



SPA OF WONDERS

Press Release

QC DOUBLES DOWN IN MILAN WITH THE OPENING OF A SMART HOTEL IN THE HEART OF PORTA ROMANA

It is a **smart hotel with 84 rooms**, expanding the successful QC Room model and enhancing the Milan offering of QC Spa of Wonders starting from the last weeks of **May**.

The property, located in the **Porta Romana district, just a few steps from the city center and QC Milano spa**, aims to make this new facility the ideal destination for both QC Milano guests and tourists eager to explore the urban wonders.

“Every environment has the power to influence our state of mind, generating emotions. That’s why we design spaces where functionality meets aesthetics, collaborating with talents who expand our vision of beauty to offer ever-new and unexpected perspectives,” explains **Andrea Quadrio Curzio**, CEO & Chief Experience and Operations Officer of the QC group. *“The QC Room model represents a new frontier in hospitality, designed to engage with a young, dynamic audience through a streamlined service that responds to the needs of contemporary life and integrates seamlessly with the international identity of the city. We envisioned a place that is much more than just a hotel — a space where QC’s signature style blends with Milan’s creative energy. Design and innovation intertwine harmoniously to create a unique experience that, while separate from the spa, enhances its sensory approach. QC Milano is already a key destination for visitors from around the world; with this opening, we aim to further enrich our offering, especially in light of the **new Certosa hub**.”*

Nature, one of the core values of QC’s philosophy, welcomes guests from the very first step into the hall, where cascading and climbing plants drape from the ceilings. As night falls, tiny lights recreate the magic of fireflies on a summer evening. This enchanting decor continues into the rooms, adorned with exclusive **wallpapers** by stylist **Simone Guidarelli**, who has reimagined two of his **iconic patterns** specifically for the space. Evocative images of herons, giraffes, ostriches, Renaissance fountains, and oriental motifs come together in a visual story inspired by memories of travel.

“This is a major project that involved the installation of over 6,000 meters of wallpaper throughout the hotel,” adds **Alessandro Bolis**, QC’s Artistic Director. *“But that’s not all: iconic pieces such as the Arenzano lamp, designed by **Ignazio Gardella**, and the Michetta chair by **Gaetano Pesce** are seamlessly integrated with contemporary creations like the Tube Chandelier by **Michael Anastassiades** and the suspended beds by **Lago**. Enhancing the ambiance are refined details such as bamboo-shaped handles and faucets by **Gessi** — a tribute to Italian fashion around the world.”*



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Guests can also enjoy a spacious **co-working** area, both indoor and outdoor, as well as a **private cinema room** with six comfortable armchairs, available upon reservation to enjoy an exclusive screening with company. The wide range of services is completed by the **FitWell kit**, which includes a mat and a liquid ball, accompanied by a QR code that links to a selection of tutorials. It is a simple and intuitive way to transform the room into a private fitness space.

"In 2024, we recorded double-digit growth in both guest numbers and revenue: these are results that exceeded our expectations. Looking ahead to 2025, we aim to maintain this positive momentum. The opening of new wellness destinations in Italy and abroad will undoubtedly be a key driver of growth," concludes **Francesco Varni**, CEO of Development and Corporate Affairs.

This new addition enriches the group's calendar of openings planned for this year, ranging from the **wellness center in Salsomaggiore** to a **spa resort** located 7 kilometers from **Treviso** in the municipality of **Ponzano**. It also includes the **completion of QC New York** with the arrival of a third building featuring indoor pools, as well as new destinations in the pipeline, including a **resort with a wellness center in Mandello del Lario**.

About QC Spa of Wonders

The QC world was born from the dream of Saverio and Andrea Quadrio Curzio, an adventure that began in Bormio, in the heart of Valtellina, and crossed the ocean to Governors Island, just minutes from the Big Apple. Today, it includes twelve spas and eight hotels in unique destinations: Bormio, Pré Saint Didier, Milan, Turin, Mont Blanc, San Pellegrino, Rome, the Dolomites, Chamonix-Mont-Blanc, New York, and Lake Garda. These mountain and city havens are fueled by the magic of water, offering a gateway into a world of wonders filled with lights, sounds, scents, and colors.

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