

BORGO EGNAZIA

PUGLIA, ITALY

A Happiness Retreat in a Blue Zone Setting

TEXT Emilia Florek-Guerrero

Magical Puglia, located on the south eastern coast of Italy, with numerous UNESCO World Heritage sites, showcases Italy's unique culture, art and history.

A place that brings tales of Puglia alive through its timeless architecture, natural and picturesque setting as well as local, authentic experiences, is the Borgo Egnazia. It is a multi-award-winning property, a heart-warming place nestled among millennial-old olive trees, surrounded by the scenic San Domenico Golf and two charming private beaches, Cala Masciola and La Fonte offering endless opportunity to soak up the sun's rays while basking in the fresh sea breeze. Especially as Puglia also enjoys both a mild autumn and winter season.

At Borgo Egnazia a tribute is paid to Puglian architecture created by a local designer - Pino Brescia, as it is built entirely on the shapes, colours and materials, with hand-cut local stones and "tufo" - the rough typical limestone of a typical Puglian village amplifies the architecture of this region.

The property offers three different types of accommodation. Il Borgo - where walking along the narrow "streets" and main Piazza with its iconic clock tower and 92 townhouses will transcend you back in time. Le Ville - 28 villas providing an oasis of tranquility and seclusion where each features a private pool and garden. And finally La Corte - the main building, with 63 refined and cozy rooms divided into three categories.

The quintessence of Borgo Egnazia is the concept of wellbeing, a presence that can be felt in each and every corner of this property. Borgo Egnazia is a pioneer in wellbeing and happiness travel, and its approach is confirmed by an international certification, as it became the first hotel in the world of its kind to offer a new way of experiencing hospitality. Its "Blue Zone Retreats" certified by the BLUE ZONE Institute are based on specific lifestyle habits that cater to the discovery of the secrets of longevity. These principles are reflected in the "Power 9" of Blue Zones: Move Naturally, Purpose, Down Shift, 80% Rule, Plant Slant, Wine at 5, Belong, Loved Ones First, and Right Tribe.

The "Happiness Break" is the essence of the Borgo Egnazia's fascination around wellbeing.

"I started studying the science of happiness in a very profound way understanding how to innovate our already existing experiences and creating new ones that could unleash our guests' potential of being happier with a science based, result driven approach. This is how our Happiness Break programs were born" - explains Erica D'Angelo, the Director of Wellbeing at Borgo Egnazia. As in the end "What



is human life's chief concern?" "It is happiness." claims William James, the "Father of American psychology".

A journey towards happiness offered by Borgo Egnazia takes place during a 3-day or 6-day stay executing a tailor-made program based on two fundamental steps: the Pro-happiness test performed online and the Aroma Intro on the premises, "an adventure in pursuit of a renewed sense of happiness, which uses the universal language of perfume. A perfect combination of art and science which allows you to establish a sincere connection with your potential", continues Erica D'Angelo.

The Happiness Break is available all year round and offers many other highlights: a careful selection of fitness, movement and mindfulness classes, spa treatments and a "Laughter Art" workshop; all preceded by a consultation and educational online video classes catered

to the individual needs. Besides that, you can decide if you want to have a power walk to meet the morning sun, a cycle tour, or savour a glass of fine wine by the sea.

Another important essence of Happiness and Blue Zone retreats at Borgo Egnazia is the cuisine. Here, you will not only be provided with the best, but also gain priceless knowledge associated with





mindful and healthy eating. There are six restaurants at the Borgo Egnazia that offer traditional dishes with locally grown and hand-picked ingredients. It is no surprise that the gourmet restaurant "Due Camini" is a Michelin Star recipient with its magnificent creations seen nowhere else. Also, one should take advantage of the beautiful sea view and dine at the Masciola offering superb quality seafood.



A centerpiece of a stay at Borgo Egnazia is a visit to the Vair Spa, which represents a yet unknown dimension of wellbeing. Here, you will be taken on a journey that will rejuvenate your body almost instantaneously.

"We use freshly squeezed lemons, sea salt and of course olive oil in many of our treatments. Our facial Abel Bel Vair Stories treatment uses exclusively local and fresh ingredients: aromatic herbs from our garden including lavender and rosemary as well as apricot and cherry oils," explains Erica D'Angelo. The treatments at the Vair Spa are unparalleled as the highly skilled and innovative therapists-artists apply techniques inspired by the "Science of Happiness". In addition, you can enjoy a vigorous workout at the fitness area or indulge in the heated indoor pool. After,

you can rejuvenate in the meditation room, the sauna, Roman Baths, or in the steam bath with an ice fountain. The options are endless, and many are tailor-made to your needs and desires.

As the Dalai Lama claims: "The very purpose of our life is happiness, the very motion of our life is toward happiness", Borgo Egnazia together with its Blue Zone setting and the Vair Spa as its pinnacle, creates a perfect environment



for cultivating happiness.

All this takes place while experiencing meaningful human connections as relationships are the number one predictor of happiness. Borgo Egnazia is a place which takes you closer to your own equilibrium marking a starting point in your life-changing experience towards a light and joyous vision of life. It is a place like nowhere else.

Borgo Egnazia
Savelletri Di Fasano
72015 Fasano Brindisi
Italy
www.borgoegnazia.com