

4² DESIGN 2 DAY

THE PAST, PRESENT AND FUTURE OF DESIGN



INTERVIEW
ALBERTO APOSTOLI
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Design42Day had the opportunity to interview Alberto Apostoli, one of the world's most prominent spa designers. It would, however, be unfair to tie Apostoli only to this segment, as he is a notable person in various fields (integrated planning services and project management, engineering, education, etc.), and someone who has been internationally recognized and known for redefining architecture toward objectives which are more holistic.

What are the 3 main characteristics that a well-designed spa must have?

A well-designed spa is the one that, first of all, excites its guests. Secondly, it has to be "honest", in the sense that it should confirm the quality promised during the project phase. Third and most important: it must be technically perfect. Too often I see SPAs equipped with not well calibrated systems (mechanical, electrical and plumbing). This seriously damages the success of the overall project.

What is a material that you can hardly avoid in your projects?

In my projects I like "to play" with materials and, when possible, I try to experiment with new ones. But when it comes to spa, my choice always falls on materials for excellence, those closest to nature: stone, wood and glass.

What is the main difference between a luxury interior project and a "pretentious" luxury project that try, but fails, even if the budget invested is high?

Somebody said "details are not detail". No doubt that precious materials such as marble and mosaic or rich products like Murano chandeliers or designer furniture, make any interior design a luxurious one. But what makes the difference and makes a truly luxurious space is the obsessive search for detail; all those small particulars that, together, allow our space to be special and unique.

Your studio has offered in past years many services, is there any other services in future that you would like to offer?

My studio has always offered integrated architectural, MEP and interior design services. In the SPA sector, we were among the first to provide such designs in BIM mode. Apart from this, for some years I have been working on a very special and ambitious project. I would like to offer my clients a "Management Manual" based on my design for that specific SPA. For every spa I design, I would like to give the owner a tool that allows him to manage the spa in perfect agreement with my Concept Design. This should guarantee the perfect functioning of the spa its financial success.





