

**The village of Golferenzo, in the area of Oltrepò Pavese, becomes a scattered hotel dedicated to well-being and relaxation.
The Adàsi spa bears Starpool's signature and will be inaugurated on 2nd February 2024.**

*A village surrounded by vineyards, stone houses and cobbled streets, where to enjoy the present. This is the place of birth of **Il Borgo dei Gatti**, a redevelopment project that brings back forgotten sensations*

and allows you to regenerate through experiences, food and well-being.

*It is in this framework that **Starpool designed and realised the new Adàsi spa**: an ode to slowness as opposed to the frantic rhythms of daily life, cutting-edge wellness solutions that merge with traditional memories and materials, thus creating unique environments and experiences.*

Ziano di Fiemme, January 2024_ Cats know the secret to well-being: instinctively, they seek comfort, the peace of nature and rest. Following their footprints, we stop in a small town in the province of Pavia: Golferenzo, in the area of Alta Val Versa, stands on top of a hill surrounded by vineyards.

Here, the relais Il Borgo dei Gatti started an ambitious project: a scattered hotel to promote the village houses, the traditional knowledge, and a slow pace. In this context, the new spa by Starpool offers exclusive solutions for its guests to take a break from the frenzy of daily life in a journey in pursuit of one's own psycho-physical well-being.

The relais preserved the original atmosphere of the village thanks to a careful redevelopment of the stone houses with their exposed beams, farm courtyards and former barns populated by cats, the silent guardians and protectors of the project.

This scattered hotel includes various apartments of traditional influence, a small local shop, a wine shop, a restaurant and various activities and experiences to live in the village: for instance, a wellness oasis where to stop time and enjoy the moment, pampered by regenerating and relaxing rituals, surrounded by dim lights, materials and aromas that make the most of the experience of heat, water and rest, the three pillars underlying the offer by Starpool.

The Adàsi spa

The indoor areas: heat, water and rest.

Inside the spa, the experience starts with the **Classic Soft Sauna**, a slow and embracing heat bath which allows a gradual sensory awakening, thanks to the temperatures that do not exceed 50-60°C and a humidity rate of 50-60% which relax and tone the body. Inside **Glamour Steam Room** (*design by Cristiano Mino*), you get to indulge in a steam bath that evokes the atmospheres of Arabic hammams, in a setting with a strong identity, with silver details, soft and sinuous lines, and dome-shaped ceilings.

The heat, however, is alternated with the cold: it is the principle underlying the **Reaction Therapy** to rebalance the body functions and temperature, which has a toning effect, balances the cardiorespiratory system and promotes mental energy and focus. After the heat and steam baths, it is time for the **Cold Storm** - bursts of icy water with blue light and Scots Pine fragrance, and **Cold Breeze** - sprayed drops accompanied by blue LED lights and ice mint fragrance. The ceiling-mounted **Ice Fall** completes the experience by allowing guests to massage their body with ice crystals, toning it up and awakening their senses. Our **Shower Head** is also available, offering pleasant water jets combined with plays of light.

After the heat and the water comes the rest. Here, the relaxation moments become experiences of psychophysical regeneration, thanks to the virtual guide **Wellness Coach**. This is an interactive system developed by Starpool taking advantage of *Brain Training* contents, created in collaboration with renowned partners in the fields of neuroscience and sports, and which include Mindfulness programs and guided breathing exercises to adjust to one's own goals to achieve effective relaxation of both body and mind.

The spa also includes an outdoor area, featuring a **Nature Sauna** (*design by aledolci&co*) that can be used all year long and in any weather. It is a design project that interacts with the environment that surrounds it and offers a true experience of immersion in and reconnection with nature. The sauna is equipped with a heated entry cubicle to gradually come into contact with the heat, and to also offer a private and cosy space (<https://adasispa.it/>).

Next Step: the private spa

A private area, consisting of an apartment with specific wellness programs, is currently being realised. A designer project that blends seamlessly in the surrounding environments, in a dialogue between the country atmosphere of the town and the modern allure of the Starpool products.

The private spa is an oasis of wellness and absolute relaxation. From here, you can access the Finnish sauna **Soul Sauna** (*design by Cristiano Mino*), where the warm wood softly embraces the body, and the enveloping atmosphere makes stress and toxins flow out with each breath.

As an alternative, you may enjoy the steam bath **Soul Steam** (*design by Cristiano Mino*), where the warm steam floats gently around the body, making it energised and smooth. In this relaxing bath, each muscle tension dissolves and the skin is regenerated and moisturised. The steam gets into the airways, freeing them and offering a sensation of deep cleanliness.

Here, time is not a definite concept.

Cold Breeze, the refreshing experience integrated in the extraordinary **Shower One**, is also there: while the fresh water flows gently down the body, the little bubbles rest on the skin, for a unique and regenerating cuddle.

Lastly, guests can also rest in the **daybeds of the relaxation area** lulled by soft cushions. A moment of sheer rest, to let go of all the tension and allow the mind to drift away from any worry.

The wellness area of the private spa is a magical place, where every detail is designed to ensure an unforgettable experience. A place where to take the time to listen to yourself, take care of yourself and bask in your peace of mind.

A sustainable kind of wellness

For years, Starpool has been committed to redefining the concept of sustainable wellness by implementing solutions that reduce energy consumption and are integrated in a conscious design model. Also the new spa of Il Borgo dei Gatti is equipped with **Eco-spa Technology**, which allows for a complete management of the spa through a touch-screen display. In this way, the Starpool technical support department is able to monitor all the installed equipment, carry out remote diagnostics and optimise the distribution of energy loads.

The **Sim 4.0** software allows to check the equipment essential parameters, identify any performance drop, monitor the usage of the products, detect anomalies and alarms and verify the consumption - all of which in real time, both for the client and for the Starpool control room. This is how the so-called "*predictive maintenance*" is put into action, by stepping in before the problem even occurs. The Business Intelligence of Sim 4.0 allows a client such as Il Borgo dei Gatti to receive regular reports that present the spa performance, the guests' preferences, the

hourly/weekly equipment consumption and the energy saving obtained thanks to the technologies installed by Starpool.

The cleaning system, too, was developed on the highest innovation standard: Starpool developed **Deep Clean**, a software that offers a cutting-edge solution for the fast sanitisation of saunas and steam baths. Thanks to automated and programmable thermal shock cycles, the attained level of disinfection is of 97.4%. It is a very effective system which allows for a significant reduction in the sanitisation time compared to traditional methods, and for a customisation of the service according to the specific needs of every sauna or steam bath, thus reducing the contamination risk and ensuring a safe environment for the clients' well-being and relaxation.

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 **31 distributors**.

www.starpool.com

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