



SPA OF WONDERS

Press Release

A NEW QC CENTRE IS COMING TO SALSOMAGGIORE

The **Palazzo delle Terme Berzieri**, a stunning Art Deco building housing world-renowned thermal baths, will soon be home to a **new QC Spa of Wonders**.

“The redevelopment and partial conversion project, financed through a joint investment with Cassa Depositi e Prestiti, which took over the assets in 2021, will involve the Lorenzo Berzieri spa and the adjacent former thermal power plant. The work is set to be completed in mid-2025, with the inauguration of a breathtaking spa covering a total of 9,000 sqm, of which 6,400 belonged to the Berzieri establishment and 2,600 to the former thermal power plant,” explained **Francesco Varni**, CEO for Development and Corporate Affairs. *“The opening of a new QC centre in Salsomaggiore represents a great opportunity to enhance wellness tourism in a town whose history is inextricably linked to the Berzieri thermal baths.”*

The current Berzieri building dates back to 1912: featuring work by many internationally renowned architects and artists, including Ugo Giusti, Giulio Bernardini and Galileo Chini, the vast site was described as “the most beautiful baths in the world”.

This historical jewel will shine once again thanks to the extensive renovation project, which will reveal its original splendour and adapt it to suit modern visitors. Additionally, this initiative is in line with CDP’s territorial support strategy, which proposes investments to revitalise historic buildings. Frescos, decorations and flooring will all be restored to their former glory, allowing these works of art to come alive again in welcoming and functional new rooms.

“This is an ambitious project that fills us with enthusiasm. Seamlessly blending tradition and innovation, it is a tribute to our roots and a legacy for the future. It is exciting to breathe new life into forgotten spaces, restoring their former cultural value. Our extensive experience in the management of listed properties, such as the Casino of San Pellegrino Terme and Palazzo Arzaga, allows us to enhance their beauty, creating locations with unparalleled charm,” added **Andrea Quadrio Curzio**, CEO and founder of the QC Group.

The central building will welcome guests into the majestic and monumental entrance hall, guiding them through decorative wonders of dazzling artistic richness to enchanting **saunas, biosaunas and relaxation rooms**, as well as to the **Bistrot** and **massage lounges**.

Terraces and porphyry walkways in alternating colours embrace the building, creating a material connection with the square in front of it and leading, via a verdant solarium, to the former **Thermal Power Plant**.

In this space, the architectural magic is sure to enchant: a central technical structure, the liquid heart of the building, will branch up to the roof, feeding all the **triple-height pools**, finished with a glass wall at the bottom of the pool.



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Skylights, glass bridges, round entrances to all floors, and sloping pillars supporting **double-height terraces** create endless escape points for the eye, giving the room an extraordinarily airy appearance. Glass parapets and channels characterise the **three panoramic rooftop pools**, offering incredible views of the surrounding hills.

“The thermal power station will be a true masterpiece of liquid design,” noted **Alessandro Bolis**, the group’s Artistic Director. *“We will enhance it with decidedly industrial elements: exposed reinforced concrete pipes and installations, murals and projections will alternate with green spaces. Even the experiences on offer will pay homage to the origins of the complex and the territory, drawing on the scenery and original materials. For example, there will be a sauna inspired by a brick chimney and sensory experiences using wooden barrels, evoking the local wine-making traditions.”*

Terme Berzieri is not the only opening around the corner for the company, which is planning further developments in Italy, but also abroad, with a particular focus on France, Switzerland and North America.

New spas, charming resorts and designer hotels will join the facilities in Bormio, Pré-Saint-Didier, Mont Blanc, Milan, Turin, Rome, San Pellegrino Terme, Pozza di Fassa, Chamonix-Mont-Blanc, as well as the two newcomers: QC New York and QC Villa Arzaga Garda.

All that’s left to do is wait.