



SPA OF WONDERS

Press Release

QC TORINO: AN OASIS OF BEAUTY IN THE HEART OF THE CITY

The elegant Palazzo Abegg, a historic late 19th-century residence, and its evocative Renaissance park full of rose gardens and century-old trees, are the setting for QC Torino: an enchanting wellness destination that hosts more than 30 multi-sensory practices inspired by the city's history and icons.

PILLS

Year of opening: 2011

Category: spa

Interior dimensions: 3,277 sqm

Exterior dimensions: 1,400 sqm

Spa journey: 32 wellness practices

THE WONDER EXPERIENCE

A path suspended between dreams, memories and melodies of bygone days brings back our innermost desires, starting in the "**Once Upon a Time Room**", where a small lock reveals a magical world where you can lose yourself leafing through the pages of pop-up books and discovering hidden panoramic views. The journey of wonder continues through scented saunas, regenerating waterfalls, steam baths and an innovative "**Salt Room**" that houses the **Photobioreactor Struna**, Structure-Nature: a **technology patented by the Polytechnic University of Milan** that can be used to cultivate microalgae, organisms capable of capturing carbon dioxide, emitting oxygen and producing precious plant biomass, toning and revitalising the skin. To make each wellness break even more unique, guests can enjoy **massages**, **beauty rituals** and daily gastronomic delights, including the delicious **Wellness Lunch** and the iconic evening **aperitivo** in their bathrobes.

BRAND NEWS

Nestled in the heart of the palace garden you can find "**The Fairy Tale Carousel**," a stunning rotating sauna. Its warm embrace envelops the senses, offering moments of pure wonder.



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QC COMPANY PROFILE

The QC story began as a dream envisioned by Saverio and Andrea Quadrio Curzio. Their journey started in Bormio, in the heart of Valtellina, and eventually took them across the ocean to Governors Island, just a few minutes away from New York City. Today, QC boasts twelve centers and seven hotels in iconic locations: Bormio, Pré Saint Didier, Milan, Turin, Mont Blanc, San Pellegrino, Rome, the Dolomites, Chamonix-Mont-Blanc, New York, and Lake Garda.

THE ESSENCE OF THE BRAND

GATEWAY TO WONDER, WONDER TO LIVELINESS

QC is a gateway to a world of wonders, that has never been seen, yet lives in our shared memory. Wonder itself is a bridge that connects us to the fulfilment of living in the present moment.

BRAND VALUES

TAKING CARE OF YOURSELF WHILE HAVING FUN

CARE&VIBRANCE

The welcoming embrace of water, the protective ambience that fills each space, and the empathetic yet discreet service come together to create a concept of caring that immerses each guest in nature, offering a cheerful, lighthearted and liberating relaxation experience.

EXPERIENCING WONDER WHILE RECHARGING YOURSELF

WONDER&STILLNESS

Wonder is an emotion that pervades body and mind. It opens the gateway to unexpected worlds, where imagination can become reality. It is the spark that ignites a desire to enter another dimension. This is an intimate and imaginary journey where time seems to stand still and the senses awake while new inspirations and wishes can blossom.

IMMERSING YOURSELF IN AUTHENTIC BEAUTY

BEAUTY&TRUTH

Each place has been reinterpreted to fully express its authentic beauty, allowing people to be naturally drawn to unique and memorable experiences. A collection of destinations that speak their own truth, alluring you to explore them.

TAKING TIME TO FEEL SPECIAL

INCLUSIVITY&EXCLUSIVITY

The gateway to wonder is always open, welcoming everyone to rediscover their own vitality. Every experience is customized to ensure that each guest feels unique, surpassing expectations with exceptional services and thoughtful details that foster unforgettable memories.



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OUR DESTINATIONS

DAY SPA

BAGNI VECCHI BORMIO | 1998

BAGNI NUOVI BORMIO | 2003

PRÉ SAINT DIDIER | 2005

MILAN | 2007

TURIN | 2011

MONT BLAN | 2013

SAN PELLEGRINO | 2014

ROME | 2014

DOLOMITES | 2016

CHAMONIX-MONT-BLANC | 2018

NEW YORK | 2022

VILLA ARZAGA GARDA | 2022

STAY SPA

HOTEL BAGNI VECCHI BORMIO | 1998

GRAND HOTEL BAGNI NUOVI BORMIO | 2003

HOTEL MONTE BIANCO | 2013

GRAND HOTEL ROMA | 2014

SMART HOTEL SAN PELLEGRINO | 2019

VILLA BAGNI DI BORMIO | 2020

GRAND HOTEL VILLA ARZAGA GARDA | 2022

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