

Forbes

Regal Italian Setting, California Wellness: The Ranch Malibu At Palazzo Fiuggi



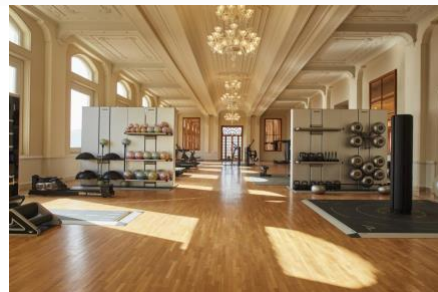
At first glance, the two approaches seem very different: the active, outdoorsy style of wellness practiced at California's [The Ranch Malibu](#) and the holistic/scientific/medical techniques practiced at Italy's [Palazzo Fiuggi](#). But the leaders of both have found symbiotic aspects in their programs leading to The Ranch setting up a permanent outpost starting May 15 at the Italian wellness retreat 54 miles southeast of Rome.



The setting itself is evocative and soothing. An Art Nouveau villa on a hilltop within a 20 acre park, Palazzo Fiuggi was, from its opening in 1910, a holiday favorite for the last Italian king and other aristocracy of Europe. In the 1930's, it was a hangout for artists and intelligentsia from Pirandello to Caruso and Picasso. After World War II, during which it served as the headquarters for the Allied Forces in Italy, it attracted Europe's film directors and stars. In May of last year, after restoration of its opulent architectural features—Carrara marble, parquet floors, frescoes, Murano chandeliers—and decoration of its 102 rooms in contemporary style; it opened as a wellness retreat with detailed programs for cellular regeneration and expanding longevity; detoxing and achieving the optimal weight; restoring the body's balance and strength; and a custom medical diagnosis and treatment regime, including one to combat aftereffects of Covid-19. Incorporated into treatments are the town's mineral rich spring water known for its detoxifying, healing qualities since the 14th century. And since this is Europe, the menus, customized to each guest's program, are created by Michelin three star chef Heinz Beck.



The Ranch Malibu, in contrast, features a nutritionally dense, plant based menu, intended to fuel guests through its week long active programs. Days begin with a dawn wakeup with Tibetan chimes, a four hour morning hike, followed by lunch, a nap, strength training and core fitness classes, massages and yoga. The intentions are to lose fat, reduce cholesterol, gain muscle, improve immunity and gain mental clarity. And practitioners continue to check on guests' progress after they leave.



Even though the setting is very different from the one in Malibu, [The Ranch Italy](#) mirrors the program of the original. The eight day, seven night program is limited to 25 guests and a typical day includes a four hour morning hike- here through the hills of the Apennine Mountains with views of meadows, streams and medieval villages- yoga, strength and core exercises and massages. But before the program begins, guests take advantage of Palazzo Fiuggi's medical and diagnostic capabilities including thorough blood tests to ascertain a comprehensive survey of current health to determine if certain aspects of the program need to be adjusted to increase vitality.



Hydrotherapy and Thalasso pools with the mineral springs water are also part of the program as is the plant-based menu, although tweaked with Italian touches. Guests also have access to the state of the art 4,300 foot fitness center located in an opulent salon as well as other medical facilities and diagnostics outside of the program. And there is always the option of lying by one of the pools in extremely picturesque, tranquil surroundings looking out at the distinctly Italian panorama of architectural gems of past centuries dotting the surrounding hills.