

Starpool
A sense of Wellness
Designing well-being for everyone. Everywhere.

The Fiemme company returns with a double venue at the Salone del Mobile and Fuorisalone in Milan, telling the story of a new design that is ever more in the service of the individual

– Salone del Mobile, Milan 2022 –
Hall 15 S.Project / Booth G16 G18
From 7th to 12th June 2022

– Starpool Showroom –
Via Durini 27
From 6th to 12th June 2022



*Ziano di Fiemme, 17th May 2022_ A sense of Wellness – to achieve the ideal dimension of **personal well-being** – to be experienced not only in spas, but also in everyday settings wherein **design adapts** and caters to the needs of each individual.*

As a result, Wellness becomes both a more **accessible** practice and a **daily** achievement, with significant benefits to one's **health**.

And so, **Starpool** returns to the 60th edition of the **Salone del Mobile** in **Milan** and to the **Fuorisalone**, presenting Wellness solutions that put design in the service of the individual. The aim is to create **complete and functional Wellness programs**, conceived to fulfil the needs of each individual and to promote a constant improvement in quality of life, health, and psycho-physical balance.

Following this *leitmotif*, Starpool will participate in the Salone with an installation that blurs the boundaries between *the inside and the outside*, creating a **synergy between architecture, people, and nature**. The greenery within the social area – located in the shade of a central tree – will cross the different areas of the stand, encompassing its architecture to reach its peak in the garden: an interplay of cross-references with the outdoor solution on display.

Our guests will clearly perceive the connection with the outside world even whilst within the enclosed spaces of the Salone. There, they will be able to discover how each setting can turn into an unexpected oasis of authentic well-being, where one can reconnect with oneself and nature, to reclaim a **slow**, quality **time** and – through new sensory experiences – rediscover one's **psycho-physical balance**.

In this context, Starpool will be presenting **Wellness solutions** that revisit the company's iconic products, aiming at turning **well-being** into an everyday and more accessible pursuit.

From indoor to outdoor, the focus will be on how design is in the service of the individual, by increasingly tailoring products to well-being and health needs, and building a continuum with blurred boundaries between these and their surrounding environment.

In addition, there will be a **new** Oriental-inspired **collection** by Cristiano Mino, designed and created to merge with all the rooms of a home as a piece of furniture. Thus, not only does design retain its aesthetic value, but it also brings the professionalism of the spa straight into one's home. There, one can experience it every day with countless benefits for one's health and psycho-physical well-being.

The need to extend the expertise of commercial wellness into the private domain and adapt wellness solutions to the domestic setting is therefore clear, following the market trends that demonstrate just how strong the demand is for authentic wellness as a daily practice.

The Salone del Mobile project will create continuity and dialogue with the showroom at Via Durini, 27 – part of the **Fuorisalone**. There, visitors will be able to enjoy first-hand the dry floatation sessions with **Zerobody**, as well as group Brain Training Live Experiences thanks to **Wellness Coach**, the innovative self-use system that promotes the training to mental wellness with Mindfulness and guided breathing programs.

Dry Float Therapy with Zerobody: 6th-12th June, from 2 pm to 7 pm
Social sessions with Wellness Coach at set times: 5 pm, 6 pm and 7 pm. Reservations can be made at the following e-mail address: teamstarpool@starpool.com

Starpool - Wellness Concept made in Italy

For almost 50 years, **Starpool** has realised products and services designed to achieve **mental** and **physical well-being**. Focusing on the individual, with the goal of making wellness an **accessible** and **daily practice**, it creates spaces and programs to suit everyone, with the collaboration of designers, companies, and operators in the sectors of **hospitality, health, sports, and beauty**. All of this is done on the basis of a tailor-made wellness *mission*, for a customised wellness that makes its way in the **home private** world, as part of everyday life.

At the root of it all, there lies Starpool's DNA: **heat, water and rest**, whose alternation generates genuine benefits that positively influence people's lives, from **preventive care** to **muscle recovery**, from the daily exercise to **live well** to **mental wellness**.

Casa Starpool is located in a true open-air spa, the **Fiemme Valley**, from which it draws constant inspiration in a continuous exchange, borrowing its raw materials, like the wood, and giving back a constant and daily commitment for a future in name of sustainability, starting with the development of innovative technologies for energy monitoring and saving.

With over **4.000 realised spas**, Starpool is present in **78 Countries** worldwide, with **4 foreign branches** and **26 distributors**.

www.starpool.com

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