

50 YEARS OF ABANORITZ

The past has never been so present

4 generations of women, a big family who is and has been expression and influence of different generations and that made hospitality more than a job, a vocation. The AbanoRitz hotel has always believed in the value of tradition and has invested in the passion for progress, since we think that who does not have a past will not have a future.

We wanted a tourism with humanity: the humanity of the Poletto family, of the staff and of the guests that every year reconfirm their trust in the AbanoRitz hotel and, choosing us, they honor us. Greeting a waited and desired host is our way to do business, loyal to the authenticity of our proposal, proud of our first 50 years.

Signs of the past and marks of history, inserts of progress and innovation in a hotel with more charm than luxury, more true elegance than formality. The AbanoRitz hotel is celebrating this year its 50th anniversary of hospitality and it is full of vitality thanks to the younger guests, to the loyal ones and thanks to the sense of belonging to this HOME that is a hotel.

MYBMOOD, Storytelling

What is your project? Could you briefly describe it?

My B mood's project is a poetic retelling of the history and business of the AbanoRITZ Hotel. The tale enhances and communicates the features and the strengths of the Hotel. We decided to tell the story of this amazing facility in different ways, as different are all his faces: a short story and an emotional video to celebrate the first 50 years of business, showing off the main feature of the AbanoRITZ: the welcoming, warm hug that each and every guest receives, the attentive care that becomes wellness, peace and slow-paced rhythm, a sort of temporal suspension.

Which elements inspired you?

The mosaic of elements that composes the AbanoRITZ seems complicated but, once you are fully absorbed in the experience, its image takes shape and becomes a fairytale. Choosing them wasn't easy. We were particularly inspired by: the feeling of homecoming you get while entering a 5-star hotel, the warmth that can be perceived in every detail and in every gesture of the people who are part of it. The kindness and passion of the Poletto family are so strong that they created a profession in which "the person" is at the center of all of their action.

How did you choose the concept of the work?

My B Mood recounts what it means to be a guest of the AbanoRITZ and how your stay may become a story of unique hospitality, telling the story a young woman. It is not a case that she is a young and single woman, it represents the contemporary thermal tourism and the features of the modern guest

How does these inspirations result in your project?

The cornerstone of the whole telling is the water! Interpreted as uterine water, a symbol of maternity, of protection, of life and regeneration. The tale of a young woman who chooses to take some time for herself in a place where the time cancels. In this atemporal dimension, the first encounter is with the hug of the owner that anticipates the liquid feeling of wellness of the thermal water. The water is a constant element in the story and it is used to mark the changes of scene both in the tale and in the video.

Which is, in your opinion, the uniqueness of the AbanoRITZ? Is there something that struck you in particular?

The uniqueness of the AbanoRITZ is the atemporal dimension that could be translated into a metaphor: "The time of the fairy tales". The fairy tales materialize in the vintage restaurant "Il Brutto Anatroccolo" ("The Ugly Duckling") and in the creative suites on the fifth floor, recently remodeled. The elegant taste of the classic rooms meet the brilliant lightning system patented 50 years ago by the Eng, Poletto. The meticulous attention to the authenticity, such as the raw linen sheets - now extremely rare - that wrap the body after it has been covered in the primordial mud, source of the health and the qualities of the thermal water. The poetic scene of the private park, where soft little bunnies jump happily to reach the entrance of the Wonderland.

MARTA DONÀ, Gift box and new logo

What is your project? Could you briefly describe it?

The AbanoRITZ decided to celebrate its 50th anniversary, an important milestone, with a small gift for every customer and beloved friend: a gift box containing a card for special discounts and the Fifty Thermal Cream, an anti-age face cream with an exclusive formulation that enhances the benefits of the thermal water (B.I.O.C.E.). My contribution to the project is the graphic development of all these materials: the new logo "50 Anniversary" style, the gift box, the gift card and the customization of the cream tube, with the related choice of the most suitable colors to express the desired concept.

Which elements inspired you? How did you choose the concept of the work?

Some meetings at the AbanoRITZ have been necessary, to speak directly with the management, the Poletto sisters (whose energy and helpfulness I couldn't stress enough), and to personally experience the style and ambience of the hotel. From the meetings with the Poletto sisters and my perception of the whole place, I understood the message that the gift should have conveyed: first of all, the concept of a tourism with humanity, real, that considers the guest's satisfaction the keystone of its commitment and its passion. The mix of traditional values and an authentic and innovative offer, that cares for the current needs and gives more value to charme than luxury. Finally, a deserved thank-you to the young guests and the returning ones, who partake in transforming this hotel into a welcoming home. These are the main concepts of my project, that inspired also the graphic look: humanity, family, tradition, innovation, charme, emotion, gratitude, hospitality.

How does these inspirations result in your project?

Almost every graphic element in my project follow the thread of the concepts described above:

- the "50 Anniversary" style of the logo: refined yet decisive, coordinated to the original one with a bit of regality but not too formal, at the same time;
- the texture of the gift box: starting from the logo, I realized a texture that would give elegance and style, a decorative element that creates some movement and balances full and empty spaces, decoration and minimal cleanliness;
- the payoff on the front and the short text on the back: the payoff conveys the emotional spirit of the hotel "The past has never been so present"... I don't think it needs to be explained. On the back, a text that expresses all the concepts told before, a poetry that isn't just a mere printed text but becomes real everyday thanks to the effort of the Poletto family and all the staff, and whoever has been a guest here before knows it well;
- the choice of colors: this project relies on three main colors, each and everyone contains its meaning and they enhance one another. The white is purity and transparency; the light blue means loyalty and ideals; the "sable" beige gives elegance and refinement. Everyone can freely interpret the meaning of these colors, as we know emotions raised by colors are often very personal.

Which is, in your opinion, the uniqueness of the AbanoRITZ? Is there something that struck you in particular?

For sure the uniqueness of the AbanoRITZ lies on the ability of making a customer feel really a "guest" and part of a family, rather than one among many others. Even if I didn't stay at the hotel overnight but went only for work meetings, this pleasant feeling lingered on me.

SARA PEDRON, 50 anniversary exhibition

What is your project? Could you briefly describe it?

The project is an exhibition that, starting from the AbanoRITZ hotel, develops into different themes: architecture and design, dear ones and familiarity, with the aim of tracing some sort of temporal and evolutionary line of the concept of welcoming and hospitality that has always distinguished this facility.

Which elements inspired you? How did you choose the concept of the work?

The elements that inspired us in the beginning continue to guide us through the making of the exhibition and to stimulate our planning. From a first research through the archives of the hotel, it emerged the pair Architecture-Loved ones. The materials that will be used in the exhibition show the aim of the Poletto family of not only building a tangible place, but also living it with their own time.

How does these inspirations result in your project?

We imagined to visually recreate the concept starting from the 1967 up until today, through a sort of temporal line. The exhibition itself will find its place in the spaces of the hotel.

Which is, in your opinion, the uniqueness of the AbanoRITZ? Is there something that struck you in particular?

We are constantly immersed in passing spaces, that force our life to adjust to a fast-paced rhythm. You enter, even for a couple of minutes (that easily become hours) in the hotel and the identity, relational and historical character of this place emerge immediately. Here, we think, lies its uniqueness.

MAURIZIO PERAZZOLO, Fifty anti-age cream

What is your project? Could you briefly describe it?

It is a delicate and face cream, non-greasy and easy to absorb, thanks to the active principles that it contains. It is a valuable help for all women who wants to maintain their skin smooth and moisturized, delaying the physiological aging process.

Which elements inspired the cream formulation?

The idea is to make an effective cosmetic that can fight the aging signs, containing natural ingredients enhanced by the benefits of Abano's thermal water.

How does these inspirations result in your product?

These inspirations have been realized in the using of natural active principles:

- Phytosqualane: natural vegetal squalane that prevents skin dryness and provides elasticity and nourishing to the skin;
- Rice starch: from its bud comes a rich oil that fights wrinkles, dryness and skin relaxation;
- Witch hazel water: effective help to fight swelling and tiredness signs;
- Marine collagen: natural active ingredient that stimulates the proliferation of the fibroblasts and the collagen synthesis, delaying the aging process;
- Elastin: its firming, moisturizing and protecting properties are enhanced by the hydrolyzed collagen;
- Soy oil: organic oil that, thanks to the isoflavones, forms a hydrolipidic protective layer that prevents the dehydration of the tissues;
- Argan oil: thanks to the high content of antioxidants, this organic oil prevents the formation of free radicals and therefore the aging of the skin tissues.
- Colloidal platinum: Platinum MatrixEM-SiO₂ (PF) is a revolutionary peptide that combines noble metals, platinum and gold, with the effectiveness of the peptides. The anti-aging peptides are extremely effective as a collagen booster. The platinum is a carrier for particles that creates an activation system. It offers better results, higher stability and lower concentrations levels.

KLYO MUSIC, The Colors of Music in the World

What is your project? Could you briefly describe it?

The project is born to celebrate 50 years of history of the AbanoRITZ Hotel. During these past years, the AbanoRITZ have welcomed people from everywhere in the world so we decided to organize a monthly concert, each one devoted to a different country. Concerts will be held every last Friday of the month, at 9:15pm, and they won't be just classical music but also a homage to the venetian baroque production, to the piano impressionism of late nineteenth century France, to the Celtic music of Ireland, Scotland and England, to Cuban and Brazilian atmospheres, to the Argentine tango, to the eastern melodies of Tibetan bowls and gong, sitar and original wind instruments, to popular Israeli melodies, to the piano virtuosity of the Russian school.

How does these inspirations result in your project?

With the participation of extraordinary professional musicians specialized in different musical genres, with programs that will satisfy the experts but be pleasantly enjoyed also by a broader audience, that might discover new sounds and atmospheres. The aim is to show to the guests of the AbanoRITZ and to the audience how much the hotel cares for the quality of its cultural proposal.

Which is, in your opinion, the uniqueness of the AbanoRITZ? Is there something that struck you in particular?

The uniqueness lies mostly on the unconventional attitude of the management, it is rare to find such appreciation for this kind of projects, far from the mere, cheaper and easier background music that don't transmit any emotion.

On a side note, there are few hotels in Italy that boast a concert hall with two Steinway & Sons grand pianos. The possibility of pairing the concerts to a dinner or the weekend offers with SPA access enhance the uniqueness and the peculiarity of the festival-AbanoRITZ Hotel connection.