



THE WELLNESS *Oasis*

*The pioneering wellness destination – The Longevity SPA – unveiled
in the exclusive setting of Portrait Milano.*

BY Tanja Beljanski

THE LONGEVITY SPA PHOTOS: @TIM LABENDA | COURTESY OF THE LONGEVITY SPA
PORTRAIT MILANO PHOTOS: COURTESY OF PORTRAIT MILANO

At the heart of the Quadrilatero della Moda fashion district, there is a new destination — Portrait Milano.

It was one of the earliest seminaries in the world. But also, a library, a printing shop, and a school. The history of Milan's Archiepiscopal Seminary is one of constant cultural and artistic dialogue with the city. Started in 1565, it is completed with the huge central court and the splendid baroque portal by Francesco Maria Richini in the 17th century, thus becoming a model for the monument architecture of the time. Over the centuries, it was a boarding school under Empress Maria Theresa of Austria, a prison and even a ministry with Napoleon, a military hospital for General Radetzky's Hapsburg soldiers and for the Italian military during WWI. Damaged by bombings in WW2, it underwent a first restoration by rationalist architect Piero Portaluppi in 1967. Eventually, it hosted the atelier of architect Mario Bellini, who met with Steve Jobs here.

Today, thanks to the careful renovation project promoted by the Ferragamo Group, and signed by Michele de Lucchi and Michele Bönan for the interior design, the former Seminary becomes a new destination open to the city. With its 2,800 sq. m (30,200 sq. ft), the grand Piazza del Quadrilatero also becomes a new, prestigious pedestrian promenade from Corso Venezia to Via S. Andrea, where the great Italian hospitality will meet international fine dining and out-of-home outlets, along with top-tier boutiques, for unique events and experiences. Portrait Milano is a new destination at the heart of the Quadrilatero della Moda fashion district.

The Portrait Milano is the first hotel in the world to host the Spa of The Longevity Suite, the most advanced Biohacking & Anti-age brand in Europe that accompanies



*A forward-THINKING
lifestyle FOCUSED on THE
“here AND now”.*



THE LONGEVITY SPA PHOTOS: @TIM LABENDA @TIMLABENDA | COURTESY OF THE LONGEVITY SPA
PORTRAIT MILANO PHOTOS: COURTESY OF PORTRAIT MILANO

guests in pursuing a balance between health, conscious beauty, and mental energy.

The Longevity Spa is considered a metropolitan wellness oasis born from biohacking high-tech and a holistic vision of wellness. It includes a wet area with a swimming pool, steam room, sauna and relaxation area, a gym and treatment rooms.

An oasis of serenity in Milan's fashion district within the prestigious setting of the former Archbishop's Seminary square, dating back to the 16th century and now Portrait Milano, hotel and new lifestyle hub. This is the special location of The Longevity SPA and its 700 sqm / 7,500 sqf, placed in the medieval west wing of the complex, on the basement level. Its immersive space, services and treatments are accessible to both hotel guests and to the public.

The Longevity Method stems from over 20 years of research by the team led by Dr. Massimo Gualerzi, Cardiologist, Co-founder, and Scientific Director of The Longevity Suite, combined with the pharmaceutical expertise of Elisa Mondelli, Co-founder, and Head of Business Excellence, and the visionary insight of Luigi Caterino, Co-founder, and CEO.

Cold, Detox, and Aesthetic Awareness are at the core of the programs and the most innovative wellness and health technologies seamlessly integrate into cutting-edge protocols to achieve a perfect balance between external beauty and mental well-being.

The Longevity Spa guides you towards your best self through a perfect balance of health, mindful beauty, and mental energy; a forward-thinking lifestyle focused on the “here and now”, mindful and authentic beauty, an approach to time where health is at the centre of our choices. ■

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