



The President of Well being

Benessere (well-being) should be President Sergio Parenti's middle name. He is the perfect figurehead for the modern culture of well-being – in the perfect dolce vita-country, Italy.

As President of the group STB (Società Terme e Benessere), he is the key figure in a major co-operative project that is aimed at patients and tourists, the local population and foreigners. He has the best possible personal qualities to fill this role. Parenti is a godfather-like man of the world, impeccably dressed in the heat of the summer, a visionary, founder, and light-hearted Latin. He is also a dog-loving entrepreneur, and our four-legged friends are also welcome to take advantage of what's on offer and check into the hotel.

I am always engrossed in understanding of the guests' perspectives and wishes. It's no longer enough just to point to the tower in Pisa and Brunelleschi. We must think new within the old traditions to promote a healthy and marketable product.

Parenti is exceptionally modest about his own success, but he does say that he likes to conjecture about future trends and if possible anticipate them.

Parenti glows with pride as he shows us round the SPA paradise from the 1100's. When San Giuliano Terme was re-opened just under a year ago after comprehensive refurbishments, where a number of rooms had their original ceiling paintings restored, a larger public was able to admire the work of the Grand Duke of Tuscany (later Holy Roman Emperor) and his wife Maria Teresa of Austria. They had created a fine "ozio e delizia" here – a place where the noblemen and women of Europe could indulge in relaxation and pamper their health. Now, the vast majority of people can enjoy the Bagni di Pisa.

Not only is the architecture breathtaking, the menu in the restaurant, in addition to healthy juices and herbal teas, offers all you may wish of delights to sip at. A few kilometres away – in the small village of Casciana Terme – we find another SPA centre with all its accompanying glories. On closer inspection one finds centuries old frescos and rustic vaults. This is destined to be "Terme Villa Bomi", and according to a promise from President Parenti "the major news item at international level". 'Il Presidente' leaves no doubt about whom the Principal is. He balances on thin planks and describes the apartments in detail, adjacent to Turkish baths and three thermally heated pools, how the apartments are designed so that the guests can wander unseen in their bathrobes to the cafeteria across the courtyard. Professional, highly trained staff, always ready to meet your every wish. Parenti doesn't stop until all details are noted; including a natural ventilation system through specially designed slate walls. So when will all this be finished? The Principal who owns it all has not a shadow of a doubt: September 2006.

konstruert slik at gjester skal kunne vandre usett i badekåpen til kafeteriaen tvers over tunet. Hvis de da ikke foretrekker å lage egen mat i eget kjøkken. Profesjonelt personale står alltid til tjeneste. Parenti gir seg ikke før alle detaljer er notert, iberegnet et naturlig luftningsystem gjennom spesialkonstruerte taksteinsvegger. Når alt dette blir ferdig? Byggherren eier det meste, men ikke skygge av tvil: september 2006.

All denne gründerentusiasmen blir lettere å forstå når Parenti snakker litt mer om seg selv.

– Jeg kom akkurat tilbake fra Hellas, der jeg var invitert til å luften ideene mine på en internasjonal kongress, med det formål å inspirere dem til lignende tiltak som dem vi har satt i verk her i Toscana. Turistministeriet i Uruguay er også interessert i overførbare ideer. Man kunne si at jeg er en gammel mann som aldri lykkes i å holde ting for meg selv. Ellers må jeg

innrømme at selv om jeg liker å reise utenlands og oppsøke andre mentaliteter, får jeg en endeløs hjemlengsel som alltid får meg til å reise tilbake fortest mulig.

- Signor Parenti, er du også en mann som aldri slapper av i varmen, iført t-skjorte og kortbukser, om ikke annet så for å demonstrere litt folkelig benessere-stil?

- Det måtte være på kveldstid, når jeg tar labradoren min, Prince, på en spasertur. Når jeg er på jobb, liker jeg å se ordentlig ut, ikke minst av respekt for andre.

Ha det bra – à la carte

Og sannelig er det vanskelig å tenke seg både en sjef og en jobb med et behageligere ansikt utad. Syk eller frisk – her er noe for alle. Har du revmatiske skader, luftveistrøbbel, trenger rehabilitering og trening, vil du ha forebyggende behandling - venter det deg et kvalifisert mannskap



Norwegian flyr Oslo – Pisa hver mandag, onsdag og fredag. Fra Pisa flyplass til Pisa sentrum går det buss hvert 20. minutt. Prisen er 0,85 euro en vei. Bussen stopper i byens hovedgater inkludert Piazza dei Miracoli.

