

europaean Spa

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THE BUSINESS MAGAZINE FOR SPA AND WELLNESS LEADERS



A GREEK ODYSSEY

The new approach to wellness at KÉPOS by Goco, Crete

FESTIVE GIFTING

Our pick of luxurious spa gift sets to boost your revenue

OPEN FOR BUSINESS

We spotlight the best new and refurbished spa destinations

TREATMENT COUCHES

Our Expert Guide to the latest treatment couch innovations

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KĒPOS by Goco (p14) is a haven of serenity on Crete that combines modern health enhancement with a traditional take on wellness



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EXPERT ADVICE

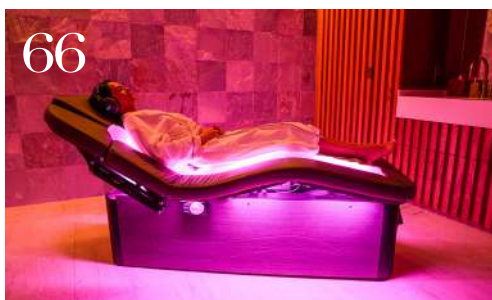


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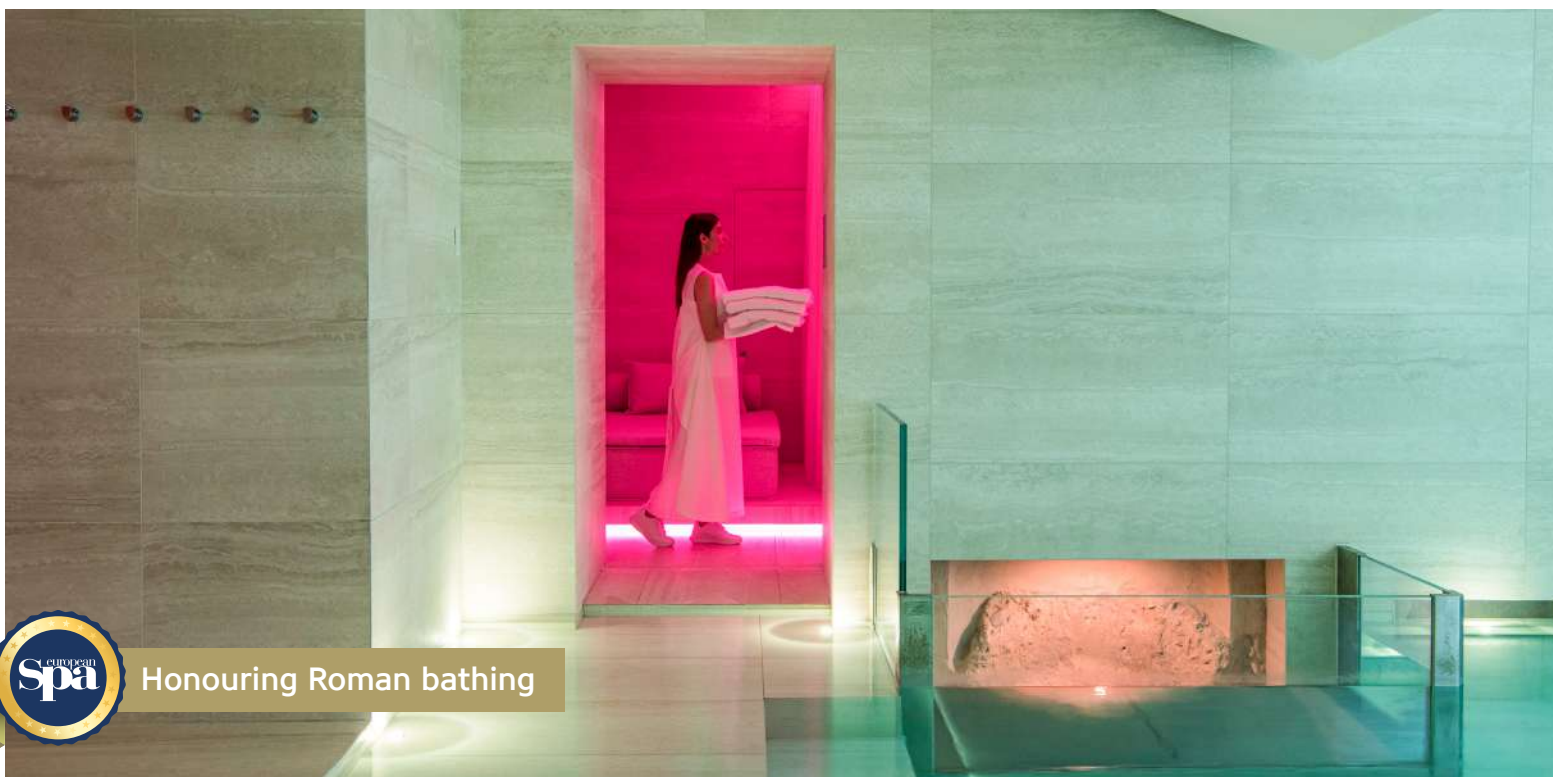
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Honouring Roman bathing

La Spa, Helvetia & Bristol Firenze, Italy



A new wellbeing retreat in the heart of Florence, La Spa at Helvetia & Bristol opened in April 2022. Featuring an extended hydrothermal zone that opens onto a caldarium and continues with an aquamotus (Vichy shower), there are also emotional showers, a sudatorium (Finnish sauna), a frigidarium and a tepidarium (salt room).

The *Lacus Quietis* offers two pools with water features, built in a space that once served as the vault of the Banco di Roma. The hydro circuit leads to an upper floor with three rooms for individual treatments, including a wellness suite that is equipped with a private Turkish bath.

SPA STATISTICS

Helvetia & Bristol, Italy

<https://collezione.starhotels.com/en/our-hotels/helvetia-and-bristol-florence>

laspahelvetiabristol

Size: 540sqm

Spa suppliers and product partners:

Cinq Mondes, Aquaform, Lemi, 100%YOU (uniforms and towels)

History meets the modern day

The philosophy of La Spa is modelled on the origins of the site itself – a union of the historical and the contemporary. Inspired by the Latin principle of *mens sana in corpore sano* it recreates the experience of a Roman baths in a contemporary setting. The spa is located on the spot where the Capitoline Baths of the Roman city of Florentia once stood, fragments of whose walls can still be seen along the wellness circuit. bbspa Group and Starhotels’ architects Silvia Stoppacciaro and Francesca La Rosa have channelled a minimalist and modern vision of the historic Roman bathing tradition.

“Being in the heart of Florence is already magical – especially in a building with such a rich history – but bringing back to life the ancient Roman bathing traditions is what makes this project so unique,” says Régis Boudon-Doris, founder and CEO of bbspa Group.