

SPACE99 | The Spa Experience



Bologna 15-18 March 2019

SPACE99 is the Temporary Spa of COSMOPROF WORLDWIDE BOLOGNA.



A futuristic project, an experimental wellness path created by LIFEXCELLENCE, signed by the unmistakable design of the architect Simone Micheli, realized thanks to the precious contribution of leading companies and animated by MEI essential oils, rituals, room fragrances and natural cocktails.

Three hundred square meters of exclusive Spa in the most important international trade fair of the industry, set up in one of the key points of greatest passage and visibility: the **mall** connecting the new pavilions (28 and 29) of the Bologna Fair.

A space to live through the 5 senses like you've never seen before

A refined environment in which form and matter meet and give life to new sensations ... An immersive experience among sounds, colors, materials, aromas and flavors. Starting from the original concept of Salus Per Aquam, **SPACE99 | The Spa Experience** develops in different scenarios that recreate the **emotional experience** of the great Spas and delineate a unique path, where the top players of the Spa Business - specialized in the various thematic areas - give life to "experiential stages" animated by numerous shows and live events.



At the center of the path, in the multifunctional area of the **Spa Lounge**, visitors will have the opportunity to personally experience the wellness concept and taste **MEI herbal teas, wellness cocktails** and **essential oils**, try innovative rituals and meet entrepreneurs, professionals and opinion leaders.

Healthy nutrition, physical activity, massage and products are the four milestones of wellness, understood as "well-being" in the broadest sense of the term. Four elements that integrate perfectly and are transformed into unforgettable moments, to be experienced with your mind and body. Four elements on which, thanks to over 30 years of experience, MEI has realized its innovative and complete concept of **holistic wellbeing**.

Spa Experience

SPACE99 | The Spa Experience is a container of wellness experiences to be lived according to a logical thread that develops in **four phases**:



A new way of experiencing wellness, to learn how to seize the moment, recover some bit of lost time and rediscover the joy and carefreeness of "**good life**".