

Starpool for the new Bianca Relais: the trend is *private wellness*

Starpool, company located in Trentino, was the partner of the network Teatro Italia for the recent renovation of the hotel Bianca Relais and signed the wellness area of the first 5-star hotel in the province of Lecco. Eight of the ten rooms of the new boutique hotel, equipped with the Starpool SweetSpa, are real Wellness Rooms designed to offer the guest the chance to recharge in utmost privacy and safety.

«Today private wellness is the reference trend for the hospitality and contract sectors», affirms Riccardo Turri, Starpool CEO.



Marcello Mariana

Ziano di Fiemme, November 30th, 2020_ The trend for the hospitality wellness is **private**. Today, the wellness experience is “served in the room”. **Rooms are turned into private spas**: complete, functional and available exclusively to the guest, who gets to live the **wellness experience in utmost privacy and safety**. Enjoying personal regeneration from within one’s own room is the new luxury. On the outside, the noise and the daily stress; on the inside, instead, a new wellness dimension to take care of both body and mind.

This is the concept adopted by the new **Bianca Relais** (biancarelais.com) – a boutique hotel immersed in a 11.000 sqm park and overlooking the peaceful shores of the **lake of Annone**, in **Oggiono**. The only 5-star hotel in the province of Lecco and the result of radical renovation works on a building that dates back to the 50s. The works were supervised by the interior designer Giuseppe Manzoni and by the architects Rita Consonni and Carlotta Manzoni, with the collaboration of the companies of the network **Theatro Italia** (theatro-italia.com), which has **Starpool** (starpool.com) as a partner.

The guest can choose from a total of ten rooms with customized design. Eight of these are actual **Wellness Suites**, equipped with a Starpool **Sweet Spa**. The Sweet Spa is the distinctive product of Italian wellness-design: it was designed by **Cristiano Mino** in **2008** and was awarded the **Red Dot Design Award**.

«**Today private wellness is without doubt the reference trend for the hospitality and contract sectors**; this trend was already present before the Covid-19 pandemic, but the current situation has clearly accelerated its development. **The spa is progressing towards a more intimate**, private dimension, as in this moment it is also a guarantee of greater safety», explains **Riccardo Turri**, Starpool CEO.

SweetSpa is a professional spa, equipped with steam bath, shower and emotional shower in only three square meters. Ideal for the private areas of spas and hotels and for the home sector, it is an expression of design, innovation and technology at the service of the user. **The wellness experience can be customized** by choosing the color of the lights, the music and the desired effects thanks to the **sp.a system** programs – Excite, Relax, Tonic and Purify. The attention to energy saving and consumption reduction is ensured thanks to the **Green Pack** and **Touch Display** systems. Still today, over ten years after its creation, SweetSpa **is the steam bath with the highest standards of hygiene in the sector**: grouted surfaces are reduced to less than 1%, the coatings are realized with non-porous materials and in large format slabs, the benches are suspended and detached from the walls to prevent water stagnation and the floors are easy to sanitize. The laying of the coatings is carried out in-house, ensuring a better sealing over time. SweetSpa is a timeless product – an example of the value of Made in Italy.

The Wellness Suites by Starpool mirror the concept that has inspired the whole Bianca Relais renovation to wellness: to be a luxury home, and not just a simple hotel, where to enjoy real, tailored experiences.

www.starpool.com

Bianca Relais

Bianca Relais is the result of radical renovation works on an existing structure, which had been the culinary reference point in the area of Oggiono for over 60 years. Located in a special place on the shores of the lake of Annone, a few minutes away from Lake Como, and surrounded by a 11.000 sqm park, Bianca Relais is the first 5-star hotel in the province of Lecco. The sensitive renovation and enlargement process was supervised by the designer Giuseppe Manzoni, the architects Rita Consonni and Carlotta Manzoni, in collaboration with the engineer Alberto Invernizzi and with the support of the network Theatro Italia. This cooperation led to the creation of ten rooms – counting eight suites – called “Bianca Relais”, the restaurant Bianca sul Lago by Emanuele Petrosino” and the bistrot “Drop”.

Bianca Relais is a luxury home rather than a hotel, that aims to offer a real and tailor-made experience to its guests. The concept takes shape particularly in the spacious rooms where the quality of time and space is the real wealth of today. Bianca is a home away from home, where water meets rock and time stands still.

www.biancarelais.com

PRESS OFFICE DOC-COM

Lucia Portesi: lucia.portesi@doc-com.it – M. + 39 349 369 2989

starpool.press@doc-com.it – T. + 39 051 261449

www.doc-com.it

DOC-COM **Headquarter Bologna** Via S. Lorenzo, 20 - 40122 - T. + 39 051 261449 - welcome@doc-com.it

Doc Servizi Company Headquarter Verona Via L. Pirandello, 31/B - 37138

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