

HOSPITALITY TRAVEL
CONNAISSEUR
E - MAGAZINE

INDIA | MAY 2021

VOLUME-1

ISSUE-10

INR-150/-



THE REWIND ISSUE

ALBERTO APOSTOLI

ITALIAN SPA DESIGNER



'KNOW THE ICON'

MR. ALBERTO APOSTOLI IS CONSIDERED ONE OF THE MOST IMPORTANT AND AWARD-WINNING ARCHITECTS AND TRENDSETTERS IN THE WELLNESS INDUSTRY.

Mr. Apostoli has designed numerous and wonderful spas all over the world, as well as some products and equipment that have become icons for the new way of experiencing the spaces of private wellness. For over 25 years he has contributed to the development of the sector through educational activities, workshops and publications.

His book "Architettura delle SPA" (SPA Design) was published in 2012 and He's a Sustainable Spa Association board member too.

Mr. Alberto Apostoli's approach has now established itself as a true manifesto of "Wellness Architecture",

which arises from the combination of creativity, specialist know-how and technical expertise!

Mr. Apostoli tells: "My goal is to create well-being through architecture. This means compositional harmony, experiential quality, technological perfection, sustainability, use of elements instead of materials, interpretation of the environment; a philosophy rather than a discipline".

Furthermore, He leads a team of 60 professionals including architects, interior designers, engineers and consultants who work in accordance with his vision!



STUDIO APOSTOLI

AN ATELIER OF ARCHITECTURE,
INTERIOR-DESIGN, ENGINEERING &
PRODUCT-DESIGN.



Studio Apostoli is an atelier of Architecture, Interior Design, Engineering, and Product Design that has as its primary "Mission" to design with the concept of Wellness at the core of every project.

In over **twenty years**, Studio Apostoli has realized **hundreds of projects** across almost every continent, obtaining significant international recognition, numerous awards and been featured in hundreds of publications.

Aware of how the quality of life depends on the quality of the spaces in which we live, work or entertain, Studio Apostoli focuses on the culture of Wellness with creativity and competence in all the areas in which it operates: **Hotel, Resort, SPA, Medical SPA, beauty and Fitness Centers.**

In the area of **SPA design**, in particular, Studio Apostoli is recognized as an international leader contributing not only through iconic interiors spaces but also with innovative products, research, promotion and training activities.

The studio also often supplements the design with consulting services, offering useful guidance to its clients in the areas of strategic management, positioning and communication choices.

”

To Put it in a Nutshell, In over twenty years of activity, 'Studio Apostoli di Alberto Apostoli' has realized over 1000 projects including hotels, offices, wellness centers, shops, residential complexes and villas, dealing with both the architectural and engineering envelope, and the design of the interior spaces, up to the development of detail and of products and complements designed specifically for a specific intervention.

The United States, Europe, Russia, the Middle East and China are some of the world markets in which Mr. Alberto Apostoli worked and communicated his knowledge, through conferences and educational activities; which includes philosophical, historical, economic, sociological and artistic notions in general, also flow into publications and numerous prizes and awards!



ALBERTO APOSTOLI

SIGNS OFF ON THE INTERIOR DESIGN FOR THE **NEW LEFAY RESORT & SPA DOLOMITI**. (ITALY)

Studio Apostoli has developed the entire interior design scheme for the prestigious 5-star Resort recently inaugurated in Pinzol, ski area of Madonna di Campiglio. A complex that seems to emerge from the woods and blends perfectly into the landscape in which it is located: in line with the philosophy of the Brand, **Lefay Resort & SPA Dolomiti** reinterprets the traditional architecture of the area.

It rediscovers the recurring elements of mountain buildings, such as timber, stone and the rigorous simplicity of the finishes, and through a strong Italian-style, gives prestige and luxury at an international level.

Based on these environmental elements, **Studio Apostoli** laid the foundations for the **Interior Design Concept**. A design idea that, in accordance with the client's wishes, the Leali Family, and in close collaboration with the Lefay Resorts Project Team, communicates precise values, including Italian lifestyle, contemporary luxury and environmental and energy sustainability.





The structure is on nine levels, naturally set in the surrounding mountains - four dedicated to private residences and five to hotel accommodation. There are 88 suites - divided between Prestige Junior Suite, Deluxe Junior Suite, Family SPA Suite, Exclusive SPA Suite and a Royal Pool & SPA Suite - and 23 apartments. The apartments are arranged according to different sizes and compositions, all equipped with kitchen, living room and dining room, plus one, two or three bedrooms with related services.

Both typologies are characterised by the integration of the sleep and bath areas, zoned and separated by timber screens and by the use of oak paneling and brass inserts, with custom made furniture.

The large entrance lobby with lounge, reading room, outdoor Sky Lounge, meeting areas, indoor shops and two restaurants make up the large common areas, however the real heart of the resort would undoubtedly be that of the SPA.

Covering about 5,000 square meters, the wellness area is spread over several floors, differentiated at a functional level: an entire floor dedicated to treatments, the in&out swimming pool with family sauna, the Lefay SPA Method energytherapeutic paths and the large fitness area. Natural oak parquet, light-coloured leather upholstery and walls in natural granite stone make up the material palette. Ivory or dark stone is used to define the various zones of the wellness area, overlooking the surrounding Dolomite landscape through large windows.

Each area of the Resort is characterised by its own strong identity, yet inserted in the stylistic unicum that pervades the entire complex. Every piece of furniture and every object has been specially studied and designed for this specific location, from the wood panelling to the wallpapers and door handles, resulting in a completely personalised and tailor-made accommodation solution.

