistency.

The false ceiling surface is finished in Rhynchospermum Jasminoides, a natural essence laid down on a medium wire mesh (3-5 cm), tended and clasped on the perimetric (obviously it needs a bracing in iron "c" or "squares" clasped at the wall and at the only one false ceiling; this is important in order to fix the onyx/crystal walls and to fix the frames that sustain the cylindrical elements in glass and to let the water stream).

The previous functional spaces consist of:

- 1) A "purification hall" with washbasin in travertine made with numerical control machines on alveolar structure in aluminium covered with mosaic "a correre" (TRAVERTINI PARADISO); the water falls through a steel pipe connected in a glass borosilicated pipe. The back wall is covered with blocks in smoothed and sandblasted travertine in different nuances and thickness (TRAVERTINI PARADISO); glass smoothy and backlighted blocks are inserted random (BLUESIDE);
- 2) A "bath & relax hall" with a big pool realized in serene stone blocks (EERA) with adduction of falling water through 45 pipes in borosilicated glass that are inserted in steel pipes that allow the water flow (BLUESIDE); a large relax space with chaise longue in onyx and glass pipes containing essential oils for aromatic therapy use (BLUESIDE). The bottom wall of the pool is realized in white backlighted onyx panels (MT&S).
- 3) A "multisensorial tasting hall" with a natural grass floor (grass in rolls) that cover two benches where a table is layed with accessories for the multisensorial tasting (BLUESIDE). Many candlesticks create an oniric atmosphere.

A fake lamp covered with the same essence of the ceiling is suspended on the table.

The entire space is surrounded by onyx and the visitor feels deep in the nature;

4) a "fall shower hall" is surrounded by white carrara slabs semi-transparent (MT&S) with smooth floor dug by a block of Tonalite dell'Adamello (EERA) with a rainshower.

The water flows, according to the inclination of the floor, in two drainages with a hidden surface by white rocks. In front of the shower there's a large cubby covered with MossTile paprika colour.

EDELWEISSUITE

DADA ARCHITECTURE + DESIGN - DAVIDE D'AGOSTINO



Edelweiss is the name of a characteristic flower that grows and lives in alpine landscapes; it's not possible to find it elsewhere and it's not possible for many other flowers to live in those places. E. desires to represent the alpine hospitality thanks to its ambientation that succeeds in communicating true emotions, linked to a language of typical signs of its surrounding setting. Living this suite is comparable to a sensorial experience, a trip in the nature, a deep relationship with the places that give us hospitality: listening to a poetry played in local dialect, then reviewed and covered with contemporary dress.

LOVE SUITE LOVE

NOW ARCHITECTURE AND DESIGN LAB - PIETRO GAETA



Enter a hotel room is such entering a private, small "theatre" where personal fantasies and dreams can become true.
The ambient is an open space, the furniture is reduced to the minimum or camouflaged in the architectonic structure.
An installation that aims to a new kind of essential planning and exalts the space such as in a metaphysics work: the absence as an expression of elegance and comfort.
There are not divisions or barriers between the spaces: the bathroom zone is fully integrated with the living one and the bed. This one is placed in a barycentric position in front of a large glass window, on a floating platform so that it seems suspended, becoming an altar of senses.
A space in which the guest feels involved through his senses and mind in perfect harmony with the surrounding ambient.
A journey between dream and reality, a sustainable way of living where colours, surfaces and the light - soft and originated by unexpected sources - evokes an evanescent and light ambient.

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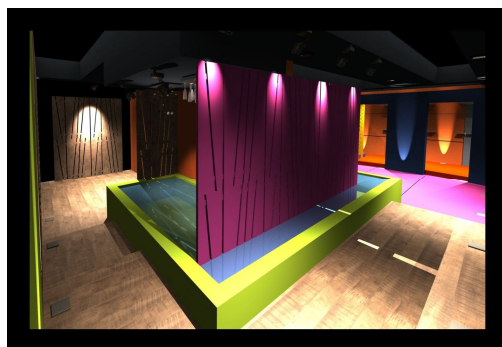
GRANESE ARCHITECTURE & DESIGN STUDIO - DIEGO GRANESE



" Volare alto
sospesi tra i luoghi della storia,
per poi sedersi sul vento
e fluttuare tra i ricordi e le emozioni.
Sognare tra spazi moderni, raffinati,
vicini alla natura ed alle cose,
che nell'essenza della semplicità
affondano le radici nella
grande storia Mediterranea ".
diego granese

SPA PASSION

DUEAUNOI - ARCH. PAOLO MARIA FUMAGALLI, GIAN LUCA FRIGERIO, DAVIDE VERCELLI



"The water is very important for aesthetical reasons but, in interior spaces, it's more important because there's the possibility of immersion" (LUIS BARRAGAN).

"In the living fluid you see the time passing by". "At the right time a ray of light comes from a hole in the ceiling and penetrate the liquid surface giving forth the moment in which the light and the water, God and man meet one another".

Casa Gilardi is one of the most representative architectures of the Mexican Master. It gave us inspiration for the creation of a space full of energy, life, passion.

Wall and surface react to the sun, wind, rain and life according to their character and show their verve.

In the deep of our project we have transferred the experience of wellness for human kind. Energy and passion, not only relax and contemplation.

Concepted and organized by:

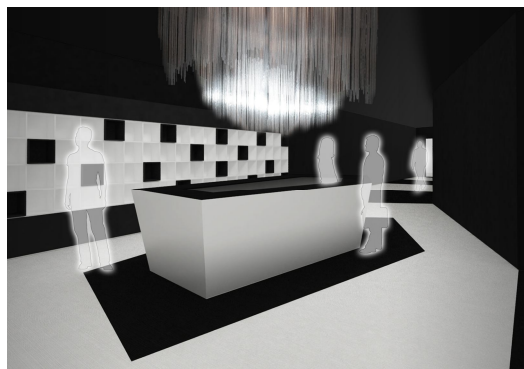
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ILARIA MARELLI STUDIO - ILARIA MARELLI



An elegant walk on black&white nuances, where the ambient is lighted by rays of light such as a luminescent rainfall. A welcoming area that spreads like a mineral element from the ground, placed in the centre of the multi-faces path, created by the textile floor.

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