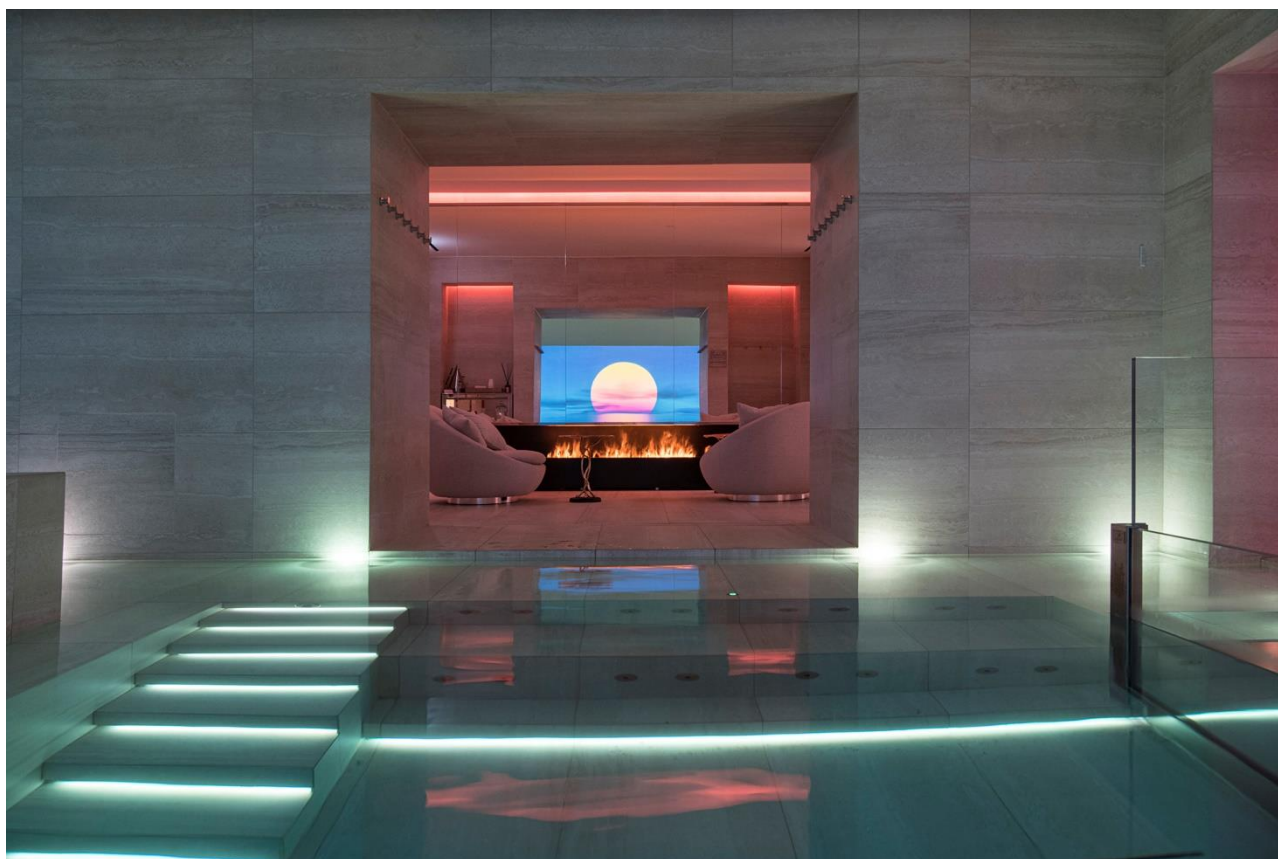


LA SPA

HELVETIA&BRISTOL

THE HELVETIA & BRISTOL FIRENZE – STARHOTELS COLLEZIONE PRESENTS “LA SPA”, AN OASIS OF LUXURY AND WELLNESS IN THE HEART OF FLORENCE

The exclusive new wellness retreat, inspired by the ancient Roman Baths that stood on this very spot during the Imperial era, marks the completion of the renovation of the historic hotel



Florence, April 27th 2022. The Helvetia & Bristol, one of the most iconic hotels in Florence, is proud to announce the opening of LA SPA, the most spacious and exclusive luxury retreat in the city's historic center, a 540-square-meter haven of wellness just a stone's throw from Palazzo Strozzi, the Duomo, and the world-class shopping of Via de' Tornabuoni.

A welcoming and gracious space, the only one of its kind in the city, inspired by the principle of *mens sana in corpore sano* and by the desire to recreate the experience of a Roman bath in a contemporary setting. LA SPA is open to overnight guests of the Helvetia, while a range of membership options allow others to enjoy the facilities for the day or through exclusive long-term plans.

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The philosophy of LA SPA is modeled on the origins of the site itself: the spa is located where the Capitoline Baths of the Roman city of Florentia once stood, fragments of whose walls can still be seen along the wellness circuit and whose purpose, then as now, is to realign mind, body, and spirit.

The spaces are suffused with a dreamlike atmosphere dominated by soft colors. Travertine marble covers all the surfaces, accentuated by a sophisticated play of light and shadow. The decor is clean and pure, without compromising comfort and conviviality.

LA SPA features an articulated wet area that opens onto the **Calidarium** (hammam) and continues with the **Aquamotus** (Vichy shower), the emotional showers, the **Sudatorium** (Finnish sauna), the **Frigidarium** and the **Tepidarium** (salt room), which rests on a glass floor through which you can admire foundations from the medieval era.

The use of the Roman names reflects the correspondence of the present-day rooms to those of the original complex.

LA SPA replicates the ancient concept of the Roman baths based on the alternation of hot and cold. Then there is the **Lacus Quietis**, the area dedicated to the pools – plural because LA SPA is the only facility in the center of Florence that can boast two.

Built in the space that once served as the vault of the Banco di Roma, the pools offer different depths and water features. Here the artist **Felice Limosani** has created a mesmerizing video installation to be enjoyed while immersed in the warmth of water: a sequence of digital landscapes and sinuous animations that are reflected on the mirrors and walls, generating a multisensory experience for the body and mind.

From the wet area, the circuit leads on one side to the gym, on the other to the upper floor with the rooms for individual treatments, including the **Wellness Suite**, equipped with a private Turkish bath, ideal for couples.

LA SPA is managed by Snow Group Italy, part of the French multinational that successfully operates more than 60 spas around the world. The team of Spa Managers and Spa Therapists is dedicated to creating an exclusive and engaging wellness experience that will leave you with unforgettable memories.

The philosophy of LA SPA finds its highest expression in the **Signature Treatments**, an extraordinary range of wellness rituals and treatments designed specifically for Helvetia & Bristol, made all the more enjoyable thanks to the 'magic touch' of our expert Spa Therapists – treatments such as the *Rebirth Massage*, the *Aquamotus La Grande Bellezza* ritual, and the *Relax & Bubbles* ritual, among many others.

"The right treatment for every type of skin" is the mantra that underlies the spa menu and the selection of **Cinq Mondes**, exclusive brand of cosmetic products. Drawing inspiration from the "Five Worlds" of India, China, Japan, Indonesia, and Morocco, LA SPA's treatments include the best beauty rituals from these exotic lands known for their centuries-old skincare and wellness traditions.

It is also possible to enjoy the LA SPA experience by reserving the entire area for private events.

"The Helvetia & Bristol is a true icon", states Cavaliere del Lavoro Elisabetta Fabri, President and CEO of Starhotels. "After a meticulous restoration and the extraordinary recent expansion that added 25 new rooms and suites designed by Anouska Hempel to the hotel, with LA SPA the Helvetia becomes a destination

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within a destination, offering a rich, diversified, and exclusive experience. When we discovered during the excavations that the ancient Capitoline Baths of the Roman city of Florentia once stood on this very spot, we were even more inspired to build the finest spa in the city, not only breathtakingly beautiful but also richly imbued with history - just like the hotel. We found the perfect partner in Snow Group Italia to create a premium experience, thanks to a team of first-rate professionals with an unrivaled knowledge of the world of wellness".

Starhotels

Starhotels, the first Italian private hotel company by revenue, is a market leader in the upscale, upper-upscale & luxury sectors of the hospitality industry. The Group vaunts 30 hotels located in the heart of the top Italian destinations, in addition to London, Paris and New York, with more than 4,200 rooms.

Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza.

Starhotels Premium, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

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