

europaean Spa

THE NO.1 MAGAZINE FOR SPA AND WELLNESS



Issue 65 | August/September 2018 | www.europeanspamagazine.com



ICELANDIC RETREAT

Elemental wellbeing at the Blue Lagoon's Retreat Spa

A FRENCH PIONEER

The global influences shaping Cinq Mondes' beauty rituals

SWISS SPA NESSENS

How to live well for longer at Victoria-Jungfrau Grand Hotel

TALKING TEXTILES

Our Expert Guide to the best towels, uniforms and spa linen

Shaping the business of wellness

European Spa previews the 12th Global Wellness Summit, which promises a vibrant mix of conversation, collaboration and culture at Technogym's headquarters in Italy from October 6-8



For the first time in the history of the Global Wellness Summit (GWS), a leading international company is set to host the annual gathering of more than 600 influential spa and wellness industry leaders.

Italian fitness brand Technogym will welcome delegates to the three-day event, taking place from October 6-8 at its headquarters in the small town of Cesena, sited in the heart of 'Wellness Valley'. This area of the Emilia-Romagna region is renowned for its proactive attitude towards wellness, health and quality of life.

European Spa speaks to GWS chair and CEO Susie Ellis (right) about what the Summit's 12th edition, taking the theme of 'Shaping the Business of Wellness', will offer attendees.

We also talk to four business leaders who are set to give keynote speeches, and ask what they hope delegates will take away from the event.



Tell us about the theme for this year's GWS.

'Shaping the Business of Wellness' lets us be laser-focused on emerging business opportunities and trends within all wellness markets; not only for traditional segments like spa, wellness travel and fitness, but also exploring the ways in which wellness is now transforming massive industries like retail, fashion, food, real estate and design.

The impact of wellness on fashion and retail will be a hot topic, with keynotes such as that from iconic Italian fashion designer Alberta Ferretti. We will also hit the runway at this year's Summit with the first-ever 'Wellness Meets Fashion' show, a creative collaboration between BuDhaGirl, Louie Schwartzberg's Moving Art, and athleisure clothing maker La Forma.

What is the significance of this year's event being hosted by Technogym?

With our focus on the business of wellness, it is perfect that this will be the first year we're hosted at the headquarters of a hugely successful wellness company.

Technogym's headquarters will allow delegates to mix the business of wellness with the pleasure of it. Everyone will be immersed in its unique and inspiring surroundings where the pursuit of wellness permeates everything.

The culture of the place will allow us to incorporate movement and there will be opportunities to experience Technogym's team of incredible trainers and their equipment.

How will the event continue its high level of engagement with delegates?

Driving engagement and new relationships between delegates is the heartbeat of the Summit, and there will be more interaction in terms of content this year.

We will work to get as many people involved in the conversations as possible, with round table participants potentially finding themselves seated on wellness balls rather than chairs.

A sub-theme this year is 'la dolce vita', with delegates experiencing Italy's incomparable everyday culture of wellness and happiness. Food, wine, just sitting around and enjoying other

people...we will bring that to life, so delegates will have a priceless authentic Italian experience.

What are you hoping will be the main takeaways from the event?

Attendees will take home the latest research and expert insight and trends, so no matter what corner of the wellness world they work in, they can intelligently shape their own business and future. So many markets and arenas are being fast rewritten by wellness, and there are so many new opportunities on the rise, that I want delegates to really see the big – and future – picture.

Delegates will not only experience three days of top-level thinking about the business of wellness, they will also shape its future, as our conference is known for its many platforms that spark the cross-pollination of ideas and new collaborations between people. ●●●●●

www.globalwellnesssummit.com

GWS 2018 will take place at Technogym's headquarters in Cesena, Italy, from October 6-8.



Nerio Alessandri, president and founder of Italian wellness company Technogym, will welcome Susie Ellis (right) and GWS 2018 attendees to the company's high-tech, headquarters (left) on October 6

Thought leaders prepare to inspire and be inspired

Four of this year's keynote speakers share their hopes for GWS 2018, and explain why it is such a key event



Dan Buettner

Founder and CEO of Blue Zones (regions where people live for 100+ years)

www.bluezones.com

"I'm hoping delegates will learn that the key to health and happiness is not a silver bullet, but rather a silver buckshot. There is no fountain of youth or magic pill that we can take to live long healthy lives, it takes many small changes to create an environment that assists healthy living.

"As for other takeaways, all I know is when you get top thought leaders together in one place for a few days connections are made and the sparks of new ideas start to catch fire."



Neil Grimmer

Founder and CEO of Habit, the world's first personalised nutrition company

www.habit.com

"Overall, I hope attendees leave with an understanding that one-size-fits all fad diets don't work, and that Habit is an accessible, scientifically-validated way to determine the right nutrition plan for your unique biology and goals.

"The Global Wellness Summit is a great opportunity to join in a larger conversation around the future of wellness and we're looking forward to connecting with other brands and thought leaders in this space."



Clodagh

Head of pioneering New York based wellness interior design firm Clodagh Design

www.clodagh.com

"I want to inspire delegates to look inside themselves and re-evaluate the priority they place on daily wellness; to reflect on their past decisions and look into the future of how to really make the most of their life via the environments in which they live, work and play.

"I know the speakers at this summit will give me takeaway tools to store in my own wellness toolbox, so I can use them on my own projects and spread the information far and wide."



Antonio Citterio

Award-winning co-founder of architectural, interior and urban design company

www.citterio-viel.com

"Since 2000, our firm has worked to design healthy environments at hospitality venues and in workplaces, as well as creating designs for fitness equipment. I will share with attendees the 'holistic' approach we adopt when designing for health and wellness.

"I am then looking to be exposed to a cross-disciplinary experience by listening to the other speakers. The Summit is the ideal place to discuss why designing for health and wellness is of such importance."