



Starpool signs the new De Montel Terme Milano

The city's spring waters meet Wellness by the Fiemme company

Ziano di Fiemme, May 2025 – Milan, international centre of fashion, design and finance, is a city that stands out also for its growing commitment towards sustainability and urban redevelopment. **De Montel Terme Milano** rises in this context: it is a project that includes, among its suppliers and partners of excellence, **the Fiemme Company, Starpool, which has designed and realised innovative solutions for people's health and wellness since 1975**. The feather in the cap is the spring water of Milan, certified by the Ministry of Health, as a valuable source for regeneration and treatment. Thanks to the partnership with Terme&Spa Italia, Starpool has materialised the wellness experiences through products such as saunas, hammams and steam baths. A visionary project that hands back to the city a place decayed over time, in a spring area dedicated to well-being, regeneration and enhancement of water culture.

Wellness partner of excellence in the sectors of Hospitality, sports and health, Starpool designs every project with a tailored approach by combining design, technology and scientific research. This Art Nouveau gem rises on the ancient stables of **the De Montel family**, built **in the 20s** by architect Vietti Violi. Today, this area is brought back to life with an innovative and evocative context, where the scenic effects and a new intended use redefine its identity. However, its most precious secret is underground: **spring water is extracted at a depth of about 400 metres**, giving this place a unique opportunity to resurrect in name of well-being.

This is what made **De Montel Terme Milano a reality**. Upon entering, the gaze opens on the courtyard and the greenery of the hedges that outline the wellness circuits. The skilfully renovated Art Nouveau buildings accommodate the Wellness areas by

Starpool, in an interplay of the geometric perspectives that is an actual tribute to the historic value of the place.

*The whole park covers a surface of **16.000 square metres**, split between 6.000 indoors and 10.000 outdoors, including both the park and internal courtyard. The offer includes **ten spring pools, three saunas, a Hammam , a steam bath, a Russian banja, a Tepidarium, nine large relaxation areas, 15 massage and treatment cabins**; a sophisticated bistrot, a cafeteria and a summer bar complete the experience. Wellness partner of excellence in the sectors of hospitality, sports and health, Starpool signs every project with a **tailored and sustainable approach**.*

THE STARPOOL EQUIPMENT FOR DE MONTEL TERME MILANO:

*At the heart of the **Starpool Method, which combines heat, water and rest** for authentic well-being and is validated by the constant scientific research activity of the Fiemme company, there is an innovative and innovative proposal for Wellness experience to meet the diverse needs of mental and physical regeneration.*

*The beginning of it all is a **Ritual Sauna**: a true temple of well-being, with its 95 square metres – **the largest ever realised by Starpool** – that can accommodate up to 90 people. Designed for social moments, Aufguss ceremonies, plays of light and music, this sauna has an operating temperature between **80° and 100°C** with a humidity rate under 20%. A dry kind of heat that detoxifies the body, relaxes muscles and strengthens the immune system. Built in Val di Fiemme fir – warm, minimal, elegant – it embraces guests with its essential appearance, while the large glass front overlooks the courtyard solidifying the connection between the inside and the outside.*

*Next to this majestic piece of equipment stands the **Breath Sauna: a soft sauna**, with an operating temperature between 50 and 60°C and realised in fine Swiss pine wood, which releases natural aromas that have a positive influence on the cardiovascular system. The internal layout was designed to host practices of conscious breathing, as a means to accompany guests in private and regenerative experiences.*

*The **Salt Sauna**, on the other hand, makes the concept of wellness even deeper: the thermowood Toulipier meets the purifying properties of salt, creating an environment that promotes breathing and muscle relaxation. The floor is also covered in salt, inviting guests to dive into a multi-sensory experience-*

*For those who want direct contact with nature, the **Russian Banja** serves as an authentic bridge between the inside and the outside. Inspired by the traditional*

Russian banjas and built with resistant material such as the Val di Fiemme fir, this sauna features **three benches on different levels**, for a gradual approach to heat that reaches up to 110°C.

The spa experience continues with the **Hammam**, which welcomes guests with a warm embrace thanks to its temperature of 42°-48°C and humidity rate of 98%. The technological core of this oasis is **Air Steam System, patented by Starpool**, regulating the microclimate to ensure utmost effectiveness. The circuit is divided into three areas: a steam room for deep perspiration, an intermediate area with showers and warm and cold sprayed jets to promote blood flow, and an area dedicated to cosmetic treatments, to end the ritual with a moment devoted to self-care.

The featured **Salt Tepidarium**, a heat bath characterised by constant and gentle temperature, is ideal to prepare the body to receive the treatments. Here, salt is the star once again: it covers the floor and enhances breathing. The contact with it also promotes skin purification and disinfection. The near salted pool, connected to the Tepidarium by a door, allows guests to prolong their state of well-being.

An additional **steam bath**, designed for rituals like salt scrubbing, marks the end of this sensory journey. Here, guests can relax on the ergonomic central bench, while the warm and dim LED lights transform the environment in a private and regenerating place. The side benches welcome guests with their silent embrace, completing the experience in an interplay of heat and quiet.

These are not simple rooms: **they are places where matter meets vision** and wellness becomes culture. The project **De Montel Terme Milano** represents the essence of the philosophy by Starpool: that is, listening to the modern needs of wellness and turn them into accessible, bespoke, authentic experiences. In a place where **history meets innovation, the Fiemme company was able to reinterpret** the identity of the place, enhancing its past while orienting it towards the future of wellness. Each areas was designed as **an ecosystem of health**, where design, nature and science can create a synergy to restore the balance between body and mind. With its design skill, scientific accuracy and the tailored approach that has made it stand out for over 50 year, Starpool generated a new standard of urban wellness: **regenerating, immersive, deeply human.**

Starpool - Wellness Concept made in Italy

For 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 83 Countries worldwide, with 4 foreign branches and 32 distributors.

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