

**STARPOOL**

wellness concept

**STARPOOL**  
**A sense of wellness**

**Designing well-being for everyone.  
Everywhere.**

**Media kit**



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## **Starpool's figures**

**+45** Starpool's years of activity

**+4000** Spas realised in Italy and abroad

**3.400** Square meters for "Casa Starpool" in Ziano di Fiemme

**+100** People

**40** Average age in the company

**+75** Countries featuring Starpool's projects worldwide

**60%** Italian market

**40%** International market

**6** collections

**5** patents

**1** ADI Design Index Nomination (2020)

**2** Red Dot Design Awards (2011/2012)

**1** Italian Pool Award 2012

**1** Professional Wellness Innovation Award (2009)

## Timeline

- 1975** Starpool is founded by Ardelio Turri
- 1977** A prefabricated swimming pool is shipped overnight across Lake Garda for an unusual delivery in Limone.
- 1985** The Beauty division, specialised in beauty equipment and products, is created.  
Paolo Turri is at the head of the company.
- 1988-89** First design office and spa projects in house.
- 1994** The first hand-crafted production of heat and steam baths is launched in a basement in Moena.
- 1996** The company moves to the current headquarters in Ziano di Fiemme.
- 1997** First spa projects in other Italian regions.
- 2000** Starpool lands abroad, in Lebanon and Greece.
- 2001** First sale in Dubai.
- 2002** Riccardo Turri, aged 27, becomes CEO.
- 2003** From bespoke products to product collections.
- 2004** Growing international relationships: Russia and Belgium.
- 2005** First office entirely dedicated to export. **2006** The partnership with Technogym grows stronger.
- 2007** Beginning of in-house Research&Development activities.  
The first sector-based study on hygiene in spas is launched.
- 2008** The company reaches 20 foreign countries with its realisations.  
Sweet Spa: the first product to combine design, function, and hygiene.
- 2010** The Sweet Collection is presented. The first wellness collection with over 1.500 possible configurations
- 2011** SweetSauna90 wins the "Product design" Red Dot Design Award, while the "Best of the best" Red Dot Design Award goes to the SweetSpa.
- 2012** Starpool is the first wellness company to attend Salone del Mobile in Milan.
- 2013** Sp.a\_system, the first user-dedicated and scientifically certified system for spa use, is here. Eco SPA Technology is launched.
- 2014** Starpool Asia is founded, with its headquarters in Singapore.
- 2015** Starpool Austria is founded, with its headquarters in Innsbruck. **2016** Starpool Middle East is founded, with its headquarters in Dubai. Zerobody is presented at Salone del Mobile.
- 2017** From Wellness to Beauty with Nuvola Experience, the revolution of the traditional body treatment.
- 2018** Soul Collection is presented at Salone del Mobile: the first colour-customisable collection of saunas and steam baths.  
Our Milan offices in Via Durini open their doors.  
Zerobody lands in the States.
- 2019** Scientific studies are launched in collaboration with international research centres.  
The number of spa projects realised in a year rises to 220.
- 2020** The new "Casa Starpool" is inaugurated, and I.con Collection is presented.
- 2021** Wellness Coach, an interactive system for Brain Training, is presented.

**Starpool** is an Italian company that, for over **45 years**, has designed and realised innovative solutions **for health and wellness**, offering people authentic benefits to favour the harmony between body and mind.

It was created in **1975** in the **Fiemme Valley**, at the foot of the Trentino **Dolomites** - UNESCO World Heritage, thanks to the initiative of **Ardelio Turri**, father of the current CEO **Riccardo**, with the aim to spread the culture of wellness, on the basis of technological innovation, scientific research and meticulous attention to detail.

Starpool designs and creates wellness solutions **revolving around the individual** and their health goals, combining products with an exclusive design, professional services and methods validated by scientific research. In the creation of **complete and functional wellness programs**, the goal of the company is to achieve the ideal dimension of private well-being - to be experienced not only in spas, but also in everyday settings wherein design is in the service of individual needs, thus making wellness a more accessible practice and a daily achievement.

The core business of the company focuses on the sectors of **Private and Commercial Wellness**. The solutions designed for the former come from the world of business and are realised to blend perfectly in the home setting. Commercial Wellness, on the other hand, boasts innovative solutions that are the result of the know-how developed in the world of hospitality, and that can now meet the requirements of various segments, such as corporate, fit&gym, professional sport, healthcare, and day spa & beauty.

For these sectors, Starpool designs unique and bespoke environments that meet any need in terms of space, design, and well-being with over 20.000 possible configurations. The company shares its know-how, resulting from its almost 50 years of activity with services of design consulting, engineering, training, technical support, predictive monitoring, and scientifically validated methods of use.

At the heart of Starpool's DNA are products and programs realised by combining **heat, water, and rest**: « A formula of ancient origins, which is the very essence of our every project», explains the CEO Riccardo Turri. On this formula, the company has developed, over the years, a concept of wellness in holistic terms. It includes all aspects of people's life - health, fitness, the attitude to being well, mental peace - by maintaining the importance and the need to promote a culture of wellness based on the needs of each individual. The scientifically tested **sp.a\_system** method is part of this process, and it offers the chance to have a correct and bespoke wellness experience, accompanying the user in programs with certified effects.

Starpool boasts six collections characterised by exclusive and sophisticated design: **Sweet Collection, Soul Collection, Glamour Collection, Classic Collection, I.Con Collection and Shade Collection**. These are complemented by the wide range of Signature solutions that are developed through entirely customised projects, from design to realisation. They meet unique needs which require solutions that are just as original, and specially developed engineering.

Giving shape to wellness also means thinking the spaces in a sustainable way, from design to realisation, starting from the protection of nature by using mainly local materials, through the optimization of environments and of financial resources, to energy efficiency. Starpool derives inspiration

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from the nature that surrounds it, borrowing the wood of the Fiemme Valley, choosing recyclable materials, and using environment-friendly packaging. In addition, thanks to our R&D department, technology is put in the service of the environment by combining wellness programs with software such as **Eco Spa Technology**, for the management and optimization of energy loads inside a Spa, and **Sim 4.0** which allows the predictive maintenance for all the equipment.

For this reason, every phase of the design is followed by Starpool with services of consulting, engineering, training courses, technical support, and scientifically tested methods of use, in order to create bespoke products according to the available space, respecting dimensions and achieving the most in terms of design, function and sustainability.

In **2016**, Starpool launched **Zerobody**, an innovative and patented solution that, through the therapeutic effect of the dry float therapy, regenerates body and mind in zero-gravity floatation on over 400 litres of hot water. All of this in "dry" mode, without the need to get wet or undressed. Initially completed with innovative Mindfulness programs, developed by neuroscientist Nicola De Pisapia, over the years it has been enhanced with breathing techniques developed by the freediving record-holder Andrea Zuccari.

In a triumph of heat, colour lights, with a gentle lumbar massage and freed of any external stimulus, the body can relax and experience a unique sensory experience, while the mind can express its full potential. Thanks to its extraordinary benefits, it is now used also by great champions and professional sport teams for their recovery and athletic performance.

**Zerobody personal** is presented at Salone del Mobile 2022 in Milan, increasing the destinations of use from the medical, corporate and sport fields to Private wellness, with a "smart" version for home use that becomes a true design and décor item.

In **2018**, Starpool was the first wellness company to attend **Salone del Mobile in Milan**, and it presented **Soul Collection** (design by Cristiano Mino), with brought the innovation of **colour** to saunas and steam baths, making them entirely customisable. Soul Sauna and Soul Steam Room increasingly become décor items, which create new interior settings dedicated to well-being and self-care.

Also in 2018, the company inaugurated the **studio-showroom in Via Durini in Milan**, while 2020 was the year that saw the opening of "**Casa Starpool**", the new refurbished headquarters in Ziano di Fiemme, realised on the project by architecture studio aledolci&co. Completely immersed in the surrounding nature of the Fiemme Valley, defined as a true open-air spa, it enjoys a tight connection with the territory from which it draws traditional knowledge and raw materials, which are combined perfectly in every wellness realisation.

Casa Starpool is made of people-oriented spaces, which welcome a team of over one hundred people, and are designed to favour the sharing of wellness ideas and experiences. Its doors are always open for the guests and clients who want to observe all the realisation phases of the Starpool Wellness Concept.

The company is a constant presence at **Salone del Mobile in Milan**, Hotel Bolzano, Cosmoprof, Ihrsa, Hospitality Day, Guest Lab and Global Wellness Summit.

**Europe, Middle and Far East** are the main reference markets.

Starpool is directly present in about **30 Countries worldwide**, among which Europe, Saudi Arabia, Australia, China, Egypt, India, Indonesia, Israel, Kazakhstan, Malaysia, Romania, Singapore, Thailand, UAE and USA. **4 branches**

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were opened abroad and keep in constant contact with the headquarters in Ziano di Fiemme, and spa projects in over **70 Countries** worldwide carry the Starpool signature.

Among the main references in Italy and abroad: the **Grand Park Hotel Rovinj** in Croatia, the **Mandarin** and the **Armani Hotel** in Milan, the **Lido Palace** in Riva del Garda, the **Amanyangyun** in Shanghai, the **Hôtel du Cap-Eden-Roc** in Antibes Cedex, the **Mulia Resort & Villas** in Bali, the **Cristallo, a Luxury Collection Resort & Spa** in Cortina, the **Hotel Eala** in Limone sul Garda, the **Grand Hotel Victoria** in Menaggio, the **Manna Resort** in Montagna - Bolzano, as well as the facilities of the **MIRA Hotels & Resorts** group.

Starpool is partner with **Virgin Club** throughout the whole of Italy. The spa areas of **Aquardens** in S. Lucia di Pescantina and of **Clinique La Prairie** in Switzerland are signed by Starpool. Starpool "travels" with **MSC** and **Costa Crociere**; it was official supplier of **SSC Napoli**; it works with olympian skier **Federico Pellegrino**, **Hockey Club Bolzano** and important international teams, such as the **Alabama Crimson Tide Football Team** and the **Los Angeles Rams**, for the psycho-physical well-being of the athletes'.

To improve corporate welfare, Zerobody by Starpool was chosen to complete the wellness areas at **Nestlé**, multinational company that is the undisputed leader in the sector of Food&Beverage, and at **Steelcase**, company that designs and realises workspaces.

Among the won awards: "Red Dot Design Award", "Italian Pool Award", "Professional Wellness Innovation Award", Nomination "**ADI Design Index 2020**".

## Collections

**Sweet Collection** (design Cristiano Mino, 2011)

The first collection of steam baths, heat baths and saunas, displaying a design that brings together function and aesthetics in any context, be it business or private.

**Soul Collection** (design Cristiano Mino, 2016)

With Soul Collection, Starpool introduces a complete customisation of saunas and steam baths for the first time, through elegant, embracing, powdery shades. This is how this Collection blends perfectly and functionally in a any environment, as a versatile décor item.

**Glamour Collection** (design Cristiano Mino, 2016)

Fine materials and timeless elegance, to evoke the Nordic culture of wellness through functional design and advanced technology. The high modularity of this Collection makes it the ideal solution for both home and professional environments.

**Classic Collection**

Its essence is the simplicity of the neat, elegant, and minimal shapes, which characterise a timeless and customisable design.

**I.Con Collection** (design MFOR, 2020)

An Outdoor Collection developed from the transformation of containers from the cargo sector into perfectly equipped wellness environments: places where to regenerate that are easy to transport and install anywhere. Its outfitting options are versatile and make it suitable for every outdoor context.

**Shade Collection** (design Cristiano Mino, 2022)

Oriental-inspired, it is designed to merge seamlessly in every room of the house as a décor item. In this way, design maintains its aesthetic value while providing a professional spa right at home, where you will be able to enjoy it daily with countless benefits for your health and psycho-physical well-being.

## Outdoor solutions

**Nature Sauna** (design aledolci&co, 2019)

Man, nature, and architecture find perfect balance in Nature Sauna: an outdoor product designed to create a synergy with the surrounding environment, following its rhythm and changes to evolve with it.

**Nature Sauna personal** (design aledolci&co, 2022)

All the professionalism of outdoor products in an ideal solution for home use. That's Nature Sauna, the Finnish sauna that meets the individual's need to

reconnect with nature and to take care of oneself, in a personal version - to fulfil the daily need of well-being in the privacy of one's own home.

**Open Air Sauna** (design CIPIUELLE Studio)

Developed from nature and inspired by it in its minimal design, which allows the mind to reconnect with nature and the body to regenerate.

## Health Lab

As producer of wellness solutions, Starpool's philosophy revolves around the individual, starting from the people who work at the company. The project **Health Lab** was developed with the aim to find **innovative and effective tools** to meet an increasingly spread need: that of improving one's health and quality of life. By combining medical specialities, science, and technology, Starpool studied therapeutic protocols with advanced tools and technologies, which start from the diagnosis by the professionals and result in an **improvement of psycho-physical health**.

This solution is addressed to the sector of **corporate wellness** and is proposed to **companies** and **hotels** that want to offer their guests an exclusive service for preventive healthcare.

The company tested the validity of this project involving its employees first, offering the chance to undertake this **12-session program**, based on four fundamental pillars:

**MIND:** nervous system rebalancing, mental fatigue elimination, focus, sleep cycle regulation

**IMMUNE/DETOX:** Strengthening of immune system reaction ability, reduction of chronic inflammation, drainage of body toxins, harmonisation of disorderly brain rhythms.

**PERFORMANCE:** General metabolism regulation, reduction of muscle and joint inflammation, increase of mitochondrial activity and of anti-oxidation mechanisms, enhancement of brain recovery rhythms.

**LONGEVITY:** Prevention of neurodegeneration phenomena, regulation of asthenia and overall weakness, improvement of brain blood circulation, optimization of altered brain rhythms.

## Scientific research

The benefits of the wellness products and solutions by Starpool are verified through a constant activity of scientific research **in collaboration with globally important centres:** West Virginia University, Laureate Institute of Brain Research, University of Brescia, Mapei Sport, Pro Motus - Physical

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Therapy Lab, Pro Motus, ProVita Physiotherapie Zentrum.

**Images download:** <https://bit.ly/starpool-mediakit>

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