



wellness ▶ la dogana del sale

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L'high tech che fa bene

HIGH TECH IS HEALTHY

TECNOLOGIA E DESIGN AL SERVIZIO DEL BENESSERE: È IL CONCEPT DELLA DOGANA DEL SALE - LA NUOVISSIMA SPA DEL ROMEO HOTEL DI NAPOLI - CHE SI DISTINGUE NEL PANORAMA DEI BEAUTY & HEALTH CENTER PER LA SCELTA DEI TRATTAMENTI ALL'AVANGUARDIA E PER LA VOCAZIONE NATURALE ALL'HALOTERAPIA IN GRADO DI SFRUTTARE LE PROPRIETÀ BENEFICHE DEL CLORURO DI SODIO ALLO STATO PURO

TECHNOLOGY AND DESIGN FOR ENHANCED WELLBEING: THIS IS THE CONCEPT AT DOGANA DEL SALE - THE BRAND NEW SPA AT ROMEO HOTEL IN NAPLES - WHICH IS DISTINGUISHED IN THE BEAUTY & HEALTH CENTRE SECTOR FOR ITS SELECTION OF INNOVATIVE TREATMENTS AND ITS NATURAL VOCATION FOR HALOTHERAPY WHICH EMPLOYS THE BENEFITS OF ABSOLUTELY PURE SODIUM CHLORIDE



il tempo, lasciando fuori la quotidianità frenetica.

Il nome Dogana del Sale deriva dallo storico edificio omonimo adiacente all'albergo, in vico del Leone: un raro esempio di architettura cinquecentesca e una delle ultime testimonianze dell'antico quartiere del porto. La costruzione, un tempo adibita a dogana, ha conservato la struttura dell'epoca con suggestivi ambienti coperti da volte a crociera, le facciate in laterizio e il basamento in piperno. Attualmente in fase di restauro, il palazzo ospiterà le suite benessere del Romeo Hotel, direttamente collegate con la SPA. Tra i vari ambienti, oltre all'area giochi - una stanza ampia e colorata, a misura di bambino, con il pavimento in legno di Frassino sbiancato - si distingue la sauna a infrarossi dall'aspetto particolarissimo. Una camera, realizzata apposta, con le pareti ricoperte di sale rosa dell'Himalaya retroilluminate che sfrutta i raggi infrarossi per favorire la sudorazione e, quindi, l'eliminazione di tossine anche a basse temperature. Il microclima creato, con una temperatura mantenuta tra i quaranta e i sessanta gradi di calore, consente il benessere psicofisico, il completo rilassamento muscolare e ha un'azione fortemente disintossicante sull'apparato organico. Nelle tre vasche a sfioro, rivestite di mosaico d'oro bianco, è possibile abbandonarsi agli effetti terapeutici dell'acqua trattata a diverse temperature tra immagini, suoni e luci progettati per stimolare la sfera

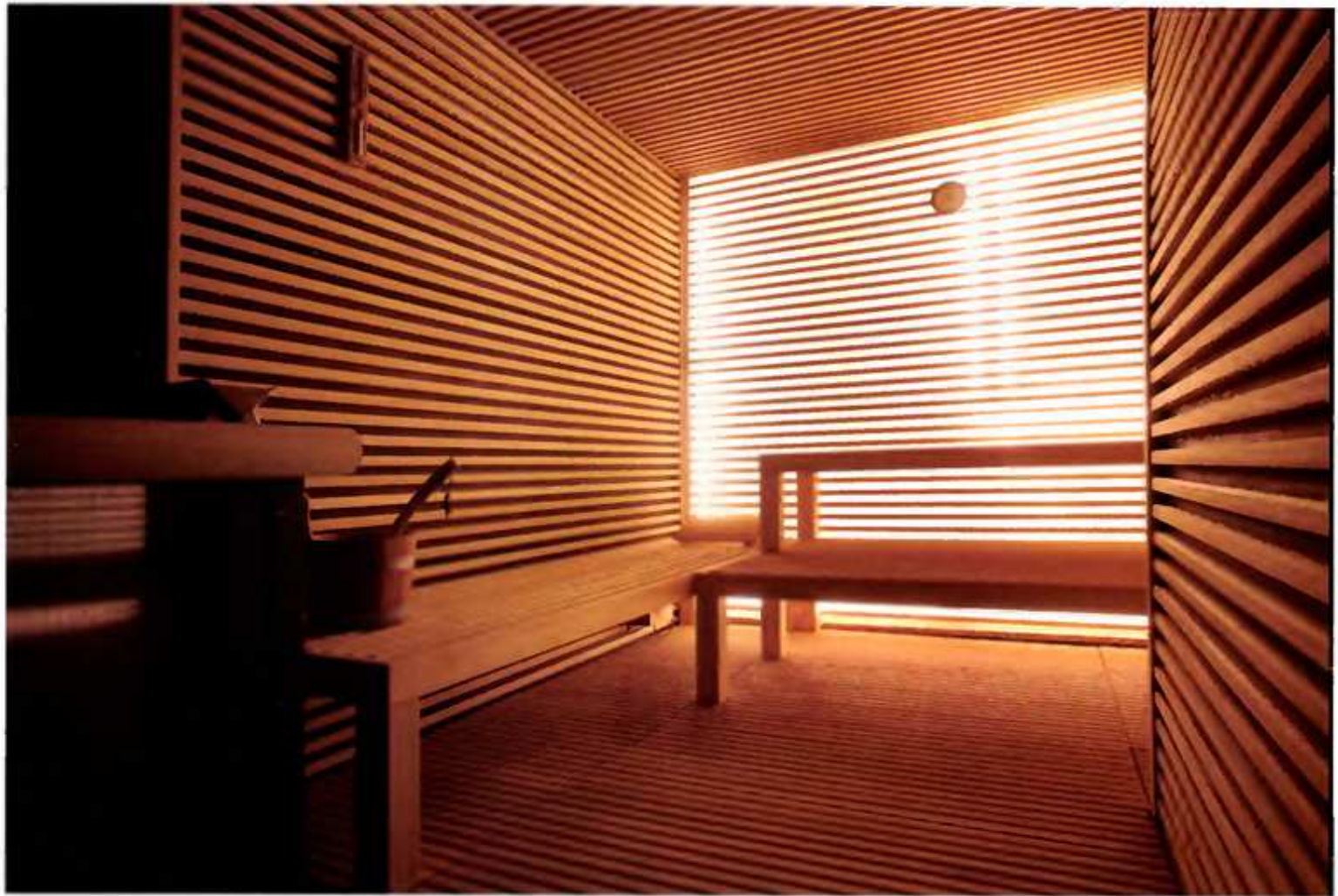


sensoriale. Frame che vivacizzano l'ambiente e catturano l'attenzione della clientela. Le vasche disposte in sequenza offrono diverse tipologie di idromassaggio: a cascata, whirlpool e airpool in un microcosmo compositivo in cui è facile ritrovare se stessi, lasciandosi trasportare dal dolce abbandono dei sensi.



In questa e nella pagina accanto: immagini del centro benessere. La SPA comprende, oltre ai vari trattamenti estetici e ad aree attrezzate, la sauna finlandese, la sauna a infrarossi con pareti di sale rosa dell'Himalaya, il bagno turco, il percorso kneipp, il frigidarium a cascata di neve, la doccia emozionale a pioggia tropicale.

On this page and the opposite page: images of the wellness centre. The spa includes various aesthetic treatments and equipment areas, the Finnish sauna with infrared lights and rose salt walls from the Himalayas, the Turkish bath, the Kneipp bath, the frigidarium with a snowfall and the emotional tropical rain shower.



The characteristics of the Dogana del Sale (the wellness centre at Romeo Hotel in Naples) include therapeutic benefits, water rituals, sophisticated design and new technologies. It measures one thousand square metres dedicated to wellbeing and the area includes a water area, gym and virtual golf. Located on the basement floor of the hotel, which is located on Via Marina in Naples, the spa was designed by Romeo design together with the Delta group with an emphasis on sophisticated materials, vanguard colours as well as an innovative lighting system. Black granite, white gold mosaics, precious woods and Japanese ceramics are only a few of the finishing materials used at the centre. Advanced software manages the lighting and regulates both the colours and intensity of the lights. After passing through the reception area into the wellness area, we find the Elevated Water Table which welcomes guests. The simple and refined black granite fountain seems like a sculpture with a textured surface that has a very thin stream of water running across it. The clear and simple style makes it a perfect match for the design and function of the area where it is located. A reflecting pool that is just a few centimetres deep distinguishes the upper part of the parallelepiped. The water spills below like a thin laminar veil that is delicately splintered by the textured walls. The delicate sound, the soft horizontal light and the ionising effect of the water particles that evaporate into the air are an invitation to enjoy the benefits of the spa. Inside, large chaise longue and ergonomic chairs are perfect for relaxing amidst lighted sparkling fountains. The health and wellness pathway includes the Stanza del Sale salt room, which is a real highlight at the spa. The room is entirely covered in white salt with a constant humidity and temperature that is ideal for soothing,

relaxing and removing toxins from the body. This oasis of pure salt was developed to help you regenerate and slow the effects of time – leaving behind the frenetic pulse of daily life.

The spa is named Dogana del Sale in honour of the historic building next to the hotel on Vico del Leone. It is a rare example of architecture from the fifteen hundreds and it is one of the last architectural remains of the old port district. The building, which was once used as a customs office for salt, still retains the original structure with double vaulted ceilings, brick facing and a Piperno stone foundations that make it enchanting. Currently being restored, the building will hold the wellness suites at the Romeo Hotel which will be directly connected to the spa. Over and beyond the play area – a large and colourful room built for kids with pickled ash wood flooring – we find an infrared sauna with an unusual look. The room has been built with pink Himalayan salt walls lit from behind. It employs infrared rays to help induce perspiration and remove toxins from the body even at a low temperature. The microclimate inside the room has an average temperature between forty and sixty degrees which encourages psychophysical wellbeing, complete relaxation of the muscles and it also helps to remove toxins from the body. The three vanishing-edge tubs covered in white gold mosaic tile are perfect for relaxing and enjoying the benefits of the water at different temperatures surrounded by sounds and lights that help to complete the experience, enliven the atmosphere and capture the user's attention. The tubs are arranged sequentially and they offer different types of bathing experiences including a waterfall, a whirlpool and an air pool bath in a microcosm where it is easy to get in touch with yourself and relax amidst sweet sensory pleasures.



La Dogana del Sale è stata progettata da Romeo design in collaborazione con Delta Group focalizzando l'attenzione su materiali preziosi e di ultima generazione e su un sistema di tecno-illuminazione all'avanguardia. In alto, a destra: lo spazio ampio e colorato dedicato ai bambini. Un ambiente concepito come area ludica e d'intrattenimento per i più piccoli.

Dogana del Sale by Romeo design was developed with the Delta Group with an aim to highlight rich brand new materials and the technical vanguard lighting system. Above on the right: the ample colourful space dedicated to kids – an area designed as a play room and entertainment area for children.