

STARPOOL

wellness concept

***The secret to longevity on the hills of Tuscany:
Mater Holistic Wellness Centre with the new spa
by Starpool for Villa Petriolo***

A sixteenth-century villa hosts a Renaissance farmstead where to regenerate in contact with nature. The renovation project of the centre features the spa and Longevity Spa by the Fiemme company, which integrates a concept of ancient rural memories revised from a sustainable perspective. The alternation between hot and cold, steam and sensory experiences outlines a regenerating itinerary based on scientific research and on the most innovative technologies.



Florence, October 2024_ We are in the open countryside between Cerreto Guidi and Fucecchio, on narrow roads that wind through vineyards, olive groves, aromatic gardens and semi-wild

flocks. A completely renovated sixteenth-century house, **Villa Petriolo** is a unique example of a **Renaissance farmstead**. After the opening of the restaurant and of the resort, it is now time for the **spa**, the third act of a project that launches this rural centre, an ancient estate of 170 hectares, into the market of luxury hospitality. **Starpool**, company from the Fiemme Valley, realised a bespoke project blending it perfectly in the philosophy of the place. A small world dedicated to Wellness that includes of the naturally sustainable rural economy - cosmetics created with medicinal herbs, self-produced goat and donkey milk and technologically advanced solutions based on scientific research, developed to reduce energy consumption to a minimum. The final piece of this realisation is the **Longevity Spa**, where you can discover the secret to longevity and **lasting well-being**.

All of this can be found in an estate nested in the Tuscan countryside, which, thanks to the accurate renovation - under the aegis of the **supervising authority**, keeps intact its cultural heritage made of frescoes, ancient flooring and recycled materials. Villa Petriolo preserved original furniture, interiors and architectural details, fully respecting the sixteenth-century *genius loci* and adding a touch of contemporary luxury.

It is in this very place that the Fiemme company, inside the **Mater Holistic Wellness Centre**, offers an emotional journey to find the harmony between body and mind. The stepping stone is Starpool's DNA, materialised through **heat, water and rest**. A very ancient formula reinterpreted with a modern key and shaped with the accuracy of the Starpool scientific research.

The Spa_system® method

The spa of Villa Petriolo stands out for offering a complete and well-structured experience thanks to the Spa_system® method. Resulting from the continuous research activity by Starpool, this method was developed in collaboration with thermalism doctors and sport specialists to allow hotels to **give value to every Wellness experience**, making the most of the potential of the available space. An intuitive and simple approach that meets guests' requirements in the appropriate way, allowing them to move comfortably among the offered services and equipment.

Thanks to an accurate analysis of the needs of the people who attend the spa and to the constant activity of the Scientific Research Department, Starpool identified the health areas where its products can have the best impact: **stress management, sleep, performance and longevity**. After these domains, Starpool developed four programs based on its DNA which alternates heat, water, and rest. RELAX, to effectively impact on stress and sleep quality; PURIFY, to favour better oxygenation and promote the elimination of metabolic waste; TONIC, to favour mental and physical tone; EXCITE, to train the cardiocirculatory system and promote psycho-physical vitality.

Starpool Collections

In the wet area, among Finnish saunas, steam baths and emotional areas where to regenerate, you can find the products of **Glamour Collection**, a collection inspired to elegance and charm designed by Cristiano Mino.

The Glamour products are precious gems resulting from Italian craftsmanship and made of memories and tokens reinterpreted from a modern perspective.

Thanks to its linear and elegant shapes, **Classic Collection** enhances the soft sauna. The simplicity and minimal shapes of the products that make up the collection are inspired by contemporary design.

The **Glamour Steam Room** has a strong identity with its back walls clad in white Travertino ecostone and paired with columns of golden anodised aluminium and white benches, which lend the environment a sophisticated touch.

The dotted domed ceilings evoke the typical beams of light of the Arab hammams, a regenerating oasis of sheer psycho-physical well-being, where the strength of the heat and the lightness of the steam are combined.

On the other hand, **Glamour Mediterranean Bath** is inspired by the ancient Roman laconicum, where the deep and embracing heat features a glamorous and sophisticated style.

An exclusive environment, clad in ecostone and white travertino, where the temperature reaches up to 45-50°C, while the humidity rate stabilises around 55-65%.

A sensory bath favouring skin elasticity promoting the elimination of metabolic waste and relaxing the back muscles.

The wooden cladding characterises the **Classic Soft Sauna Eclipse** model, which enhances the gradual, slow and embracing approach to heat, offering toning, hydration, relaxation and stress reduction. The environment is inspired by contemporary design and features wooden cladding in thermowood hemlock and toulipier, making wellness tradition modern and bespoke.

This heat bath permeates the senses and embraces body and mind giving them harmony thanks to the temperature that doesn't exceed 50-60°C and of the humidity of 50-60%, which offer a sensory awakening and a wellness solution that tones and relaxes your body, nourishes your skin and reduces stress and anxiety.

A distinctive trait in the spa by Starpool is the combination of the **heat** of the saunas and steam baths and the **cold** of the solutions offered to counteract the overheating, balance the cardiocirculatory system and alternate vasodilation and vasoconstriction, following the rules of the ancient Roman thermalism:

an example is **Glamour Ice Room**, which features a basin filled with ice produced by a ceiling icefall: a burst of energy. With **Water Paradise**, a multi-sensory water experience that combines four different showers in a succession of temperature, colour, fragrance and intensity, the effect is more gradual. **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, complete the equipment.

Longevity Spa

In addition to the “traditional” spa, at **Mater Holistic Wellness Centre** you can find products of the Health Innovation range by Starpool. Adequately combined with specific programs of use validated by science, they contribute to the Longevity area dedicated to prevention and anti-ageing.

On the one hand **Zerobody Dry Float**, the only product in the world to reproduce the effects of zero gravity, is a patented innovation that takes advantage of the power of dry floatation for regenerative well-being. Just lying over 400 litres of water, without the need of getting undressed or wet: the reduced weight perception, the lumbar massage and the lights activate deep mental and physical regeneration, help blood flow and stimulate the cardiovascular system.

The provided software includes Brain Training programs developed in collaboration with experts in the fields of research and sports. Each piece of content favours beneficial relaxation and is developed so that training to well-being can become a good daily habit. Mindfulness exercises and breathing techniques that turn rest moments into actual experiences of psychophysical regeneration even with little time available.

On the other hand, **Zerobody Cryo**, the newcomer at Casa Starpool, is the one-of-a-kind solution that gives access to cold therapy with adjustable approach to low temperature that is gradual and not aggressive. This revolution by Starpool in the world of cryotherapy is characterised by great simplicity and usability: thanks to a patented membrane that wraps the body completely without the need to get wet, it brings the same benefits as nitrogen cryotherapy or cold plunges.

Smart Technology by Starpool

Starpool has always believed in the importance of respecting the environment, and that working in the service of Wellness should contribute to an ever greener future: this is why all Starpool products are designed to ensure **energy efficiency**. The Starpool team develops sustainable products and technologically performing systems, increasing the connectivity to a computer network that is more and more sophisticated and, at the same time, user-friendly.

In the creation of Mater Holistic Wellness Centre, Starpool included **Eco Spa Technology**, a software that provides **an innovative control system** for the management of all installed products and for the real-time measurement of the pre-set parameters of the equipment in the spa.

SIM 4.0, a subscription that allows **to access Eco Spa Technology**, through a smart phone, laptop or any other personal device with an internet connection, to manage the products remotely, was also included in the project. In addition, it displays on a dashboard the relevant telemetry **for the management of products**, such as real-time graphs of consumption, entries and alarms.

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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