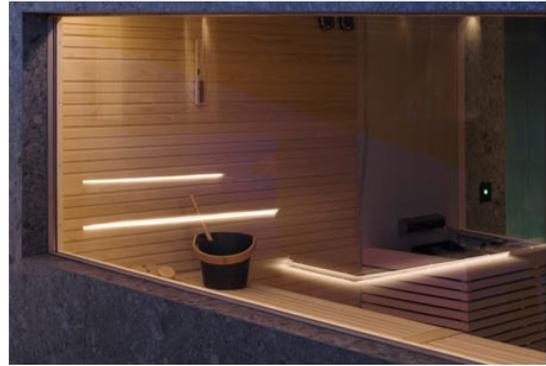


Starpool signs the spa of the new Grand Hotel Victoria Concept & SPA of Menaggio on Lake Como



Ziano di Fiemme, May 13th, 2021 _ Heat, water, rest. This is the re-starting point of the hospitality sector: a formula with ancient origins, and the essence of every wellness treatment.

This is what happens in the new **Grand Hotel Victoria Concept & SPA of Menaggio**, luxury 5-star hotel overlooking **Lake Como**, ready to be inaugurated in **May 2021**. The **ERRE SPA**, realized with the consultancy and products by Starpool, is the core of the important expansion and renovation works on this **Liberty** masterpiece of the late 1800, today part of the **R Collection Hotels**.

The whole project was entrusted to **Pè Architettura & Design Studio**, with the collaboration of the network **Theatro**, that includes Starpool too, and aimed to enhance the historical features by blending them with elegant elements of contemporary design. The original building, realized in 1892, was completed with a new **six-storey block**, with two underground floors destined to wellness. A paradise of **1.200 sqm** to fulfill each wellness desire, among steam clouds, natural essences, enchanting water walks, lights and beneficial fragrances.

ERRE SPA is divided in defined areas, dedicated to specific activities. The area is developed longitudinally to the large 20-metres long swimming pool in the center, as a celebration of the regenerating power of water and a homage to Lake Como, overlooked by the Grand Hotel.

On the left, the spa features the **wet equipment**: a **SweetSteamPro** steam bath and the **GlamourMediterraneanPro** Mediterranean bath, two traditional wellness cabins inherited respectively by the Middle Eastern and Roman traditions. SweetSteamPro is the Starpool product that has revolutionized the classic design of these cabins. The steam dispenser, innovative in both design and function, is the core of the cabin, almost magically suspended in space. The smooth surface of the walls allows for complete hygiene of the cabin. The temperature inside the cabin is of 43/45°C and the relative humidity is 98%.

The inspiration for the GlamourMediterraneanPro comes from the Roman *laconicum*, as an alternative to the high temperatures of the Nordic sauna and the high humidity rate of the Middle Eastern hammams. In this cabin, the heat is irradiated from the walls and reaches up to 45/50°C, with a humidity rate of about 55/65%. The atmosphere is convivial and ideal for socializing. The ceiling studded with dimmable lights illuminates the interior of the cabin with evocative white beams of light. The coatings were chosen in contrasting colors to reproduce a **modern Yin and Yang**: the steam bath in white crystal and the Mediterranean bath in black eco-stone with silver details.

The combined **cold reactions** – fundamental to restore the correct body temperature in the spa – are some of Starpool **ShowerOne** showers: regenerating solutions featuring an only showerhead that combines different water jets and temperatures, as well as light effects and fragrances.

The **dry equipment**, on the right, is particularly scenic. The Finnish sauna and the soft sauna (**GlamourSaunaPro** and **GlamourSoftSaunaPro** by Starpool) have glass walls looking to the outside and reflecting the grain of the wood in the water of the pool. The choice in coatings echoes the light and dark effect of the wet area. The GlamourSaunaPro in **natural fir wood of the Fiemme Valley, treated with black wax**, is the reinterpretation of the classic “Savusauna” of Finnish tradition, and creates an evocative atmosphere with shades ranging from dark brown to charcoal grey. Here, the inner temperature is of 90/100 °C and relative humidity around 10/20%. The soft sauna, on the other hand, was chosen in **natural essence**. This cabin has a lower temperature (50/60°C) and a greater humidity rate (50/60%) than the Finnish sauna: the sweating is therefore less intense, and the milder climate favors greater psycho-physical relaxation.

Among the cold reactions in this area, the innovative **SweetIcePro** is also there. It is an actual **ice room**, designed to strengthen the body after the heat and steam baths. The ice is produced by a ceiling-mounted icefall and is collected inside a basin in steel and Solid surface. Opposite, a bench in the same material –utmost guarantee of hygiene – allows the guests to lie down and relax.

The area surrounding one extremity of the pool is where we can find the **Salt Room** which, thanks to the wall realized with Himalayan salt, combines the beneficial effects of the salt to the relaxing ones of light and atmosphere. The stove adjusts the intensity of the heat and humidity rate and keeps them steady, thus creating the right conditions to favor the natural ionization process of mineral salt.

Right next to it, Doctor **Kneipp's** ancient lessons come to life. The original immersion ritual at alternate temperatures is completed by the **WaterParadise**, a system that combines four showers and their effects – Tropical Rain, Cold Rain, Summer Storm and Cold Breeze – differing in temperature, color and intensity, in a multisensory water experience.

Two rooms have been dedicated to rest: the **Silence of the Lake room** and the **Fire room**, which features a four-meter long fire place, chaiselongues and embracing cocoons.

All the Starpool products chosen for the ERRE SPA are equipped with **Eco Spa Technology**: a software patented by the company that allows the automatic management of the equipment, the control with remote diagnostics and the optimization of energy loads.

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