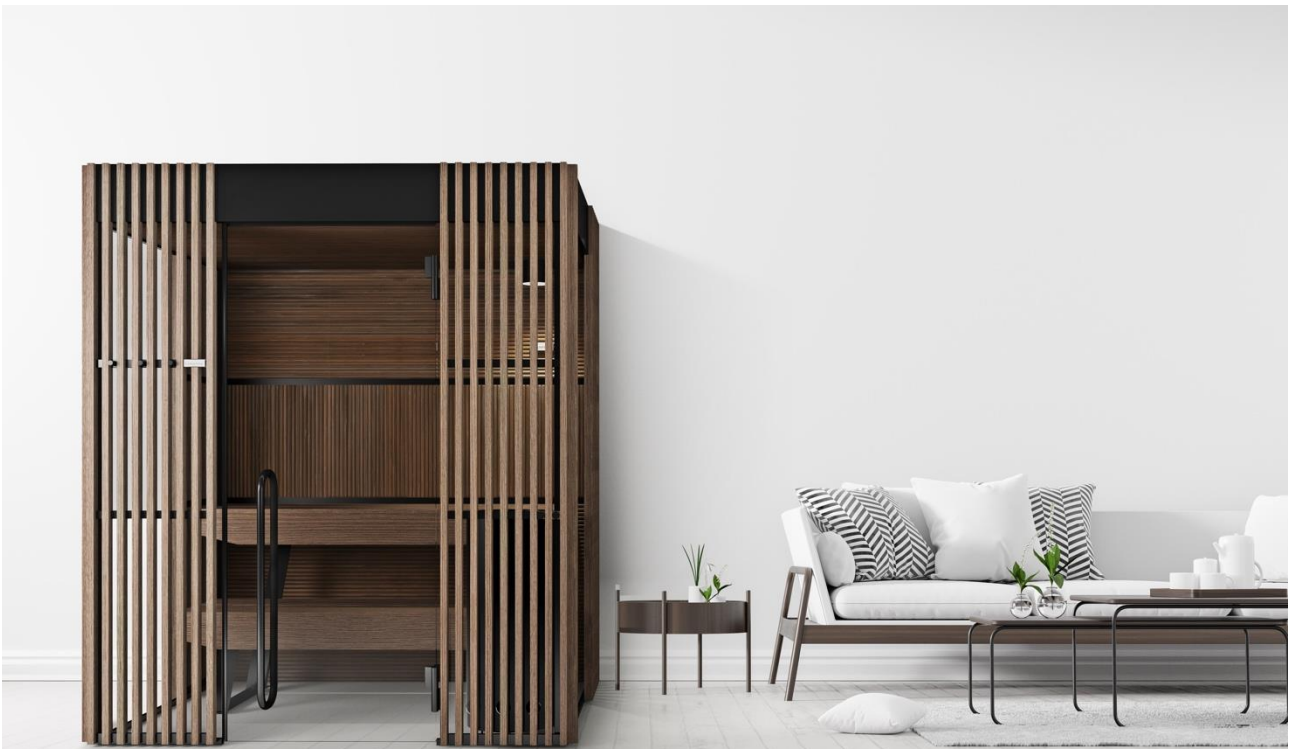


STARPOOL

wellness concept

Starpool, the new frontier of private wellness at Salone del Mobile Milan 2024

The Fiemme company is back at Salone del Mobile in Milan with a home wellness solution to cultivate your well-being every day and keep healthy for long.



Ziano di Fiemme, 3rd April 2024 _ Over the years, **Starpool** has shaped an innovative wellness concept with areas and programs revolving around the individual and their health and wellness needs.

The comfortable and technological environments by Starpool introduce wellness and health as a priority in everyday life for a correct and healthy life style.

The Starpool method, enclosed in the formula based on heat, water and rest, becomes the expression of a cultural change. In fact, the psycho-physical care of our body is a step toward a new awareness, advocated by Starpool through its daily research activity.

The contemporary design of the facilities blends perfectly in the comfort of your home.

Taste, colours and shapes characterise the designer elements that become part of a ritual that helps people to achieve both mental and physical benefits. The creations by Starpool are the perfect union between tradition and innovation. The local raw materials become a true interior design concept, enhanced by the technology integrated in the beauty of the

products by Starpool, created with the support of the company Scientific Research Department.

And configurations focus precisely on long-lasting wellness and sleep quality, on which the Fiemme company conveys all its know-how deriving from scientific research, innovation and beneficial alternation of heat, water, rest.

And with this in mind, **Starpool is back at Salone del Mobile in Milan from 16th to 21st April**, presenting a new dimension of private wellness, making space at home for professional products and design to become actual tools for self-care, prevention and longevity.

The private wellness collections by Starpool at Salone del Mobile 2024

Shade Collection

Shade Collection, by Cristiano Mino, merges seamlessly in any home setting. It 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.

This collection includes **Shade Sauna, Shade Steam Room and Shade Shower**.

Shade 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 in Thermowood or Natural Oak or Rosewood, while the seats made of essential monolithic volumes 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.

Shade Steam Room 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. 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.

Essential oils may be used as a paramount element in wellness rituals, in combination with Brain Training programs: Mindfulness, breathing techniques and relaxing music.

The lighting is ensured thanks to a cylindrical black item installed in the ceiling, which casts a beam of warm white light.

Shade Shower embodies the regenerating power of water, fundamental after the exposure to heat, and is characterised by a design that serves both function and beauty. 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.

Sweet Collection

Sweet Collection, by Cristiano Mino, is the representation of all the passion for the wellness culture through a one-of-a-kind, distinctive type of design. Essential shapes and aesthetic functionality make up professional solutions for business and home environments. At **Salone del Mobile 2024**, Starpool will present **Sweet Sauna and Sweet Steam Room** clad in exclusive materials, ideal for home design.

Sweet Sauna features neat lines and wooden slats illuminated by LED-light bars, which create suggestive plays of light and make this sauna a stylish piece of home décor. The natural oak wood, in a particular sawn or brushed effect, lends this environment a sophisticated kind of elegance.

Together with the transparent glass walls, it creates the ideal design for innovative wellness where the sauna is given a new perspective thanks to the light that filters in, thus enhancing the tradition.

Sweet Steam Room is the union between creativity, innovation and design. A steam bath with a strong identity. Shapes, cladding and advanced technology combine hygiene and top performance in the functional design of a really innovative product. The cladding in fine marble or glass ensures better product hygiene for users.

The benches are in Solid Surface, made of two thirds of natural materials and a small percentage of high-resistance resin, which make it smooth, antibacterial and long lasting. The inlet system installed under the bench produces a blend of steam and fragrance which also ensures the wholesomeness of the environment, as well as an even, no-layering steam diffusion.

Dry Floatation Therapy at home

Zerobody Dry Float

Zerobody Dry Float personal increases the destinations of use and the benefits of the **Dry Float Therapy** from the medical, corporate and sport fields to home wellness, to regain your psycho-physical well-being easily and quickly thanks to dry floatation, recognised as one of the most effective **antidotes to stress**.

Relaxation happens with **Zerobody Dry Float**. A unique and patented system, taking advantage of floatation in zero gravity over 400 litres of water at body temperature, without having to get wet or undressed.

In a triumph of heat and colour lights, with a gentle lumbar massage and freed of any external stimulus, the body can relax and enjoy a unique sensory experience, while the mind can express its extraordinary potential. Thanks to the **lessened weight perception** and to the dry environment which does not alter the vestibular system, the brain detects a chance for relaxing and decreasing the involvement of the neuromotor system, triggering a virtuous mechanism of physical and mental regeneration. The Dry Float Therapy improves blood flow and stimulates the **cardiovascular system**, thanks to the activation of the parasympathetic system.

The software of use of Zerobody Dry Float includes the Brain Training programs which, if combined with the regenerating power of the Dry Float Therapy, favour cognitive enhancement and psycho-physical balance, helping to maintain it in the long term. The programs supplied with Zerobody Dry Float include: five audio-guide Mindfulness programs developed with neuroscientist Nicola De Pisapia, five guided breathing techniques developed with freediving world record-holder Andrea Zuccari, and five relaxing music tracks.

Starpool and technology in the service of well-being

In a time of innovation and technology, Starpool is a forerunner of the union between technology and wellness.

Through specific wellness patents, the company makes the entire well-being experience much easier for the user.

With the app My W-Place for the remote management of your home spa, you can schedule when to switch on one or more **Starpool** products, manage your settings, temperature, and lights, and always have Brain Training programs developed with renowned partners in the fields of science and sport right at hand.

Mindfulness, guided breathing techniques and relaxing music tracks can be used in combination with spa equipment or whenever you want to make wellness integral part of your daily routine.

My W-Place allows to customise every wellness experience, choosing the best protocols of usage to reach one's own wellness goals

and to work effectively on stress management, sleep, performance and longevity.

The company works every day towards an ever greener future.

For this reason, the Starpool products feature solutions that reduce energy consumption and automate their functions. Green Pack by Starpool helps the user to avoid pointless energy waste at home. This system includes a self-closing door with a sensor, which is activated if it is left open. In addition, Starpool proposes Eco Spa Technology, an energy-efficient software that monitors the temperatures to optimise energy consumption.

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

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