

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

**The news at Salone del Mobile.Milan 2022**

*Well-being is personal, always available for you to live every day in the privacy of your own home*

Ziano di Fiemme, 7th June 2022\_ A sense of wellness, for a type of well-being **revolving around individuals** and their specific **health** goals by creating solutions and programs that draw from the experience in the business sector, and are designed and realised to adjust to all **home contexts** and **environments**. In this way, all the professionalism of a spa can be experienced in the **privacy** of one's own home, for a type of well-being that is intended as an ever more accessible **daily practice**, with the goal of promoting a better quality of life.

**Starpool**, in the **2022** edition of **Salone del Mobile in Milan**, paved a clear-cut way: that of **Private Wellness**, presenting new products that express in the best possible way the need to consider wellness as part of the experience of each individual.

“The need to find time for ourselves, to be lived in the form of daily rituals in a personal and cosy dimension, to regenerate and improve physical and mental health in the privacy of one's home, had already arisen before the pandemic, but was accelerated by it.

Private Wellness, today, is undoubtedly the reference trend, and not just for the contract and hospitality sector, but also for the home”, explains **Riccardo Turri**, Starpool's CEO.

This is the origin of **Shade Collection**, **Nature Sauna personal** and **Zerobody personal**, wellness solutions that range from indoors to outdoors, as proof that any place can become an oasis of **authentic well-being**. The wellness experience is enhanced thanks to specific protocols of use developed by Starpool to meet health goals linked to stress management, sleep, performance, and mental wellness. **Essential oils**, **body scrubs** and **refreshing water**, made of selected ingredients and delicate fragrances, offer deep **sensory moments** to live an enhanced experience in the **privacy of one's own home**.

### **Shade collection**

Designed by Cristiano Mino, it is the new **Orient-inspired** collection, including **Shade Sauna**, **Shade Steam Room** and **Shade Shower**, for **home use**. Intended as a **décor item**, it offers an exclusive design that merges seamlessly in any home environment. Shade Collection is cosy, elegant, and creates a true synergy with the surrounding environment, in an alternation of **glass walls** and **shading panels with wood slats** of

contemporary feel. Within it, an atmosphere of great privacy is created whilst maintaining a visual connection with the outside.

“The wellness cabin has acquired great charm, and the product is now much more than just a husk: it is integral part of the context. Design goes beyond the interior environment, and gives new value to the outer surroundings, defining its setting more and more”, explains the designer Cristiano Mino.

### Shade sauna

The sauna is a combination of aesthetics and function, where the chosen materials create an uninterrupted continuum with all the products of the collection, so that they can blend in perfectly with one another. The back wall presents a wood panelling pattern, while the seats made of essential monolithic volumes with a highly textured surface in Thermowood Oak or Hemlock are supported by particular slanted legs. The heating source of the product is enclosed in a cylindrical support, as is the lighting system, installed in the ceiling corner and casting a soft beam of warm white light. The control technical compartment is on the roof of the cabin and accessible thanks to a sliding system.

### Shade steam room

In a continuum with the design of the sauna, the steam bath is also characterised by monolithic volumes for the benches, which are realised with a black metal structure and clad in ceramic material like the back wall - in dark and fair stone shades, for unique and original appearance, and maximum hygiene. The ceiling of the Shade Steam Room is realised in black anodised aluminium, thus maintaining colour harmony with the black corian elements of the walls and thermostatic water fittings. The ancient hammams are evoked, together with their suggestive Eastern atmosphere, by the flat surface equipped with a basin and a water supply for the washing rituals. The lighting is ensured thanks to a cylindrical black item installed in the ceiling, which casts a beam of warm white light.

### Shade shower

It is the environment that welcomes the regenerating power of water, fundamental after the exposure to heat, completing both the aesthetic and functional continuum of the collection. Thanks to a system of perimeter profiles in matt black aluminium, it is possible to obtain numerous combinations that merge seamlessly with sauna and steam bath.

This collection carries all the **innovation** of the world of Starpool, with five technological patents and a registered design. In addition, it now functions in a much more interactive and versatile way thanks to MY W-Place, the new Starpool app to have wellness always at hand. Thanks to the **remote management**, it is possible to schedule the switching on and off of one or multiple products according to your needs, manage your settings, temperature, and lights. What's more, to live well and meet one's needs of **daily well-being**, my W-Place makes it easy to take advantage of the specific protocols of use and the **Brain Training** programs developed by Starpool in collaboration with experts from the scientific and sports fields: five

**Mindfulness** programs, five **guided breathing** techniques and a selection of **relaxing music tracks** to help achieve the ideal psycho-physical balance, and not just in your home spa, but during every moment of your daily life.

### **Nature Sauna personal**

Nature Sauna, the **Finnish sauna** that meets the individual's need to reconnect with nature and to take care of oneself, is now available in its **personal version** to meet the need of **daily well-being** in the privacy of one's own garden or terrace. Designed by the aledolci&co architecture studio, Nature Sauna personal is created with materials that follow the cycles and pace of nature, changing with it and becoming an integral part of it. It is self-bearing and can be installed as a single unit directly on site: it only needs a flat surface and an electric connection. It is available in two configurations: one with electric stove, and one with wood-burning stove. The latter, which allows to eliminate electric consumption completely, is equipped with chimney and flue, and has internal load access so that the flame is always visible.

It is available with three types of external cladding: Savu-black Fir, Blue Fir and White Fir.

The Blue Fir version was presented at Salone del Mobile: an unusual yet contemporary apparel, with a wooden interior coated in brick red wax.

### **Zerobody personal**

Zerobody personal increases the destinations of use and the benefits of the **dry float therapy** from the medical, corporate and sport fields to home wellness, with a "smart" version that becomes a true design and décor sofa. Even in the privacy of one's own home, it is possible to float in zero gravity on 400 litres of water without getting wet, thanks to the innovative patented membrane. Floatation, recognised as one of the most effective antidotes to stress, will allow you to regain your psycho-physical well-being quickly and comfortably.

This product is then available to be use according to one's own need of personal well-being: it is ideal for stress management, better rest after work, a long journey or a busy day , for muscle recovery after training or to favour focus and study.

### **Sustainability**

Starpool shapes well-being by creating innovative and technological spaces designed in a **sustainable** way, starting from specific needs and goals to develop bespoke solutions that merge seamlessly in any professional and home environment.

The company's attention to environment is evident in the choice of local raw materials from its own territory, the Fiemme Valley, or in the use of recyclable materials and environment-friendly packagings, with maximum waste reduction.

Starpool also invests in innovation, developing "green" technologies that assemble all the necessary functions to manage the products in a smart environment: everything from the on/off scheduling to temperature regulation leads to a significant saving of energy loads.

**Consulting, Engineering, Technical Support and Training** are four of the pillars on which the company bases its work, and the benefits of the wellness products and solutions by Starpool are assessed thanks to the

on-going scientific research in a partnership with important world-class centres: West Virginia University, Laureate Institute of Brain Research, University of Brescia, Mapei Sport, Pro Motus – Physical Therapy Lab, Pro Motus, ProVita Physiotherapie Zentrum.

## Technical details

### **Shade collection**

#### Dimensions of sauna and steam bath

150x150 cm

150x195 cm

195 x 195 cm

#### Shower dimensions

90x150 cm

90x195 cm

#### Sauna materials

Benches, ceiling, back wall: Thermowood Oak or Hemlock

Heating cylinder: thermally-insulated bent wood

#### Materials of steam bath and shower

Ceiling: black anodised aluminium

Back wall: Light or Dark Materia, with elements in black Corian

Steam bath benches: black metal structure clad in Light or Dark Materia

Thermostatic water fittings: knurled black handles

Ceiling-installed shower-heads: pvd black steel

#### Sauna finishes

Thermowood Oak

Hemlock

#### Steam bath finishes

Dark Materia - textured ceramic material in dark shades

Light Materia - textured ceramic material in fair shades

### **Nature Sauna personal**

#### Dimensions

230 L x 250 D x 256 H (front) - 215 H (back) cm

#### Frame

Laminated fir, with alternated insulation

Front: frame in black anodised aluminium with double-glazing

#### External cladding

Savublack fir - black-waxed fir

Blue Fir - blue-waxed fir

White Fir - white-waxed fir

### Internal cladding

Base: X-Lam, with floor cladding in brick red gres porcelain

Side walls, benches, ceiling: Terracotta Fir - brick red-waxed fir

### 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](http://www.starpool.com)

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