

**NAME:**

Elena Mucci

**ORGANISATION:**

**Silvia Giannini Architetto**

**TITLE OF YOUR PRESENTATION:**

SPA: USUAL AND UNUSUAL PROJECTS

**ABSTRACT (max: 100 words):**

Spa: new directions for projects at the service of wellness.

Each project is strategic and aims not only to achieve the architectural and aesthetic objectives, but also the economic ones.

Through these examples we want to show different solutions with the aim of identifying the needs of the customer and show how each project is one-of-a-kind.

**SPEAKER BIOGRAPHY (max: 100 words):**

*Elena Mucci, graduated from the University of Architecture of Florence, works for Silvia Giannini Architetto since 2016, by collaborating on prestige projects in wellness and hospitality sectors. Silvia Giannini is considered one of the major experts in Italy in wellness and thermal structures. Starting from managerial functionalities and entrepreneurial logic, the studio of Silvia Giannini binds the image of spaces for communication and marketing strategies, for the development of business-sustainable projects.*

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