

american spa

La Dolce Vita



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Jennifer Nied, American Spa

A lush private island in a venetian lagoon is the sweet spot for a modern multicultural spa's debut.

Developed on an archipelago of 117 islands connected by more than 400 bridges, the historic city of Venice has enticed visitors to enjoy its incomparable beauty for hundreds of years. Carrying on that tradition, the JW Marriott Venice Resort & Spa (Italy) enlivens the largest island, the 40-acre *Isola delle Rose* (Island of Roses), which is filled with aromatic gardens and a collection



of restored Romanesque buildings from the 1920s and 1930s. The manmade island formerly housed a hospital for respiratory illness but is now home to the 18,837-square-foot **Goco Spa Venice** and provides a luxe respite for Venetians and visitors alike. The largest spa in the city and Goco Hospitality's first European spa entices spa-goers to venture away from the bustling canals to gain a healthy perspective and relax mind, body, and soul amid the lush gardens.

Ideal for a wellness retreat, the island is marked by eye-catching landscaping with rare olive groves and more than 300 fruit trees. All buildings on the island, including the spa, are surrounded by the serene gardens. Award-winning Italian architect and interior design firm Matteo Thun & Partners and Goco Design Studio collaborated on the restoration and interior design, keeping the focus on the natural beauty of the island and preserving the original architecture. Throughout the interior spaces, decorations are kept to a minimum, while soft, light colors are used to enhance the natural sunlight, which illuminates the space over the course of the day. "Thun was able to take an ancient historical location and give it a contemporary edge," says spa director Giorgia Bogoni. "This can be seen in the clean design and layout of all public spaces. The main spa building has been carefully restored to maintain the high ceilings and wooden pitched roof while being modernized with simple, natural materials from the local area."

The clean, modern design is a welcome contrast to the ornate stone palaces found near the Grand Canal. It ensures continuity throughout the spa's eight treatment rooms, spacious Spa Suite, indoor and outdoor aquatonic pool, the hammam, the beauty rooms, the outdoor yoga and meditation gardens, the outdoor express treatment pavilions, and the Tea Lounge. The Spa Suite (\$565, 3 hours) features its own lounge, grooming stations, private water experiences, two side-by-side treatment beds, and a private terrace overlooking the lagoon and Venice skyline. This haven can be booked for two guests and includes two Personalised Rituals By Amala, which are recommended by the spa concierge to suit individual needs. Each of the two-hour spa rituals—Brighten, Detoxify, and Rejuvenate—includes an exfoliation, body wrap, and facial with Amala products.



The treatment menu is as deliberate as the spa design. It includes a curated selection of experiences—facials, massages, nailcare, and wellness programs—focused on providing proven benefits and relying on products from Amala and IQMS Medicosmetics. "Utilized by our highly skilled therapists, these products balance an authentic

respect for nature with up-to-date science," says Bogoni. A spa team of 12 led by Bogoni can accommodate approximately 130 guests daily for treatments and access to the facilities. "Our highly trained therapists are committed to excellence, infused with enthusiasm, and take pride in delivering personalized, dedicated service," says Bogoni. "The team is made up of artisans committed to creating a guest experience that is individual, intimate, elegant, and sophisticated."

The menu also speaks to the spa's multicultural inspiration. Signature treatments include the Hammam (\$101, 45 minutes), during which guests experience a traditional cleansing with a black soap, a rough loofah body scrub, a light massage, and invigorating deep-stretching techniques. Other menu highlights include Oriental Massage (\$187, 80 minutes), which is a harmonious mix of Eastern and Western techniques, and Body Bliss (\$193, 80 minutes), which combines a peptide-rich body mask and tranquil citrus oil massage with a quick brightening facial.

The spa subscribes to a holistic view of wellness and incorporates bespoke mind and body programs to help spa-goers renew inside and out. "Goco Spa is for individualists who seek personalized and authentic wellness experiences in a contemporary setting," says Bogoni. "Taking full advantage of Goco Spa Venice's beautiful surroundings, an array of signature holistic activities are offered within the historic gardens and olive groves." Spa-goers may select from five half-day and full-day Wellness Programmes crafted to achieve specific goals. Restoration (\$247, 2 hours) allows time for guests to be present and find inner balance with a foot ritual, an Aromatherapy Massage, and a IQMS Classic Collagen Facial. A more extensive option is Detoxify (\$472, 4 hours), which includes a complete cleansing ritual with a massage, a facial, a wrap, healthy cuisine, and lifestyle and nutrition advice. "One of the biggest problems of the modern day is the lack of time," says Bogoni. "Time has become a luxury. Meditation gives inner peace and harmony and is therefore an important aspect of daily life and is best combined with other spa treatments." Here, spa-goers are given the luxury of time. The refreshing spaces and expert therapist guidance ensure spa-goers will breathe easy and enjoy a rosy view of the City of Bridges for years to come.

GOCO Spa Venice at JW Marriott Venice Resort & Spa (Isola delle Rose, Laguna di San Marco, Italy)

Owner: Aareal Bank

Spa Director: Giorgia Bogoni

Client Base

60% female

40% male

Most Represented Countries

U.S., UK, Italy

Space

18,837 square feet; 9 treatment rooms

Products

Amala Beauty, Essie, IQMS Medicosmetics

Equipment

Gharieni, Quivera, Sommerhuber, SpaSoft

Architect

Matteo Thun & Partners (Milan)

Interior Designer

Matteo Thun & Partners (Milan), Goco Design Studio (Bangkok)

Spa Consultant

Goco Hospitality (Bangkok)