

Spuma^{sport}

RIMINIWELLNESS

IN COLLAB WITH THE WELLNESS EXPERIENCE SHOW

Vanessa Villa
Gentle warrior

Giovanni Tomassini
Captain, between sea and basket

Marco Zanni
A rebirth on the run

Mocktail
Drinking well without alcohol

RiminiWellness
20 years of sport at the fair

Meeting on the run
Running dating

Athleisure 2.0
Iconic sporty looks

RiminiWellnessOFF
All the off-fair events

SPUMA SPORT, AT THE RHYTHM OF THE WAVE

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WITH THE CONTRIBUTION OF



Spuma of wellness and sport

RIDING A NEW WAVE, AT THE START OF A NEW ADVENTURE

There is something magical about beginnings. In that precise moment when you make a decision, lace up your shoes and go. And even when you don't know exactly where you'll end up, you know that along the way something will happen, that the journey itself will be the real experience.

It is in this same spirit that this first issue of Spuma Sport was born, created in collaboration with RiminiWellness and IEG. A beginning that meets an anniversary: twenty years of an event that transformed fitness into culture and movement into a universal language.

Rimini, when it comes to sport, is already a beautiful story. That is why in these pages we talk about a healthy and vital way of being in the world: of a Riviera that wakes up early to run along the Parco del Mare, and at sunset stops on a SUP board or on a mat with a view of the water. Of those who cycle through Valmarecchia, between slow curves and full silences, and of those who after a game on the sand choose recovery, because taking care of the body is part of the activity, not a distracted pause.

In these pages there is all of this, and something more. The athlete's breakfast, essential and mindful, or the great reward of a great achievement. There is wellness that becomes experience. Non-alcoholic cocktails, in a balance that does not mean giving up. There is sports fashion, because aesthetics too is always in motion. And then running, which today is also a way to meet people: community, apps, new connections. Running together, even when you set off alone.

Sport is good for you, we know that. But it does good deep down: it trains resilience, teaches us to push past our limits, to fall and get back up, it builds bonds. It shortens distances. It brings you back to yourself before anyone else. It has no age, asks no permission, knows no seasons. And over the years it becomes more and more awareness.

It is not a passing trend but a culture, it is not a tendency but a discipline, a way of being in the world, indeed. And living well in it.

And we are happy to be here, at this new beginning.
Riding a new wave.



FEDERICA PIERSIMONI
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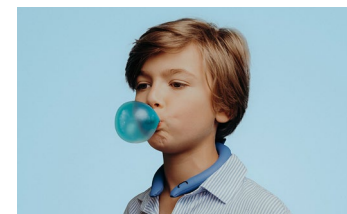
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SHOPPING

GRAVEL

RUNNING

SPA RECOVERY



Vanessa Villa

THE STRENGTH THAT COMES FROM WITHIN

From karate to gentleness as a daily practice. With *Awaken the gentle warrior within you*, Vanessa Villa tells a personal journey that became a method. To transform your own life, starting from yourself.

Entrepreneur and wellness educator in the field of psychophysical wellbeing, Vanessa Villa is the creator of FightGently, the mind and body training method founded in 2020 that has given life to a growing community of "Gentle warriors": women who choose a conscious approach to personal transformation. In her first book, released on May 5th by Rizzoli, she places a powerful and calm idea at the centre: true strength is not control, but listening. The book is born from her own experiences: a life shaped by the discipline of sport, inner research and motherhood. We met Vanessa to hear her tell us about this journey. And she wrapped us in her formidable energy.

You grew up in Riccione, then Milan, then London. Looking back, do you see a red thread or separate chapters?

I see a very clear red thread, made of passion and curiosity. I have always had the need to discover the world around me and every city made me discover something deep. It was not just moving physically, but shifting my gaze on my life. Every time I added a piece. And at the end of every stage I found myself always more centred, more free, more myself. That is why I don't see separate chapters, but a single journey.

FightGently was born in 2020 combining karate, yoga, tribal movements and meditation. What makes the meeting between strength and gentleness so perfect?

Everything comes from a very personal need: to transform a wounded part of me, full of scars, into a freer version. I combined everything that shaped me. Karate is my foundation: discipline, strength, managing energy and emotions. It is the part that taught me to pursue my goals. Yoga came at a different moment, when I understood that I was too hard on myself. With others I was gentle, but not with myself. That is where I began to truly practice self-love. Tribal movements come from my travels, from contact with nature, from experiences even very distant that brought me back to something more

Rimini out of the ordinary

Interview by FEDERICA PIERSIMONI

@vanessavilla

rimini/riccione

personalities

7 minutes

© Left Ph: Marco Onofri



original. At a certain point I understood that strength and gentleness are not opposites. On the contrary: strength without gentleness becomes rigidity, gentleness without strength is not effective enough. Together, instead, they create transformation.

You were five times Italian team champion and once individually. Then you left competitive sport. What did you lose and what did you gain since you stopped competing and started teaching?

I left competitive sport because I no longer felt aligned, but I did not experience it as a loss. I never felt like just an athlete: I have always been a person with many facets, interests, paths. When I stopped, in 2018, my life was already full of other things. I had already started building something of my own, so changing direction felt natural. Karate however never left my life: it remained my foundation, but in a different form. No longer tied to competition, but as a daily practice, as inner training. And then there is something that for me today is fundamental: guiding people. I don't like saying that I teach, I prefer to say that I accompany. I leave a seed and each one grows it in their own way. It is a very beautiful process, because you see people transform without imposing anything.

“ STRENGTH WITHOUT GENTLENESS BECOMES RIGIDITY, GENTLENESS WITHOUT STRENGTH IS NOT EFFECTIVE ENOUGH. TOGETHER, INSTEAD, THEY CREATE TRANSFORMATION ”

You live between London and Milan. How much do you miss Riccione?

I miss it deeply. It is exactly what Riccione evokes for those who were born and grew up here: slower time, scents, simple things. I miss the smell of the sea, the smell of piadina, the lightness that makes you fall in love with small things. I miss it and yet I manage to bring a little of all of this into my life even when I am far away. In London there is always a little of my Riccione, hidden in the simplest gestures, like the fresh flowers I put on my table that remind me of the flowers from my home in the countryside in Riccione. These are my roots, and without them I would not be myself. When I return to Riccione, I return to myself too. And walking through these streets reminds me of where I come from: I see again the karate gyms, the sports halls, I breathe the Romagnol simplicity, the sincere relationships. It is what keeps my feet on the ground, even while I build the life I desire.

The Riviera is changing: less nightlife, more wellness. How do you see it?

I lived the nightlife Riviera to the full, even working in nightclubs. It was a very strong world, creative, full of energy, and I keep wonderful memories of it. That musical component stayed inside me: it is part of my practices too, of my way of working. I even wrote the book while listening to music. But the change I see today is interesting. A more conscious way of experiencing fun: lighter, more present. Dancing during the day, truly meeting each other, talking. The night often does not allow deep connections, but the day rekindles relationships, and makes people truly meet. I like this evolution. And I am a person who transforms: if the world changes, I try to grasp its best side.



In the book you talk about the figure of the "gentle warrior". And her awakening. But who is the gentle warrior?

In every woman there is a gentle warrior. It is not about a perfect or invincible woman. She is a woman who chooses to stop fighting against herself. Who recognises her own vulnerabilities and transforms them into strength. Who remains sensitive, and knows how to work on her fragilities, while every day she tries to stay in balance between discipline and love. And it is a daily practice, not a point of arrival.

Who is the book for and what does it represent for you?

It is for all women who feel a drive towards themselves. Who need to listen to themselves, to know themselves, to recognise themselves. Inside there is my whole story: from discipline to strength, from gentleness to unconditional love, through to acceptance. But there are also concrete tools: visualisation techniques, practices to manage emotions, to protect your own energy, to forgive. It is a very intense book for me, because it is the crowning of a journey. It is the way my experience becomes something useful for others too.

In Vanessa Villa's journey, strength changes its meaning: it is no longer just discipline or control, but presence, listening, transformation. A trajectory that crosses different worlds – from karate gyms to appearances on television programmes, passing through fashion – without ever losing a centre. True evolution is not becoming someone else, but removing layer after layer everything that distances us from who we are. And so that multiplicity recomposes itself into a new vision rich with all the experiences that took her far and that know how to bring her back home. With feet in the sand.

“IN EVERY WOMAN THERE IS A GENTLE WARRIOR. IT IS NOT ABOUT A PERFECT OR INVINCIBLE WOMAN. SHE IS A WOMAN WHO CHOOSES TO STOP FIGHTING AGAINST HERSELF”

Athlete's breakfast

LOCAL SPOTS
AND CAFÉS THAT
BET ON WELLNESS
AT THE TABLE



SPUMA EDITORIAL STAFF



around



taste



3 minutes

Breakfast is the first training session of the day. Sweet or savoury, quick or slow, it is the moment when you get moving. Here are four addresses, between cafés, brunch and perfect proposals for finding the right energy boost. Even for those who train.

beO CAFFÈ

A temple for those seeking wellness without giving up taste. At beO breakfast is a ritual that regenerates: fresh juices, colourful bowls and veg options that give the right boost without weighing you down. It is the perfect spot for a light pre-workout or a post-run recovery immersed in a zen atmosphere. Excellent raw ingredients and constant research: here the boost is green, healthy and decidedly sport-friendly, transforming the first meal of the day into a natural recharging experience.

♥ @beo_cafe

Piazzale Benedetto Croce 3, 47921 Rimini (RN)

PANENOSTRO

Stepping into Panenostro means slowing down the pace and breathing a very particular atmosphere. Here breakfast starts from an ancient gesture: sourdough is kneaded with noble flours, creating combinations of incredible flavour. It continues with brunch, with a very rich menu that smells of old-fashioned kitchens and is enriched with proposals that come from afar. There is no shortage of dishes dedicated to those with particular needs. For a pre-training breakfast or a brunch at the end of a run, steps away from the seafront.

♥ @panenostro_lab

Viale Amerigo Vespucci 71, 47921 Rimini (RN)

NASDAQ CAFÉ RIMINI

It is not just a bar, it is an adrenaline shot that makes you think of a musical. At Nasdaq energy vibrates thanks to an all-female staff that greets you good morning with straight-talking warmth. Besides fabulous pancakes and sandwiches, the extra gear are the words: motivational quotes everywhere train the mind and the good mood. A unique atmosphere, neighbourhood-feel but that seems to take you elsewhere. And not by chance, at the weekend, they bring their energy and their breakfast to Avamposto, under the Ferris wheel.

♥ @nasdaqcaferimini

Viale Euterpe 3/e, 47923 Rimini (RN)

SBIONTA

If your training calls for quality calories, Sbionta answers. Famous for its rich and never predictable offer, it is the kingdom of XL pancakes and fillings that make you dream. Perfect for a Sunday feed or a long brunch with training friends. Here taste wins hands down: from the very name ("Sbionta" is said of the sun, the sand, the scorching coffee) a mix of Riminese tradition and modern spirit, ideal for those who live sport with passion and want to reward themselves big.

♥ @sbiontarimini

Viale Amerigo Vespucci 85, 47921 Rimini (RN)

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Comodità senza pari a Rimini: vicino al mare, alla Fiera di Rimini e ai servizi!

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Sport & Spa

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CARE FOR YOUR TIME

by VALENTINA SORRENTI

@valentina_sorrenti

around

wellness

5 minutes

There is no better performance than one with excellent recovery. In Romagna a new energy is born that unites Sport and Spa, where relaxation becomes functional to muscle regeneration. Cutting-edge facilities give value back to rest time, offering athletes bio-regenerating paths to get back on track with new energy and care.



1

BLU SUITE, BELLARIA THE SALT OASIS FOR POST-WORKOUT

In Bellaria, muscle recovery passes through an embrace of salt. Blu Suite is not just a Spa, but an eco-system where the body regenerates after effort. Between the saline pool, decontracting massages and detoxifying paths, the experience is designed to release athletic tensions. Here wellness becomes a functional ritual: a hospitality model that enhances performance, creating balance all year round.

♥ @blusuiteresort
Via Alfonso Pinzon 290,
47814 Bellaria-Igea Marina (RN)

2

SPA HOTEL SAVOIA, RIMINI IN THE NAME OF RELAXATION

The Savoia is an institution that has known how to evolve into a sanctuary of athletic preparation too. Its Spa is an elegant refuge where anti-fatigue treatments meet modernity. Expert hands transform oils and essences into a regenerating experience, ideal for those who live sport with seriousness and method. Every path is an act of love for physiology: from deep massages to silent relaxation areas. To preserve muscular balance and power, one minute at a time.

♥ @savoiaspa
Viale Amerigo Vespucci 44,
47921 Rimini (RN)

3

I-SUITE, RIMINI THE ALCHEMY OF DESIGN AND RECOVERY

At the I-Suite in Rimini, the rooftop Spa is a futuristic vision for those seeking the maximum from their own body. Wide glass walls and fluid design welcome cutting-edge wellness. It is not just a sauna, but a path where technology meets physical enhancement. Between chromotherapy and water paths, the mission is clear: to regenerate while embracing with your gaze a sea horizon, for a moment of beauty after a sporting performance.

♥ @isuitehotel
Viale Regina Elena 28,
47921 Rimini (RN)

4

HOTEL CORALLO, RICCIONE THE SEA WITHIN AT CORALLO BAY

In the heart of Riccione, Corallo Bay transforms the philosophy of rest into a deep sensory experience for the athlete. The Spa feeds on light, offering cryotherapy treatments and hydromassages. Every session is a liturgy that celebrates cellular regeneration. The true revolution is the time rediscovered between warmth and silences, where the quality of protocols and the professionalism of the staff give value to every moment of technical rest between one training session and the next.

♥ @corallobay_riccione
Viale Antonio Gramsci 113,
47838 Riccione (RN)



Giovanni Tomassini

*Riminesi
by choice*

THE CAREER OF A CAPTAIN, BETWEEN SEA AND BASKET

A point of reference and decisive shooter, between returns, falls and time passing on the court and in a Rimini all his own.

interview by **FEDERICA PIERSIMONI**

@giovitomtom

rimini

personalities

7 minutes

© Ph: Nicola De Luigi

There are players who score points. And then there are those who mark the moments. Giovanni Tomassini belongs to the second category: someone who knows how to take responsibility, on and off the court.

Born in Cattolica, raised basketballwise in Pesaro, a career built crossing Italy - from Verona to Treviso - until the return to Rimini, where today he is captain and point of reference. Silent leader, decisive shooter, an athlete capable of going through injuries and long breaks without losing direction, but also a man with balance and measure. We met him in Rimini to talk about returns, falls and continuity: and about how you stay yourself while time passes and places become home.

You were born in Cattolica, grew up in Pesaro, you travelled Italy. When Rinascita Basket called you back in 2023, what convinced you to say yes?

It was more a return than a choice from scratch. I had already played here many years ago, in another phase of my life and of basketball. Rimini has always stayed with me: I followed it even when I was far away, also because friends of mine played here. Then there was also the home factor: Coming back close to my roots weighed on the choice. It was not something planned, but when the opportunity came up I understood it was the right moment.

You went through two knee operations and almost 500 days off the court. How do you get through a period like that?

It is not simple, because beyond the physical side the mind comes into play. These are moments when it is easy to ask yourself questions: how will I come back, if I will come back, when I will come back. But I am not someone who gets knocked down easily. I tried to stay inside the work, even in the things I did not enjoy. The weights room, for example, has never been my passion, but in that period I learned to give it value and today it is part of my way of training. What is truly fundamental are the people: my girlfriend, my family, my friends. In those moments you lean on this too.



The decisive three-pointer against Brindisi, with 4 seconds to go. How do you live those moments?

They are moments where I try to disconnect for a second from everything, not to think too much. They are moments I like, sometimes I even look for them, knowing full well that you can get it wrong. It has happened many times. Other times instead it went well and I made the team win. In those situations I try to detach myself, it is my way of being in it. Truly training for them is difficult, because you cannot recreate that pressure. You can only learn to manage anxiety, each in their own way. And then we won the Cup: maybe it is not a championship, but it is still a trophy. And trophies serve this purpose too: to make everyone celebrate.

Since 2025 you have been captain. What does being one mean in Rimini?

Being captain is a mark of esteem: it comes from the club and the coach, so it means they consider you an important person even before a player. And that feels good.

“ WHAT MATTERS MORE TO ME IS BEING A POINT OF REFERENCE IN THE DRESSING ROOM, ESPECIALLY IN DIFFICULT MOMENTS. THAT IS WHERE YOU TRULY SEE WHO YOU ARE ”

But what matters more to me is being a point of reference in the dressing room, especially in difficult moments. That is where you truly see who you are. The armband has a value, but what I care about is being there when it is needed.

You really live Rimini. What struck you about this has created a nice bond of complicity that goes beyond the city?

I already knew Rimini because I lived in Pesaro, not far away. I had also played here years ago. Today it is a somewhat changed city compared to fifteen or twenty years ago, but it remains beautiful. It is a city that especially between spring and summer, comes alive: you live well, you stay outdoors, energy is created. I am now integrated, I know a lot of people and I have built several friendships. I had felt good here as a young man, today perhaps even more so.

You are 37 and you are having a great season.

What changes in the relationship with your body?

The further you go with age, the more continuity becomes fundamental. Not so much the quality of the work, but the consistency. The goal is to have as few aches and niggles as possible. Today if I stop for two or three days the recovery is much longer compared to when I was twenty. Back then I could afford it, now I cannot. That is why the work is not only on the court, but also prevention. It is something you learn with experience and with injuries: you know your body better, you improve certain aspects and this helps you both in performance and in daily management.

Your favourite spot in Rimini?

On nice days my place is piazzale Kennedy: there is the Lella al Mare, the Ombelico. They are my refuge in front of the sea when I can stop for a moment. The sea for me is fundamental, it resets me. Then there is also the Barrumba, which by now has become a fixed point: people who over time have become friends as well as fans.

The relationship with the fans?

It is excellent, by now with many of them we are practically friends. There is always the joke about me being from Pesaro, given the rivalry between the two cities, but it is all very light. We tease each other, without ever any heaviness. And this has created a nice bond of complicity that goes beyond basketball. And it would be great if it were always like this.

In basketball you need continuity, presence, the ability to stay inside situations when everything accelerates and the margin shrinks. Giovanni Tomassini knows this and does it brilliantly: not just a decisive shooter or a captain, but a player who has learned to stay in time. Who has crossed cities, injuries, breaks and returns without losing direction. And scoring a great comeback.

In Rimini he did not simply return: he found a fixed point in his team and in his private life. And in that space, between the sea, outdoor basketball courts or indoor arenas, relationships and friendships, he built a form of continuity that is not only about the court, but about the way you live a career to the full.



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IL GELATO FUNZIONALE
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Rimini

Summer at the net

BEACH VOLLEY, BEACH TENNIS, FOOTVOLLEY

In Rimini, summer sport happens in an open-air arena. When the sun goes down, the floodlights and the challenges on the sand remain. A love that defies even winter.

There is a sound that in Rimini marks summer better than any hit played on the radio: it is the sharp strike of a ball on a racket, the thump of a ball hit with the chest, the shouts of celebration that reach the last rows of beach umbrellas. When the sun scorches, the beach is not just relaxation, but transforms into an open-air arena where **Beach Tennis, Beach Volley** and **Footvolley** are the disciplines of a tournament that starts as soon as the weather turns fine. It is the summer "at the net", a ritual that transforms every lido into a field of challenge.

The ritual of changing ends

Those who live the Marina know it: the courts have no owners, only temporary custodians. The baton is passed (and the net) between different teams, in an endless relay that lasts from early morning to sunset. It is the democracy of the sand: it does not matter who you are, all that counts is how fast you run and how much desire you have to dive. This ease of play is the soul of every sport that in Rimini is played on the beach. From the first to the last. Like the latest trend, Footvolley, which in its "be-table" version breaks down every barrier: you do not even need the net, just a curved table and the desire to defy gravity with your feet.



by PAOLA RUSSO

@paola_ruspah

rimini

sport

5 minutes

Beyond the sunset

But the true magic happens when the sun begins to set. The intense heat loosens its grip, the air cools and the very tall floodlights switch on and become spotlights. Evening tournaments are the beauty of days that never want to end: adrenaline rises, the sand beneath your feet turns cool and the challenge becomes epic, suspended between the sound of the night-blue sea and the lights of the kiosks. This is where joy and friendship enter the field, an experience that unites sport and sociality.

A love that does not go on holiday

And for those who discover that, once the last net is taken down, they simply cannot do without it? No problem. If passion grabs you, summer in Rimini does not end in September, but continues indoors. The city awaits you in indoor facilities to defy winter, keeping the magic of warm sand alive all year round. Because in the end the season or the temperature does not matter, all that counts is the desire to win a new court and not let the ball drop. Waiting to pass it to the next summer.

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Marco Zanni

A STORY OF REBIRTH

From the shadows of addiction to the dust of Santiago: a good journey made of running. The story of a young man who understood that winning is running towards yourself.

There are stories that speak of falls. And others that speak of fresh starts. Marco Zanni's is both: an interrupted trajectory, a silent drift and then, slowly, the choice to return to himself. Former athlete of the youth national athletics team, Zanni went through difficult years, without ever completely losing contact with what he had been. Today he runs again, has found balance and is preparing for a challenge that is both symbolic and physical: covering the Camino de Santiago on foot running, transforming it into a story of rebirth.

Marco, let's start from the beginning: what happened after the years in the youth national team?

Until I was 18 I was in the athletics national team, then I stopped. From 19 to 26 I took a different road, far from the one that already seemed written for me. At the beginning it was curiosity: first marijuana, then, slowly, also cocaine and ecstasy. It was a long journey, almost eight years, so gradual that I did not realise how much I was sliding into an addiction. And this is an important thing: I was not marginalised, I had a job, friends, relationships. I used it sporadically, especially at weekends. Only in the last few years did I start during the week too, and that is when something clicked. I do not want my story to seem tragic: I would like it to be an example for those who today live similar situations without even realising it.

When did you understand that you had to stop?

When I no longer recognised myself. I came from a life as an athlete and I realised I was going in the opposite direction, surrounded by relationships and unhealthy situations.

The lowest point was not just hurting myself, but making others suffer too. There I had a moment of clarity: I understood I did not want to be that person. Psychotherapy was the beginning of the turning point. It helped me find myself again, my values. Deep down what I was missing was love for myself. I could not care for myself, I let myself be dragged by what was around me. When I started to "steer my own boat", instead of being carried by the current, everything changed.

*Riminesi
in movement*

interview by FEDERICA PERSIMONI

@marcozanni92

rimini

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7 minutes

© Ph: Silvia Franzini



And from there you went back to running.

Yes. After nine years. At the beginning it was just to feel well, to take care of myself. I completely changed my lifestyle and stopped all substances. The first two years were very hard: continuous training and injuries, I was not physically ready. Then I built a team: nutritionist, coach, physiotherapist. And little by little the results came back too: I started winning races, like the Pisa half marathon, and was invited to international competitions. But the real victory had already arrived before that.

“ YOU CAN GET OUT OF CERTAIN SITUATIONS. I MADE IT BY LISTENING TO MYSELF AND SURROUNDING MYSELF WITH PEOPLE WHO LOVE ME ”

What role did the people around you play?

Fundamental. In 2020 I met the woman who is today the mother of my son. She was the "cherry on the cake": a healthy person, with different values from those I had before. She gave me an extra push to distance myself definitively from that world. But the truth is that the change had already started inside me.

Does the Santiago Project come from this awareness?

Yes. Two years ago I started telling my story on social media and received many messages from people who felt inspired. I did not expect it. At that point I thought: why not do it in a bigger way? That is how the idea of a documentary along the Camino de Santiago was born. I had already done that camino ten years ago, in a dark period. For a month I had felt centred, but then back home everything started again. This time it is different: back then I was looking for myself, today I want to send a message.

What does this challenge consist of concretely?

I leave on May 3rd. I will be followed by two videomakers from Riccione who will document everything. I will do about 50 km a day: it is demanding, but I am not afraid of the distance.

The only unknown is my tendons, because I suffer from tendinitis. I have 16 days to complete it, but the record is 14. So why not try to do it in 13? It would just be a few more kilometres a day...

Many people wrote to you asking to join you.

Why did you choose to do it alone?

Because it is a very intimate journey. It is not just a run: it is a path inside myself. I am a very introspective person and the presence of others would condition me. I want to relive everything to the very end. Only that way can the message be truly authentic.



What message do you want to leave for those going through a difficult moment?

That you can get out of certain situations. I made it by listening to myself and surrounding myself with people who love me. The hardest thing is allowing these people to come close, because often the temptation is to push them away. But above all you need to have the courage to take your own life in hand. Not let yourself be dragged along, but choose. Even when it is difficult.

The Santiago Project is not just a sporting challenge, but a story in motion. Supporting it is also Visit Rimini, which chose to stand alongside Zanni on his journey. A story of falls, certainly. But above all returns. Because true strength, deep down, is not never making mistakes. It is realising you have got lost and having the courage to change direction. Even slowly. Even one step at a time. Marco Zanni does not run just to arrive. He runs to remember who he is, to stay faithful to that choice made in the most difficult moment: returning to himself. And in this journey, every kilometre becomes something more than a distance. It becomes a taking of responsibility, a reconquest, a promise kept. The Santiago Project is all here: not in the performance, not in the time, not in the record. But in the message it leaves behind. That you can start again. That you can choose. That it is never too late to take back your own life.

“THIS TIME IT IS DIFFERENT: BACK THEN I WAS LOOKING FOR MYSELF, TODAY I WANT TO SEND A MESSAGE”

VisitRimini, together on the journey

«As **VisitRimini DMC** we support with deep enthusiasm the **Santiago Project**: we will follow Marco Zanni in his training, in his run and in his dream of rebirth. His story perfectly embodies the identity of our sports and wellness destination: resilience, movement, the desire to grow. Rimini is living a continuous evolution, with a new seafront, a beach that becomes a natural gym and events all year round. It is a city that is reborn and rediscovers itself, just like Marco, and that runs with him towards new goals.»

Mocktail culture

DRINKING WELL, WITHOUT ALCOHOL

Born for those who choose not to drink alcohol, mocktails are non-alcoholic drinks crafted with the same care as a cocktail. A balance between technique, natural ingredients and lightness, perfect also for those who live sport.



GREEN ELISIR

A fresh and regenerating mocktail that unites the vivacity of kombucha with green tea, cucumber and lime, balanced by a sweet note and aromatic mint.

Recipe: 120 ml kombucha (homemade or quality), 3 cucumber slices, 15 ml lime juice, 10 ml sugar syrup, mint. Muddle lightly, add ice and stir.



CEYLON VIBES

A mocktail with a bold character that enhances black Ceylon tea with lime and fresh ginger, enriched by an aromatic note of mint or basil.

Recipe: 120 ml cold black tea, 15 ml lime juice, sweetener to taste, 2 slices of ginger, mint or basil, soda top. Serve over ice.

by LETIZIA QUADRELLI

@letyflip

around

drink

3 minutes

The art of mixology evolves with new codes. Mocktails, non-alcoholic cocktails, unite aesthetics, taste and creativity, offering a refined convivial experience, built on extractions, spices and infusions.



BLOSSOM FIZZ

Elegant and floral, it combines the freshness of pink grapefruit with the delicate notes of elderflower and a light final effervescence.

Recipe: 100 ml fresh pink grapefruit juice, 20 ml elderflower syrup, fresh mint, soda top. Pour over ice and stir gently.



SHIRLEY TEMPLE

The most famous little girl in Cinema history gives her name to a great non-alcoholic classic that wins over for its balance between sweetness and a light spiciness.

Recipe: 150 ml ginger beer, 15 ml grenadine. Pour over ice, stir gently and garnish with a cherry.



La storica bottega in
Viale Rimembranze 74/A
0541 389460

Al Mare in
Piazzale Kennedy 2
0541 673576

Siamo anche in
Via Covignano 96
0541 775505

ANCHE DA ASPORTO



Lella
Piada e Cassoni
Rimini



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RIMINI WELL -NESS OFF

SFOGLIA
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STACCA

Spuma Sport, the insert
that moves with you

All the events and information
on RiminiWellnessOFF

RIMINIWELLNESS OFF

MERCOLEDÌ 27.05

**THE MILE RELAY:
COMPLEANNO DI OLA MOVEMENT**
Borgo San Giuliano
Ritrovo ore 18:30 per tesserati presso
Invaso Parco Marecchia.
DJ set e aperitivo presso l'Edicola OFF
al Borgo San Giuliano dalle 20:30.
A cura di Ola Movement.

GIOVEDÌ 28.05

LANCIO NUMERO SPECIALE SPUMA SPORT
Dove: Edicola OFF, Borgo San Giuliano
A partire dalle 19:30.
Lancio del magazine a cura di Federica Piersimoni.
L'Edicola OFF sarà il quartier generale degli eventi
del centro storico.
A cura di Spuma.

CORSO DI CICLISMO PER BAMBINI
Pista Ciclopodistica "Masinelli", Via Sacramora 196
Ore 18-19 e 19-20.
Istruttori federali insegnano guida, equilibrio
e destrezza tra birilli e ostacoli.
A cura di ASD Pedale Riminese.
Gratuito.

GIOVEDÌ LATINO
Polo Est Village, Bellaria Igea Marina
Orari 20-21 e oltre le 21.
Corso di ballo aperto a tutti, poi serata Salsa,
Bachata e Kizomba sulla sabbia.
A cura di Chiaro di Luna srl.
Gratuito.

**FITWALKING.
CAMMINATA CON ESERCIZI SULLA BATTIGIA**
Spiaggia di Riminiterme
Ore 18-19.
A cura di Riminiterme SPA.
Gratuito.

VENERDÌ 29.05

CORRI MEGLIO
La Running clinic di Corsa Consapevole
di Correre Naturale.
Alle prime luci del mattino insieme a Daniele Vecchioni,
atleta Ironman, Hyrox e ultrarunner:
una vera mini-clinic di corsa consapevole!
Orario: 8:00.
Piazzale Kennedy, ingresso libero su prenotazione,
solo 50 posti disponibili. Link sul sito.



**MATCHA MILES
DI SOFIA MONTAGNA**
Borgo San Giuliano + Caffè Vecchi
Corsa al tramonto con Sofia Montagna,
a seguire aperitivo al Caffè Vecchi.
Arrivo all'Edicola OFF nel pomeriggio.
Evento a numero chiuso, su invito.
A cura di Sofia Montagna.

CYCLING EXPERIENCE
Spiaggia di Riminiterme Ore 18-19.
"Ride the wave!" – cycling on the beach.
A cura di Riminiterme SPA.
Gratuito.

**SUNSET TOTAL BODY WORKOUT
& APERITIVO**
Bagno Tiki 26
Ore 19-20, 20-21.
Allenamento al tramonto con trainer Gotha,
a seguire aperitivo e gadget.
A cura di GOTHA Fitness.
Gratuito.

MOPUR® CUP – 3ª EDIZIONE
Bagni Ricci 141-143, Miramare
Orari: 18-19, 19-20, 20-21, oltre le 21.
Aperitivo con buffet sulla spiaggia, torneo,
musica e festeggiamenti per i 10 anni di FelsineoVeg.
A cura di FelsineoVeg.
Gratuito.

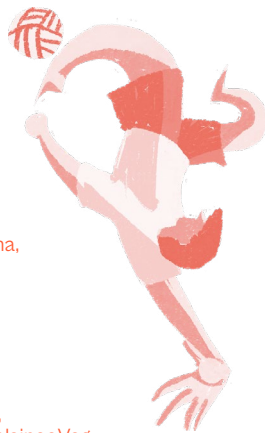
SABATO 30.05

FLUXO SUNRISE RUN
Dalla Spiaggia Libera Porto di Rimini fino al Bagno 45
Orario 5:30.
5 km all'alba lungo la spiaggia, colazione in riva al mare.
A cura di FLUXO S.S.D.R.L.
€10.

TORNEO RIVIERA DI RIMINI
MOAB Court, Piazzale Kennedy
Orario: dalle 14 alle 21.
4 squadre da tutta Italia.
A cura di Riviera Basket Rimini.
Gratuito.

RUNNING CLUB REUNION
Piazzale Kennedy
Ritrovo ore 18:00, partenza run ore 18:30,
aperitivo e DJ set dalle 19:30.
Con i principali running club italiani, special guest
The Fashion Jogger aka Lisa Migliorini e corner
Brooks per prova scarpa.
Aperitivo da La Lella.
A cura di Ola Movement, sponsored by Brooks.

LA CULTURA CHE CURA
Arena Francesca da Rimini
Inizio ore 19:00.
Evento dell'Orchestra EYOS per la Giornata Mondiale
della Sclerosi Multipla: musica, danza, divulgazione
e esibizione di Scherma Storica.



MAGGIO 2026

**POWERADE HYDRO ACTIVE
COMMUNITY REUNION**
Spiaggia Libera Porto di Rimini
Raduno ore 18:30, inizio ore 19:30.
Pilates reunion al tramonto con Silvia Fascians,
Niccolò Famiglietti e Laura Crugnola,
sullo sfondo della ruota panoramica.
Ingresso libero. Sponsored by Powerade.

TOTAL BODY TONE
Piazza sull'Acqua, Ponte di Tiberio
Orario: 18-19.
Allenamento a corpo libero.
A cura di FitnessFREAK srl.
Gratuito.

FUNCTIONAL SUP
Polo Est Village, Bellaria-Igea Marina
Orario 18-19.
Mix di allenamento a terra, equilibrio
e SUP con Filippo Mercuriali.
A cura di Chiaro di Luna srl. €20.

**IL MOVIMENTO FEMMINILE
COME ALLEATO DI SALUTE**
Parco Marecchia - Piazza sull'Acqua, Rimini
Orario: 18-19.
Allenamento con Sara Compagni
su approccio al movimento femminile.
A cura di Da Paura srl / Postura Da Paura / FEM Studio.
Gratuito.

FLUXO ALL IN
Piazzale Kennedy, Rimini
Orario: 18-21*.
Allenamenti outdoor, Panda Workout e BeerYoga.
A cura di FLUXO S.S.D.R.L.
Gratuito.

DOMENICA 31.05

MIND YOUR BUSINESS
EX Ospedaletto, Terrazzo Ala Nuova
del Museo della Città, Rimini
All'alba. Sessione di meditazione immersiva
accompagnata da una DJ session live
sulla terrazza dell'ex ospedaletto di Rimini.
A cura di God Save The Chill + Miracle Of Mind.
Gratuito.

**MOVE & MIND.
ALLENAMENTO FUNZIONALE ALL'ALBA**
Bagno Tiki 26, Rimini
Orario: 5:30.
Un'ora di functional training al sorgere del sole
con Team Elen Souza, stretching finale e colazione.
A cura di Officina Fotografica / Giorgio Salvatori.
€3



**MATCHA MILES
DI SOFIA MONTAGNA**
Parco del Mare + Il Circolino
Evento a numero chiuso su invito.
Corsa mattutina con Sofia Montagna,
a seguire matcha al Circolino.
A cura di Sofia Montagna.

FLUXO ROLLER
Parco del Mare, Rimini. Partenza da Piazzale Kennedy
Orario: 7.
Pattinata mattutina con roller, pattini, risciò e musica.
A cura di FLUXO S.S.D.R.L.
Gratuito.

**LOVE GENERATION -
APERITIVO DI CHIUSURA RIMINIWELLNESSOFF**
Rockisland
A partire dalle 19:30.
DJ set al tramonto sull'Adriatico, cocktail artigianali.
Ingresso libero e 20% di sconto nel locale
per chi ha il biglietto d'ingresso di RiminiWellness.

BE BIKE EXPERIENCE
Giro dei colli in bicicletta.
Orario: 6-7, 7-8.
Esperienza in e-bike all'alba tra i colli riminesi,
a numero chiuso con guide esperte e fotografi.
A cura di Shark Sport Events.
€59

**GMDI.
GINNASTICA MILITARE DINAMICA ITALIANA**
Spiaggia libera, Rimini
Orario: 6-7.
I ragazzi della Ginnastica Dinamica Militare Italiana
ti aspettano per una speciale sessione di allenamento
all'alba, fatto di esercizi a corpo libero senza attrezzature.
Gratuito.

RUNIMENTAL
Centro Storico, Rimini
Orario: 18:30-21:00.
Corsa guidata tra i monumenti iconici di Rimini
con partenza dal Borgo San Giuliano,
conclusione al Necessaire con pizza e DJ set.
A cura di Tredicimetriciquadri + Runi.



GIOVEDÌ 28 E VENERDÌ 29.05

CORSI SPORTIVI.

PILATES, YOGA, FUNZIONALE, RUNNING, CAMMINATA DINAMICA

Piazza Malatesta / Alma Gym, Rimini

Orario: 7-8, 8-9, 18-19, 19-20.

A cura di C.U.S. Bologna.

Gratuito.

VENERDÌ 29 E SABATO 30.05

ADRIATICO SULL'ONDA DELLO SPORT

Piazzale Boscovich e spiaggia libera, Rimini

Orario: 8-9, 18-19.

Con vela, canoa, SUP, beach rugby, frisbee, pesistica, scacchi, aquiloni e molto altro. In collaborazione con CONI Emilia-Romagna. A cura di Club Nautico Rimini ASD. Gratuito.

PROVA MOTO D'ACQUA

Largo Boscovich 12, Rimini

Orario: 18-19.

Su prenotazione (328 72541154 / cnrimini@cnrimini.com).

A cura di Club Nautico Rimini ASD.

Gratuito.

WALKING FOOTBALL

Centro Sportivo Bani, Viserba

Orario: 18-19, 19-20, 20-21.

Calcio adattato inclusivo per adulti e over 40, senza corsa né contatto.

A cura di ASD Victoria.

Gratuito.

SABATO 30 E DOMENICA 31.05

ROLLER DERBY

Piazzale Kennedy, Rimini

Orario: 18-19, 19-20.

Pista polivalente.

Dimostrazione con simulazioni e azioni di gioco.

Sport inclusivo su pattini quad.

A cura di ASD Stray Beez Rimini Roller Derby.

Gratuito.

TUTTI I GIORNI 28-31.05

TECHNOGYM TRAINING

Parco del Mare, fronte Bagno 15

Esperienze di allenamento outdoor con attrezzature Technogym e attività di Run e Outdoor activation.

CROSSFIT & HYROX.

LE 3 AREE DEL FITNESS

Via della Lontra 3 e Bagno Tiki 26

Giovedì orari: 18-19, 19-20, 20-21

Venerdì orari: 6-7, 7-8, 8-9, 18-19, 19-20, 20-21

Sabato orari: 8-9, 18-19

Domenica: 8-9, 18-19

Porte aperte con corsi di Hyrox, pesistica olimpica e allenamento funzionale.

A cura di Way Out SSD / CrossFit Way Out.

Gratuito.

TIRO CON L'ARCO

Arena Francesca da Rimini

Da giovedì 28 a domenica 31, dalle 18-19 e dalle 19-20.

Open day con dimostrazioni olimpiche e paralimpiche.

A cura di ASD Rimini Archery School.

Gratuito.

SCHERMA STORICA.

CORSI E COMBATTIMENTI DIMOSTRATIVI

Centro Storico (Biblioteca Gambalunga / Portici del PART / Arena Francesca da Rimini)

Da giovedì 28 a domenica 31, alle 19-20, 20-21 e oltre le 21.

Corsi da 30 min con tecniche dai trattati storici

e scontri a contatto pieno.

A cura di ASD Sala d'Arme Achille Marozzo Romagna.

Gratuito.

CORSI SPORTIVI

E PALESTRA OPEN AIR

Bagno Tiki 26

Da giovedì 28 a domenica 31: 8-9 e 18-19.

Functional Training, Pilates, Yoga, Cycling,

Crossfit, Zumba e altro.

A cura di Tin Bota srl.

Gratuito.

WELLNESS TALKS

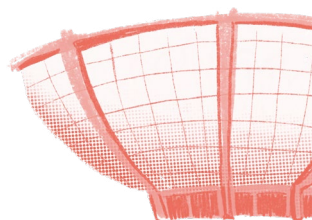
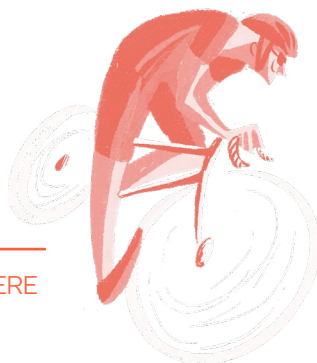
SunPadel Club

Da giovedì 28 a domenica 31: 18-19, 19-20.

Approfondimenti su benessere e prevenzione.

A cura di Luigi Angelini.

Gratuito.



ALL THE INFORMATION HERE
ON THE EVENTS
OF RIMINIWELLNESSOFF

20 years of Rimini Wellness

From trade fair to cultural phenomenon: how RiminiWellness transformed wellness into a collective experience that involves the city, tourism and new lifestyles.

Twenty years ago RiminiWellness was above all a trade fair dedicated to fitness. Over the years the event has grown to become one of the most important international reference appointments. Today it is an observatory on new ways of living the body, wellness and leisure. Training, prevention, nutrition, mindfulness, longevity, experiential tourism.

We talked about it with **Valentina Fioramonti, Group Exhibition Manager Wellness & Outdoor of Italian Exhibition Group**, who told us about the evolution of RiminiWellness and the ever stronger bond between the event, the territory and a precise idea of wellness.

RiminiWellness turns 20 this year. What does this milestone represent for an event like this one?

RiminiWellness in the last three editions has consolidated itself as an international reference point for fitness, wellness and healthy lifestyles. An event capable of attracting under the same roof all the main players of the wellness world and of betting everything on experience, in a b2c and b2b mix that has no equal in the landscape of trade fair events in this sector. It is a four-day event in which visitors can come into contact with the most celebrated brands of the sector, discover all the latest news from the fitness and wellness world, but also meet the top market brands and the main industry experts, professionals, influencers and well-known faces.

Can you tell us about the evolution of the fair in numbers?

RiminiWellness has grown to bring under its pavilions all the souls of wellness in motion: fitness, sport, sports medicine, nutraceuticals, cosmeceuticals, mindfulness and wellness travel. Naturally this evolution has also translated in terms of space: today the event occupies 30 pavilions, for a surface area of 190,000 sqm between indoor and outdoor areas of the venue. All enriched by RiminiWellnessOFF, the off-fair with a programme of events that embraces the whole city. A moment in which more and more brands ask to participate, between exhibition spac-

interview by FEDERICA PIERSIMONI

@riminiwellness

rimini

events

7 minutes



es, sponsorship opportunities and off-show events, because they recognise in RiminiWellness an elected partner to reach the audience of enthusiasts and professionals, an audience that is ever wider and ever more diverse.

Today there is much talk of 360-degree wellness: mental health, longevity, nutrition, sleep.

Does RiminiWellness reflect this new vision?

In what way?

Absolutely. From the universe of fitness and physical training, RiminiWellness has evolved into a platform in which movement is understood as a tool of prevention, wellness and quality of life, also with a view to longevity. In this edition the Health area grows, dedicated

RIMINIWELLNESS HAS CONSOLIDATED ITSELF AS AN INTERNATIONAL REFERENCE POINT FOR FITNESS, WELLNESS AND HEALTHY LIFESTYLES

internationally recognised destination for its sporting vocation. The opportunities to practise sport outdoors are numerous, as is the possibility of combining holiday and physical activity. RiminiWellness chose to found its strategic positioning, with respect to European competitors, precisely on its presence in a territory – that of Rimini and Romagna – naturally inclined towards sport and healthy lifestyle. On this relationship RiminiWellnessOFF is based, an expression of the bond between the trade fair and the territory and implementation of the strategic vision of Italian Exhibition Group in promoting, innovating and guiding the evolution of wellness.

What is the relationship between the fair and the local entrepreneurial fabric?

The bond of the event with the regional and Riminese players is fundamental for the shared enhancement of RiminiWellness and local excellences in this sector. The collaborations with the Municipality of Rimini, the Clust-ER Health and Tourism, the University of Bologna and the Tecnopolo of Rimini allow the event to be rooted in the territory promoting growth and innovation. In addition to all the companies that represent the best of fitness equipment from the Wellness Valley, in the Cesena area, and of food integration and nutraceuticals from the San Marino area.

to health, nutraceuticals and physiotherapy, while numerous players in healthy nutrition, body care and mindfulness also consolidate their presence. There is no shortage of space dedicated to prevention by scientific communicators from the world of physiotherapy, sports rehabilitation and sports medicine, through to coaching, psychological support, stress regulation through neurofeedback, but also the future scenarios of wellness tourism.

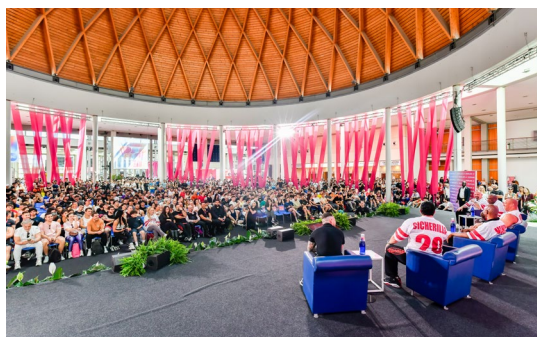
Rimini is historically a seaside and tourism city. How much has RiminiWellness contributed to building a different identity, linked to sport and wellness?

Rimini is a seaside and tourism city, but thanks to the infrastructural evolution of the city today it is also an



Has RiminiWellness become a national reference point for the sector. Do you think it has contributed to growing wellness culture in Italy, beyond the fair itself?

RiminiWellness is the flagship event for the promotion of wellness in motion and the culture of healthy lifestyles. Italy is one of the most sedentary countries in the OECD area, however, as attested by the Osservatorio Valore Sport 2025, in the last 25 years, the share of the completely inactive population has fallen by 7 percentage points, a sign that a change is underway. A greater awareness of the importance of wellness is progressively spreading and RiminiWellness is proof of this. Just consider that the last edition closed with attendance growing by 35% compared to the previous year in which the threshold of 100,000 visits had been exceeded. RiminiWellness is a truly inclusive event: anyone, even those who are normally reluctant to enter a gym for any reason, finds in RiminiWellness a context open to all and it proposes an approach to fitness that is, first and foremost, a community and shared experience.



RIMINIWELLNESSOFF TRANSFORMS THE TERRITORY INTO THE LARGEST OPEN-AIR GYM IN EUROPE



Sport is relationship, growth, culture

«The **Festival of Sports Culture** was born with the aim of bringing sport back to its most noble dimension: the one that places it alongside social and cultural themes and that goes beyond the mere athletic or competitive gesture, recognising it as a tool of integration and as an authentic vehicle of communication. When we imagined the first edition, sport had just come out of one of the most difficult moments of its recent history: closed fields, silence in gyms, forced distances. That very situation pushed us to build something that told its story in a different and deeper way. Not just performance or result, but an experience capable of truly making a mark in people's lives. A space in which you learn to be together, you push past your limits, you grow or simply learn to find balance again.»

This is how Lorenzo Lari describes the vision that gave life to the Festival of Sports Culture, born after the pandemic years to give sport back a new dimension.

«Rimini was a natural choice. In Romagna sport is not an isolated event: it is part of the landscape and of daily life. From the sea to the first hills, every place lends itself to the sporting dimension and holds passion and memory. Today, at the fifth edition, the direction remains the same. The Festival continues to put culture and sport in dialogue without hierarchies, creating moments of encounter and reflection. Because talking about sports culture means talking about people and the territory, and about the way sport can become a relationship and growth.»

LORENZO LARI, HEAD OF THE FESTIVAL OF SPORTS CULTURE

RiminiWellness does not stop at the fair pavilions: in recent years RiminiWellnessOFF was born, which brings wellness directly into the city. How did this idea come about and how important is it to bring the event outside the fair gates, in direct contact with citizens and tourists?

The off-fair is born in collaboration with the Municipality of Rimini to bring the energy of the event outside the fair pavilions too, making the most of the many potential of the city.

RiminiWellnessOFF transforms the historic centre and the Riviera into the largest open-air gym: four days of sporting activities that will directly involve citizens and tourists.

From the seafront to the city parks, from the Parco del Mare to the Piazza sull'Acqua, the off-fair of RiminiWellness will bring energy and movement to the Rimini area for a widespread and shared wellness experience.

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NEW

Olympic all year round

WITH SHARP
REFLEXES AND STEEL
CONCENTRATION

by PAOLA RUSSO

@paola_ruspah

rimini

sport

5 minutes

There are those who dream of a medal and those who simply seek the perfect challenge under the sun. 4 olympic sports become a daily stage to bring young talents closer to glorious sporting traditions, which find great space also in Romagna. Here are 4 disciplines ready to become a new passion or the launching pad for a podium at the next Olympics.



1

FENCING THE ART OF THE TOUCH

An olympic discipline par excellence, fencing in Rimini has deep roots and a bright future thanks to realities like the Circolo della Spada. In this sport that makes intelligence and speed dance, the mind must be faster than the blade. Foil, sabre or sword: every thrust requires discipline, elegance and a sacred respect for the opponent. It is the perfect choice for those who want to train reflexes and posture, learning that the most beautiful victory is the one that comes from perfect self-control, between blazing pistes and five-ring dreams.

♥ @circolodellaspadarimini
Circolo della Spada Rimini
Palasport Flaminio
Via Flaminia 28, 47923 Rimini (RN)



2

ARCHERY THE SILENCE OF PRECISION

If you are looking for the balance point between physical strength and inner calm, archery is your discipline. In Rimini, the tradition of archers lives on in dedicated facilities where time seems to stop. It is a sport that teaches you to breathe, to manage tension and to find the centre, not only on the target but also within yourself. From the first arrows shot for fun to federal competitions, the bow fascinates for its ancestral beauty and its millimetric precision. An experience that unites the charm of history and the modern challenge of every single gesture tending towards perfection.

♥ @sevenarrows_rn
Arcieri Città di Rimini Seven Arrows
Via Marecchiese 387, 47923 Rimini (RN)

OUT OF THE USUAL PATTERNS,
THE RIVIERA 2026 PLAYS WITH
NEW RULES. PISTE, COURT,
WATER, SEA: 4 RISING SPORTS
PUT ADRENALINE, TECHNIQUE
AND MAXIMUM FUN IN THE RACE.
AND WIN IT ALL.



© Ph. Teresa Lagreca

3

WATER POLO THE CHARM OF THE SETTEBELLO

It is not just swimming, it is a race of endurance, strategy and heart. And many legs. The myth of the Italian national team, the Settebello, continues to cast its spell on new recruits, captivating boys and girls who find in the water a complete team sport. On the Riviera the passion in the pool burns strong: the men's team of Polisportiva Riccione has returned to Serie C, after more than ten years and is the reference point for those who support an olympic discipline that teaches the value of the group. A dive where the desire to give your all never ends.

♥ @pr.polisportiva_riccione
Polisportiva Riccione
Via Monte Rosa 60, 47838 Riccione (RN)



© Ph. Roberto Baroncini

4

POWERBOATING ADRENALINE AT WATER LEVEL

Those who say sport is only muscular effort have never tried pure speed. Rimini, thanks to the Club Nautico in Piazzale Boscovich, holds a leading role in national powerboating. Between the stages of the Italian Personal Watercraft Championship and the Formula Italia Giovane, our coast becomes a circuit of excellence where young drivers learn to tame the power and the waves. It is a discipline that requires courage, millimetric control and deep respect for the sea. It is not just a roaring engine, it is the electrifying dance between human, machine and nature.

♥ @clubnauticorimini
Club Nautico Rimini
P.le Boscovich 12, 47921 Rimini (RN)

Sport Valley

A LAND THAT RUNS FAST, TOWARDS A NEW IDEA OF WELLNESS

For years Rimini was known as the capital of seaside entertainment. Today, without losing that vocation, it is also becoming something else: a city that runs, trains, hosts international events and rethinks its spaces around wellness and sport. In this transformation there is also the work of Roberta Frisoni, a true Riminese and today regional councillor for Tourism, Commerce and Sport of Emilia-Romagna. A path that starts from a personal passion - competitive swimming practised from a very young age - and arrives at a broader vision: making sport not just an economic engine, but a tool of growth, sociality and quality of life.

How much has sport counted and still counts personally in your life? It is not obvious that those who administer sport also practise it, tell us what your sports are or have been and how these have influenced your life and your career?

Sport is a constant component of my life and of my family of origin and current one: until the age of 15 I practised competitive swimming, a discipline that requires motivation, consistency and commitment, with training every day and competitions at weekends that took you away from home. Efforts compensated - and it is the most beautiful memory I keep of this experience - by friendships, by the sense of team, by the joy of being together with people who are still today reference points for me. At 15 I preferred to move on to other disciplines and satisfy my need to constantly do sporting activity: beach volleyball, running, cycling, pilates. And, with my husband, also a sportsman, I try to pass on this passion to our children too: what you learn on a basketball or football court, under the net, or at the poolside, is fundamental for their growth.

Rimini has just entered for the first time the Top Ten of Italian sporting cities, ranking first for event attractiveness and for facilities. How was this result achieved and what does it mean for a city that the world has always associated with the sun, the beach and entertainment?

In the last twenty years the city has literally changed

Interview by FEDERICA PERSIMONI

@robertafrisoni

rimini

focus

7 minutes

From the swimming pool to the Sport Valley project: Roberta Frisoni, regional councillor for Tourism, Commerce and Sport, tells how Emilia-Romagna - and Rimini - are changing the way of living, movement, tourism and quality of life.

its skin and today offers itself to the tourist, as to the resident, as a contemporary, sustainable, accessible and human-scale destination. A great deal of work has been done both on the front of sports facilities and of events, from the Final Four Coppa Italia di Basket this year to the Rimini Marathon, among which RiminiWellness certainly stands out for longevity, which with its 20 editions has established itself as an international reference event for fitness, wellness and sport. An important tourist attraction for the territory, capable of recording peaks of arrivals in a single day like on no other date of the year. Of course, Rimini is in the general perception one of the queens of seaside holiday, but our operators over the years have transformed the beaches into sporting arenas with a sea view, with disciplines of every kind and courts, equipment and dedicated areas.

Emilia-Romagna has built over the years a unique model in Italy: the Sport Valley born in 2020, but also the Motor Valley and the Wellness Valley. It seems that this region understood before others that wellness, physical, sporting, experiential, is a real industry. How was this identity built and where is it going?

The Sport Valley project was born in 2020 with the intention of creating an internal unit within the Region capable of attracting sporting events to the Emilia-Romagna territory, from amateur ones to those of great international standing. The objective is to make Emilia-Romagna the sporting arena of Italy, with evident advantages in terms of economic impact, visibility and media echo of the territories, tourist flows and deseasonalisation. To date the result has been fully achieved: in 2024 we had the Tour de France arriving in Italy for the first time, with three stages in the Emilia-Romagna territory (150 million spectators in Europe, for 185 million hours watched live for "Le Grand Départ") and today we can count, as fixed appointments in the sporting calendar of Emilia-Romagna, Moto GP and Superbike, Davis Cup, Ironman and many other prestigious appointments that are added year by year. We then developed a particular tourist project around the 5 main regional marathons: Hyper5. For the first time in Italy with this formula, the marathons of Reggio Emil-



ia, Parma, Bologna, Rimini and Ravenna joined forces to attract their territories, building loyalty among Italian and foreign athletes, with their companions and families. And the tourist offer that characterises the Project is most impressive, ranging from UNESCO Sites to Renaissance testimonies, from the Motor Valley to Food, from inland villages to a rich circuit of Castles and Historic Residences. Tool of Hyper 5 Marathon, a single portal where marathon runners can register to obtain a digital passport, to be stamped at each completed race. On completion of the five marathons, to be achieved within a maximum time frame of five years, a special medal will be received, bearing the symbols of all five competitions.

The Region has allocated 57 million euros for sport in the three-year period 2026-2028. Where is it concretely invested, in facilities, in events, in grassroots sport? And what is the priority you feel most urgent?

Attention and investments are equally distributed: sports facilities must keep up with the times and respond to the needs of athletes - and the public - and events of strong standing and marked competitive character must be brought to the territories. Fundamental for this last aspect is the relationship we have established with more than twenty national Sports Federations. I like to underline finally that for the Region sport is not just a creator of tourist economic

impact, media visibility for the territories and tourist attractiveness. It is above all wellness, sociality, and inclusion. Founding elements of a healthy society.

There is an ever thinner line between sports tourism, wellness and lifestyle. On the Riviera dawn training sessions are born, yoga sessions on the Parco del Mare, morning soft clubbing. The Romagnol summer is changing pace, not just nightclubs, but also bodies in motion and minds seeking balance. Is it a trend to govern or to follow?

Since the Pandemic the need for open-air activity has exploded, we noticed it from the data relating to the increases in tourist presences in the Apennines and in the hinterland. A signal that our territories have grasped, accompanied also by regional investments. The pedestrianisation and redevelopment of the Riviera seafronts are a clear example of this, as is the opening of new cycle paths (currently more than twenty) and the growth of appointments and events along our Circuit of 22 Paths for wayfarers and pilgrims. And the work that awaits us is still long: the sustainability and wellbeing of guests - and citizens - through the incentivisation of sporting practices as an element to promote healthy lifestyles and raise the quality of people's lives are one of the primary objectives of this Councillorship.

Sup

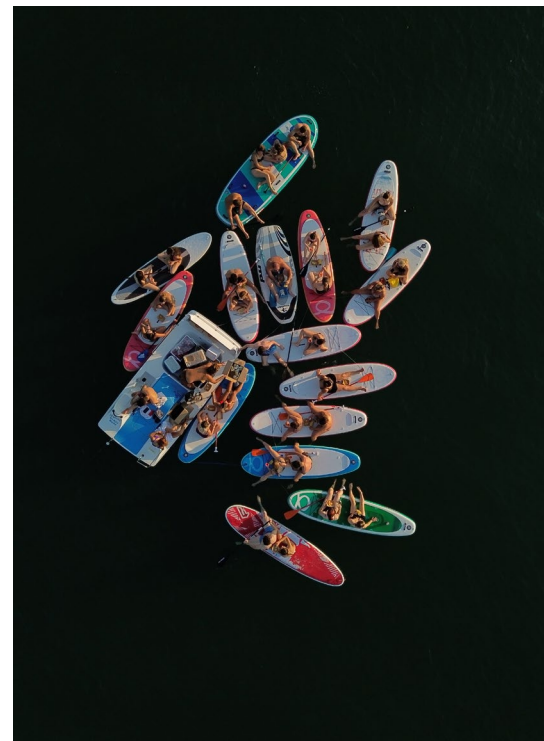
INFINITE WAYS TO SAY SEA

Energy at water level, between dawn yoga and sunset aperitivos. SUP in Rimini is the ritual of those who learn to stand on water. With joy.

If the road is freedom, the sea is our infinite prairie. SUP (Stand Up Paddle) has quickly become the undisputed king of summer on the Riviera. You do not need to be a champion: all you need is a board, a paddle and the desire to live the sea from inside. Or rather, from above. You get on the board, you look for balance, you fall and get back up, while the body works and the mind sets free.

Three ways to glide on the blue

SUP is not a single discipline, but an experience that changes with the shifting wind. There is Cruising (or Touring), the pleasure of paddling slowly on the flat morning waters, exploring the coast in total relaxation, going to catch a new dawn. For those seeking a thrill there is Downwind, which uses the wind at your back to be pushed by the force of the elements. And when the sea ripples, SUP Wave comes into play: riding the small waves of the Adriatic with the stability of the large board, an exercise in balance with plenty of adrenaline.



by PAOLA RUSSO

@paola_ruspah

rimini

trends

3 minutes

© Photos: Locos Travel



Riviera effect: beyond sport, joy

But in Rimini, sport can truly be a simple base on which to build special moments. The Riviera has known how to transform SUP into a real experience of living well, always unique, always different. We have, for example, seen boards transform into floating mats for SUP Yoga sessions at dawn, where the sun salutation is cradled by the breath of the Adriatic, in a workout that gives deep peace, in a landscape painted in the pastel colours of early morning.

Aperisup: the sunset has a different taste

And when the sun goes down? Then, the convivial attitude of this land of the sea truly sets sail. And it could only be Aperisup: you meet up on the water with boards alongside, the sun setting and, inevitably, something good to share. There are those who get takeaway piadine from Lella or organise a toast, turning SUP into the private club where you sit not "at" but "on" the table. It is the magic of a territory that does not settle for practising a discipline, but always finds a way to add its characteristic dose of wonder. And, one paddle stroke after another, it always succeeds.



SPORTPIÙ
RIMINI

**SUMMER
SEASON
CAMPAIGN**

VIA MONTEFELTRO 102 47923 RIMINI (RN) @SPORTPIURIMINI

Mindful performance

FUNCTIONAL NUTRITION
FOR A BODY FREE
TO EXPRESS ITSELF

by DEBORAH ORLANDO

@nutrizionista_orlando

around

trends

5 minutes

Not just training: understanding the body, listening to it and nourishing it functionally. True performance comes from the balance between energy, recovery and awareness.

There is a new language in sport and wellness, that of **awareness**. It is no longer just about training, but about understanding. About observing how the body reacts, learning to read its signals, nourishing it with the same sensitivity with which a precise movement is trained. Functional nutrition, the natural heir of functional medicine, uses food as a **tool of rebalancing, listening and care**, to build a body that not only grows in performance, but works better.

We live in a time in which the body is often treated as a **target to optimise**. Everything seems oriented towards immediate performance: the diet of the moment, the training that promises results in a few weeks, the "miraculous" supplement. Yet, those who truly begin to know themselves understand that health does not come from effort, but from **relationship**. You do not train only for a specific performance, but to learn to function better, also with a view to longevity.

Functional nutrition studies the systems that regulate the organism – metabolism, hormones, immune system – and transforms self-knowledge into action, using food not as dietary restriction, but as a **tool of balance and prevention**. Eating becomes an **act of deep communication**. No longer just "nourishing yourself", but dialoguing with yourself through choices that respect your internal rhythms, metabolic needs, emotions. Because emotions are digested too: tension, sadness, and even joy modify the body's chemistry.

Functional nutrition is never the same for everyone. It takes into account hormonal balance, inflammatory state, immune responses, stress index. It moves on a simple but revolutionary principle: **everything is connected**, and when even a single part of the system goes out of harmony, the entire organism feels it.

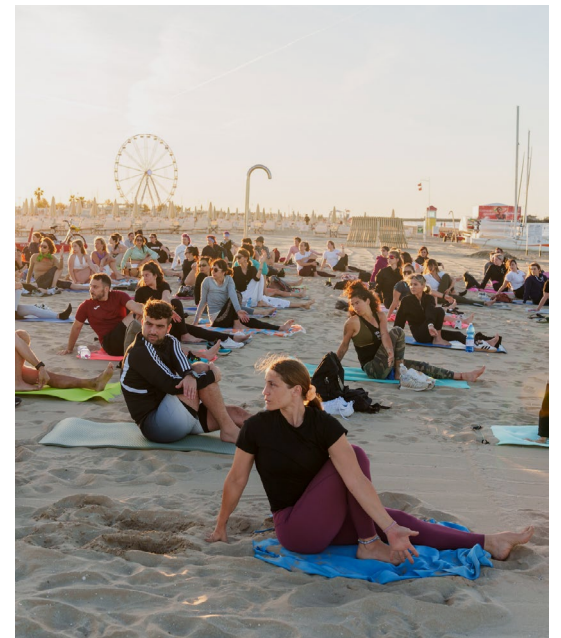
Those who live sport feel this directly. More and more athletes are rediscovering that true performance is not conquered by pushing beyond every limit, but by **reconciling with their own natural functioning**. A mindful athlete understands that recovery is part of training just as much as effort, and that the quality of sleep or the management of stress are worth as much



as kilometres and repeated sets. The body, if tired or inflamed, does not respond, slows down, protects itself. It must not be forced, but respected.

A functional body is a **free body**. Free from rigidities, from the inflammations that block, from rules imposed without listening. A body that knows how to transform fatigue into intelligent movement, that anticipates imbalances instead of suffering them.

TRUE PERFORMANCE
IS NOT CONQUERED
BY PUSHING BUT BY
RECONCILING WITH YOUR
OWN NATURAL FUNCTIONING



Perhaps we should all train less for performance and more for presence. Because functional nutrition teaches this: that every act of care is a form of freedom. Eating well, sleeping deeply, breathing consciously are silent trainings that build real health. And a body that works is a body that knows how to live – according to its own rhythms, every day.

Deborah Orlando is a biological nutritionist doctor based in Rimini (with experience in Milan), graduated in Nutritional Sciences and in Molecular and Health Biology. Expert in functional nutrition, intestinal microbiota and food inflammation, she integrates nutrition and nutraceuticals in personalised pathways, with attention to behavioural aspects and the relationship with food.



Running

IS THE NEW TINDER

Goodbye swipe, now the real match happens on the asphalt: running apps are the new social spaces where meeting people is no effort. Because the ice breaks while chasing a common passion.

by FEDERICA TONINI

@federica_tonini

online

trends

5 minutes

Running is no longer a solitary act, but the catalyst of a social revolution that moves the encounter from screens to the outdoors. It is the running dating phenomenon: a trend that is rewriting the rules of courtship with tracking platforms that have evolved into ecosystems. And the heart beats for the excitement and the pace per kilometre.



© Strava



© Tribe Running

1

STRAVA

WHERE PERFORMANCE BECOMES A SHARED STORY

Strava has transformed every workout into a viral post: through the "Flybys" function, it allows you to discover who has crossed your route, with local Clubs that act as real digital squares to challenge each other or arrange meetups. It is not just a matter of performance, but of shared narrative: comments, "Kudos" and photos turn sporting activity into an arena of constant interaction where mutual support fosters encounters that often continue beyond the finish line.

♥ @strava
Available on Android/iOS.
Free with optional Premium plan

2

TRIBE RUNNING

THE PLATFORM THAT TRANSFORMS KILOMETRES INTO COMMUNITY

Tribe Running is born to solve the dilemma of the solitary runner, offering a direct bridge between the search for company and action. The app allows you to see nearby runners and join existing "Tribes" or create your own to organise group training sessions. With an integrated chat and a matching system based on goals and pace, it transforms running into the search for your ideal "crew", allowing you to overcome geographical limits and the resistance of shyness.

♥ @tribesportapp
Available on Android/iOS.
Free

RUNNING DATING

MAKES THE HEART BEAT WHILE REWRITING THE RULES OF COURTSHIP



© Runna

3

SPORTPARTNER

THE TAILOR-MADE TRAINING COMPANION

Ideal for those seeking continuity and elective affinities, Sportpartner focuses on finding the perfect sports partner in your area. Thanks to a system of detailed filters, the app helps to find people with the same level of preparation and time availability, facilitating real encounters that go beyond simple occasional running. It is the tool designed for those who believe sport is more effective when shared, creating a safe and targeted network of contacts.

Available on Android/iOS.
Free with option of Premium subscription

4

RUNNA

THE COACHING EXCELLENCE THAT MAKES THE HEART BEAT

Runna elevates the running experience through personalised training plans and partnerships such as the one with Tinder for the "SoleMates" initiative, aimed at making singles socialise through dedicated run clubs. Beyond the technicality of the schedules, the app bets strongly on the human dimension, promoting free events and moments of aggregation that blend athletic preparation and opportunities to meet. A personal trainer that also trains your social life.

♥ @runna
Available on Android/iOS.
Free trial period, then subscription

Val — Marecchia

ON TWO WHEELS
AMONG VILLAGES
AND DIRT ROADS



© Ph: Paritani



© Ph: Paritani



© Ph: T. Mosconi



© Ph: Paritani

SPUMA EDITORIAL STAFF



around



itineraries



3 minutes

From the cycle path along the river to the wildest ridges: 4 routes among villages and dirt roads to put yourself to the test, breathe in history and go towards the dominant beauty of Alta Valmarecchia. In the saddle.

MARECCHIA CYCLE PATH – SAN LEO: THE ICONIC ONE

A classic route combining gentle flats with a legendary climb. You ride from Rimini along the river to Novafeltria, then climb toward the fortress of San Leo. Mixed surfaces and gradients make the final stretch demanding, but the effort is rewarded with breathtaking views.

Km: ~55 | Level: intermediate

Start - end: Rimini - San Leo

Focus: For those who love alternating rhythm and effort with a postcard-worthy finish.

ALTA VALMARECCHIA LOOP: TOTAL IMMERSION

A complete loop between nature and silence starting from Pennabilli. Between white roads and steady climbs, you pedal in the presence of the Parco Sasso Simone e Simoncello. It is the kingdom of gravel: variable, adaptable and far from traffic, where the only sound is that of wheels on the dirt road.

Km: ~60 - 70 | Level: intermediate

Start - end: Pennabilli - Pennabilli

Focus: Continuity and total immersion in the wildest landscape.

GRAVEL TOUR VERUCCHIO: BETWEEN HISTORY AND VINEYARDS

Soft hills and dirt stretches designed among vineyards and olive groves. The route revolves around the Malatesta fortress, offering short but punchy climbs and fast descents. It is the perfect synthesis of Romagna: technical, fun and accessible to all.

Km: ~35 - 45 | Level: easy/intermediate

Start - end: Verucchio - Verucchio

Focus: A varied and dynamic gravel outing with a constant view over Valmarecchia.

SANT'AGATA FELTRIA TRAIL: WILD CHALLENGE

This is where it gets technical. A route through dense woods, ridges and ancient villages, from Poggio Torriana to the heart of Sant'Agata. Significant elevation changes and demanding paths require control and solid fitness. The purest, most severe Valmarecchia. But what satisfaction at the finish.

Km: ~40 - 50 | Level: advanced

Start - end: Poggio Torriana - Sant'Agata Feltria

Focus: For those seeking the real challenge, the silence of the woods and a touch of adrenaline.

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Allenamento

BODY AND MIND AS COMMUNICATING VESSELS: WHEN MEDITATING BOOSTS SPORT

There is a millennia-old practice that has its origins in India, capable of crossing the centuries and reaching us with a surprisingly current force: meditation. Born as a way to know oneself and cultivate a state of deep presence, today this discipline is no longer relegated to a purely spiritual dimension. On the contrary, it is at the centre of a revolution in neuroscience that confirms its concrete benefits on mind and body. Over 5,000 scientific studies have demonstrated how meditation acts biologically on our organism. Practising it consistently allows a drastic lowering of **cortisol** levels and a strengthening of the immune system. Furthermore it promotes an increase in the thickness of the prefrontal cortex, the area of the brain linked to concentration, awareness and emotional regulation. To this are added the stabilisation of blood pressure and a significant reduction of systemic inflammation. The **spread of meditation** in the world of modern sport began in the United States in the 1990s, when legendary athletes understood that the most important muscle to train was the mind.



by MADDALENA MAZZOLI VANDI

@meditazioni_guidate

rimini

wellness

5 minutes

Not just spirit, but the biology of wellness. Meditation reduces stress and ignites focus: the art of inhabiting the present to free your own potential.



Kobe Bryant called it his "anchor", a tool capable of bringing him back to a state of absolute calm even when the pressure of the final seconds of a game became unbearable. **LeBron James** uses it regularly to find focus during time-outs, clearing the mind of environmental distractions. Even in tennis, the management of error and frustration is vital. **Novak Djokovic** has explained this dynamic lucidly: "I probably have many more negative thoughts and emotions than you. The difference between me and you is my training and my ability to not remain in that state and in that emotion for very long."

WORKING ONLY ON PHYSICAL STRENGTH WHILE IGNORING THE MENTAL DIMENSION MEANS LIMITING YOUR OWN POTENTIAL

From the competitive athlete who must manage the weight of competition to those who train for pure personal wellness, the **power of meditation** lies not in eliminating discomfort, but in knowing how to cross it without being conditioned by it. Here are the main techniques I recommend to achieve a clear and performing mind:

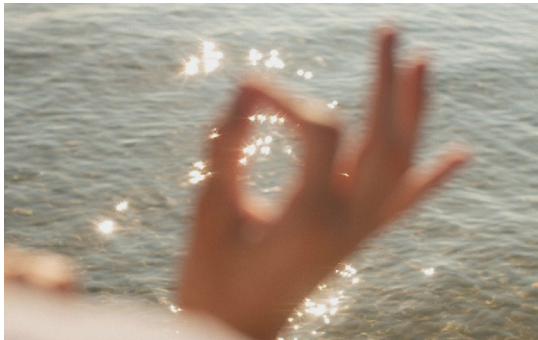
Visualisation: allows you to train the mind to direct thoughts towards the goal, visualising the actions that lead to the result. This technique improves confidence and coordination, activating the same brain areas as real action.

Body scan: helps to develop bodily awareness, relaxing mind and muscles. It is the perfect practice for post-training or to promote recovery after an intense race.

Transcendental meditation: based on the repetition of a mantra, it reduces mental stress facilitating entry into the state of "flow", where performance becomes fluid and natural.

Pranayama: breath control is fundamental in sport. It improves oxygenation and the management of effort, helping to maintain calm in the crucial moments of performance.

Body and mind are deeply interconnected: working only on physical strength while ignoring the mental dimension means limiting your own potential. Integrating these practices means choosing a more mindful training, developing a determination that does not waver before challenges.



Maddalena Mazzoli Vandi is a meditation teacher specialised in Trauma-Sensitive Mindfulness. She founded Meditazioni Guidate, the Academy of Meditation and the app Calma-Mente, through which she supports thousands of people in improving their own psychological and emotional wellbeing.

The era of Athleisure 2.0

THE NEW CODE
OF LUXURY IN MOTION

by VALENTINA SORRENTI

@valentina_sorrenti

around

fashion

5 minutes

In 2026, the sporty look is a choice of comfort in search of a status. Athleisure 2.0, in a sophisticated aesthetic, brings together technical fabrics and high tailoring. It is not just gym clothing, but a movement that brings performance into everyday life. Iconic brands in the urban wardrobe, choosing to dress contemporary dynamism with refinement.



1

FERRAGAMO
THE BALLET CORE THAT BECOMES PERFORMANCE

With Ferragamo, the sports wardrobe moves towards an ethereal grace. The look inspired by the world of dance is not just a trend, but a collective project that unites technicality and poetry. Laser cuts and enveloping fabrics dictate the new rhythm of urban wellness. The true value is the social model: garments that celebrate freedom of movement, eliminating the boundaries between the rehearsal room and city life. Every outing is a small act of aesthetic resistance that smells of the future.



2

BALENCIAGA
THE GYM BAG AS NEW STATUS

The Balenciaga gym bag transforms technical equipment into a cult object. Spacious, structured and designed for those who live in motion between airports and exclusive clubs, it represents the essence of Athleisure 2.0. Every detail, from the water bottle hook to the minimalist design, tells a story of dynamism. The true revolution is transforming the sports bag into an element of daily distinction, where the quality of materials meets a radical urban vision.

EVERY GARMENT BECOMES
A POETIC GESTURE:
RESISTING RIGIDITY AND
GIVING NEW LIFE TO A STYLE
THAT REVOLUTIONISES
EVERYDAY LIFE



3

LOEWE
THE ALCHEMY OF THE WINDBREAKER

The Loewe windbreaker redefines the concept of sports outerwear. Thanks to sculptural volumes and hi-tech materials, the technical garment leaves the mountain to dominate the runways. Behind every seam there is a mission: to give space back to functionality without sacrificing elegance. In a world that runs, Loewe offers a stylistic refuge that protects and astonishes. It is not just a jacket, but a stronghold of excellence design that keeps alive the connection between sport and luxury.



4

RICK OWENS X MONCLER
SNEAKERS BETWEEN ARCHITECTURE AND SPORT

The collaboration between Rick Owens and Moncler generates a footwear that is a laboratory of experimentation. This sneaker is not just a shoe, but an act of love for post-sport aesthetics. Expert hands blend the massive structure of Owens with the technical heritage of Moncler, creating a piece that tells contemporary style. The result is a radical design capable of preserving the harmony between extreme comfort and pure avant-garde. A decisive step towards the future of functional fashion.

Summer in motion

CYCLING, RUNNING, DANCING, SWIMMING

SPUMA EDITORIAL STAFF



around



events



4 minutes

From the night in the saddle to the great endurance challenges, through community, spectacle and passion. The summer 2026 on the Riviera is a calendar of events that unites sport and atmosphere, to be lived as protagonists or from the roadside.

BIKE NIGHT EMILIA ROMAGNA

13-14 June 2026, Ferrara

Cycling at night, together, until dawn. The Bike Night Emilia-Romagna 2026 is a slow and shared journey that starts from Ferrara and reaches the sea. An accessible route, without a stopwatch, where rhythm and mental endurance count. Between lights, silences and refreshment stops along the way, it is the perfect experience for those who love cycling in its truest and most inclusive form.

© Bike Night

WORLD DUCATI WEEK

2-5 July 2026, Misano

Speed and passion meet in Misano. The World Ducati Week 2026 is much more than an event: it is a global community that comes together between track and show sharing adrenaline. Test rides, races, meetings and shows make this appointment a concentrated burst of energy. Even for those who do not ride, it is a total immersion in the racing world.

FESTIVAL DEL SOLE

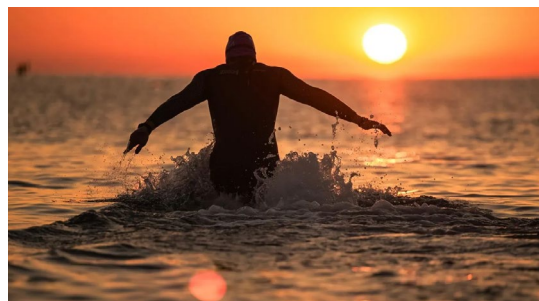
5-19 July, Riccione

At the Festival del Sole 2026 sport became a spectacle. The largest international gymnastics event for everyone transforms Riccione into a great stage. Performances, choreographies and groups from all over the world create a unique atmosphere, where movement, music and sharing merge into an engaging collective energy.

IRONMAN ITALY EMILIA-ROMAGNA

19 September, Cervia

The challenge par excellence. The Ironman Italy Emilia-Romagna 2026 brings to Cervia athletes from all over the world for swimming, cycling and running in a single race. An event that unites endurance, strategy and determination, but also great public participation. For those who compete and for those who cheer, it is one of those moments that leave their mark.



GOTHA

BODY & MIND FULLNESS



MARCO RINALDI

Creatore di Gotha e ispiratore della sua filosofia, vive ogni giorno un principio semplice ma potente: "La felicità sta nel far sorridere gli altri".

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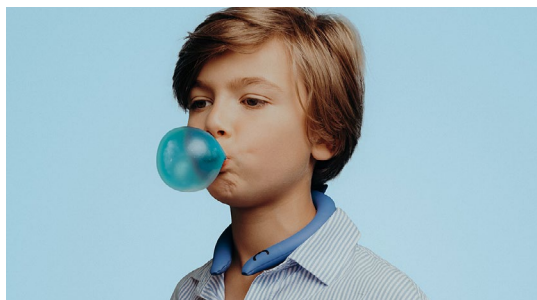
@gothafitness



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Shopping tips

NEW ARRIVALS
AND SPORT



SPUMA EDITORIAL STAFF



rimini



shopping



3 minutes

Between technical innovation, design and sports culture, a selection of objects and details designed to accompany the athletic gesture, live it with style and preserve every memory of it. From the technology that changes the vision to football as a global story, ideas to use, wear and look through.

COOLING ON THE MOVE

A cooling collar for athletes (and beyond), born from the encounter between a Danish and a Japanese designer and developed in Japan to help the body maintain the ideal temperature during effort. It activates after a few minutes in the fridge and becomes a simple but effective ally on the hottest days or during intense training sessions. In Italy it is available from Block60 Riccione, the only point of sale currently offering it.

SUMO RING ♥ @sumoring_official

FOOTBALL BEYOND THE PITCH

That Italy is not at the World Cup is not a good reason to stop watching it: football remains a global language. For 2026 Adidas reinterprets its iconic trefoil on the away shirts of 25 partner federations, including the 13 already qualified for the FIFA World Cup 2026. A project that unites national identities and contemporary style, transforming every jersey into a collector's piece even off the pitch.

ADIDAS ITALIA ♥ @adidasita

DRINK RIGHT, TRAIN BETTER

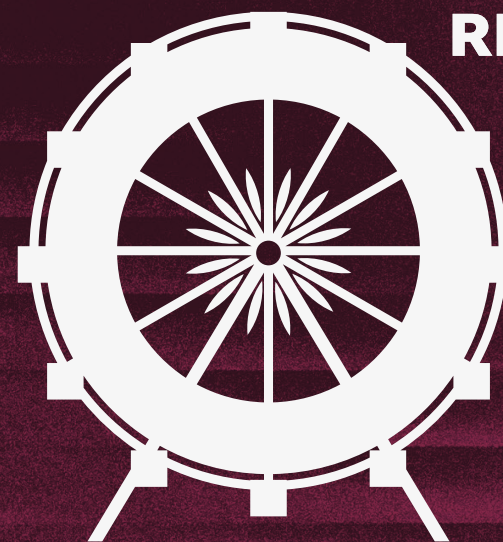
Hydration is part of performance, but it is often forgotten. Smart water bottles help to keep the right rhythm, monitoring water intake throughout the day. Among the most interesting, HidrateSpark smart water bottle: it lights up to remind you when to drink and tracks hydration levels via app. An object with a simple design, but capable of transforming a daily gesture into a concrete ally for wellness.

HIDRATESPARK ♥ @hidratespark

A WHOLE NEW VISION

The Oakley Meta HSTN smart glasses bring artificial intelligence directly into your run. Sports frame, open-ear audio and integrated camera allow you to stay connected without stopping. With the voice control of Meta AI, you can receive data, directions and suggestions in real time while training. A new way of living performance, where technology and movement run together, without interruptions.

OAKLEYMETA ♥ @oakleymeta



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