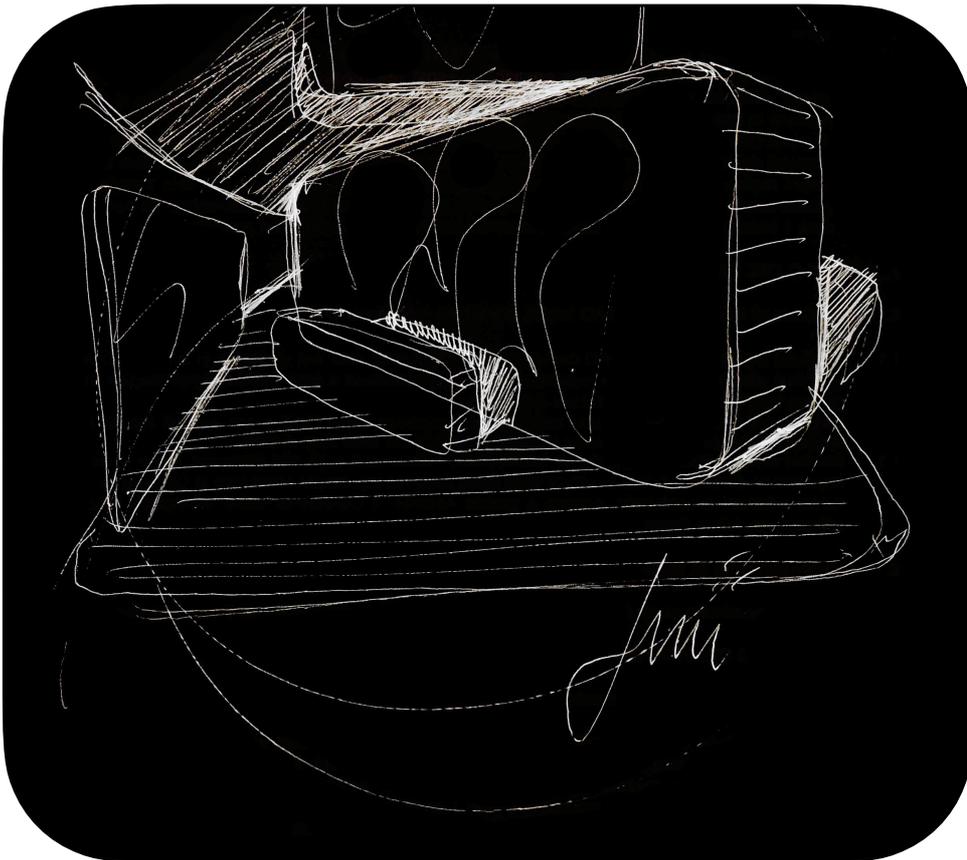


## SPA THEATRE

designed by **Simone Micheli**

on the occasion of **SIA Hospitality Design 2022**  
**12 - 14 October 2022**

**Pav./ Hall D4**  
**Stand 056**



Sketch \_Spa Theatre\_designed by Simone Micheli

«One must make of one's life as one makes a work of art. The life of a man of intellect must be the work of him»

This is what Gabriele D'Annunzio wrote in his novel called *Il Piacere*, at the end of the Eighteenth century.

**Spa Theatre**, the exhibition I will give life to on the occasion of SIA Hospitality Design 2022, takes shape from the same principle. The aim is to build a scene out of the ordinary in which the visitor, with his wishes and changing needs, is the undisputed protagonist.

**Spa Theatre** is a hybrid space, contaminating and contaminated, high definition but totally black and white; so that the pure value of the forms generates wonder; so that each object, as an exclusive work of art determines the composition of the areas. A single image in the center takes color: this is the

human being that become the content and expressive focus, the matrix from which the surfaces draw sustenance and energy.

Functions articulate and penetrate in a wise way, enabling the spa lounge to become a space for meeting, debate, exchange of thoughts. Not only psychophysical but also mental is the well-being that **Spa Theatre** wants to offer to its visitors, combining moments of relaxation, such as sauna, Turkish bath, whirlpool baths, with those to devote to relationships, intellectual correspondences, business.

High-profile intellectuals are going to enliven the exhibition.

There will be three architects who stand out the **dialogue with Simone Micheli inside the installation: Giancarlo Marzorati, Maurizio Papiri e Walter Vallini. Other important designers will be present during the three days of the exhibition.** Multiple video walls with dream images complete the setup.

A determined physical place is not enough to enclose its deepest meaning: **Spa Theatre** will be an exclusive happening that will come to life thanks to the mixture of unique events, that could not be elsewhere or otherwise, and that welcome the guest in a bubble suspended, out of the ordinary, out of the usual. It is made to suggest, to educate, to understand the articulate possible project dynamics of the present future.

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**SIA Hospitality Design**

12 - 14 October 2022

Exhibition Area in **Rimini** Via Emilia, 155

**Opening hours**

12 - 13 October 2022 | 10 a.m. to 18 p.m.

14 October 2022 | 10 a.m. to 17 p.m.