

THE RMÆ

FORMAT FOR TELEVISION

BY EDWARD V. R. VOSKERITCHIAN ©

S.I.A.E. 193279 AND U.S.C.O. UNITED STATES COPYRIGHT OFFICE



Copyright.gov

(ALL IMAGES, TRADEMARKS AND LOGOS ARE THE PROPERTY OF THE INDIVIDUAL COPYRIGHT HOLDERS)

the format

A TV studio will host the broadcast: ideal if with water and baths like setting. Contributions will be projected on a giant screen. SPA and special treatments will be main topics, but also history, art, culture, etc.

Movie clips, video-chat, links to social networks, interviews and comments live, etc. will be included.



vision

Thermae + medical SPA (i.e. with scientific support) is the new approach. Health + Wellness + Tourism is the modern marketing model, which gives a new image to this environment.

The wellness services integrated into the thermae allow to attract younger customers with good spending power and to develop an international promotion.



scenic plant

A sequence: history + place and tourist areas nearby + thermae and related treatments.

Bringing younger people to thermae means promoting wellness tourism and therefore developing new activities and local facilities (hotels, restaurants, transport, etc.), thanks to an increasing demand at international level.



the experts



Each episode will focus on advice of experts (physicians, experts of wellness and alternative treatments, ...) and on special properties of water and mud of the different thermal zones.

the disclosure

The THERMAE format will be the starting point of the thermal Communication worldwide.

We will start from the most important national structures and then we will present the best structures and locations of countries with a well known thermae culture.



the culture



The artistic culture, which in many countries is historically associated with thermae structures, is part of their charm.

Discussions with experts and lovers of art, history and natural properties of water, will be developed in order to attract the interest of a large audience.

the architecture of the baths



The architectural perfection achieved in the construction of Roman thermae buildings is a model that has been replicated in all plants that eventually populated the regions of the empire. The choice of the symmetry plan and the careful arrangement of the bathroom, complying with the sequence of the different bath times, became a constant architecture of the ancient thermae.

art and THERMÆ



Art and culture will be part of each episode, thanks to the presence of mass-media representatives, experts, personalities, artists. Moreover the audience will participate by phone, email, social media, etc.

THERMÆ in TV

A new way to bring the
thermae to the people,
particularly aimed at
young people, future
travel and well-being
enthusiasts.



THERMÆ social

The screenshot shows the Twitter profile for THERMÆ. The profile picture is a stage event with the THERMÆ logo and 'SALVO PERICIAM' text. The bio reads: 'Visit London @visitlondon · @ Visit London · Vinci un viaggio a Londra e scopri perché la West End è la parte preferita di Jairo della @Monarch! bit.ly/11CqR2i #thelondonstory'. It shows 2,3K followers, 1K tweets, and 984K likes. The 'Who to follow' section lists accounts like @GovSummit, @TheUAETRA, and @Reset_Italia.

The screenshot shows a Google+ profile for THERMÆ. The search bar contains 'Cerca persone, pagine o post'. The navigation bar includes 'Home', 'Tutte', 'Amici', 'Famiglia', 'Conoscenti', 'Persone che seguo', and 'Altro'. The main content area shows a post with the text 'Condividi le ultime novità...'. On the right, there is a section 'Inviti dalle community' with three items: 'Tropea.biz - Calabria e Is...', 'Новости музыки (Musi...', and 'Genius in Google+ for Bu...'. Each item has a 'Visualizza' button.

The modern approach to Communication, which integrates traditional media and new media, creating synergy with an emotional and customized vision.

The screenshot shows a Facebook profile for THERMÆ. The profile picture is the same stage event as in the Twitter screenshot. The bio reads: 'THERMÆ Modifica profilo'. The 'Stato' section has the text 'A cosa stai pensando?'. The main content area shows a post by Marcella Cività with the text 'Terme di Caracalla Ogni giorno il benessere' and a photo of a snowy landscape with hot springs. Below it, there are more posts for 'Terme di Abano' and 'Horizon Travel'.

The advertisement features three people (two men and one woman) in formal attire, smiling and posing together. The background is a bright, blue, futuristic-looking environment. The text 'le lene @ THERMÆ' is prominently displayed at the top.

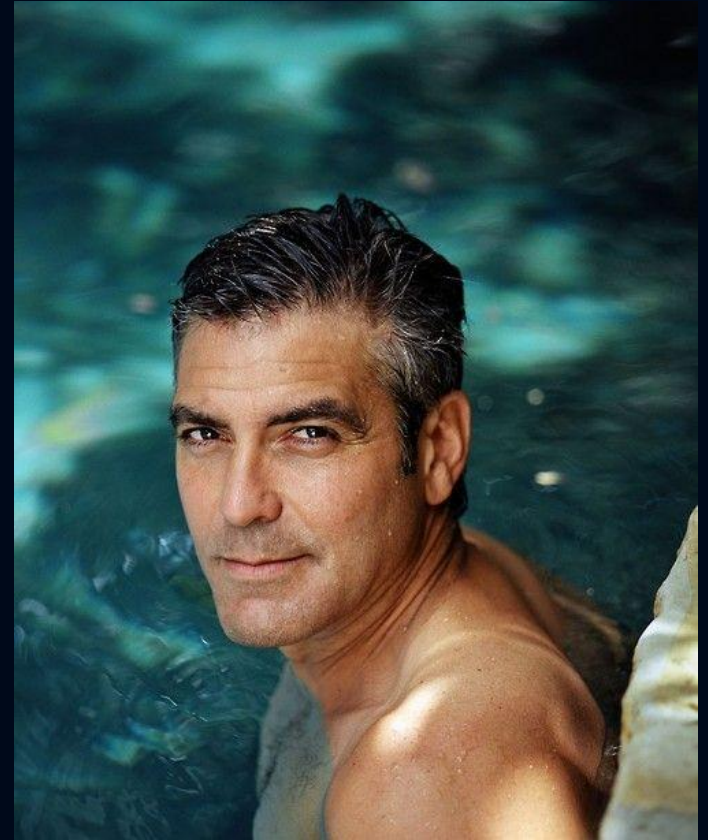
the structure of the format



A container for individual contributions that build its structure: famous spa and their territory, trip reports, information, social contributions, celebrities, gossip, complementary disciplines such as nutrition, alternative medicine (herbal, holistic, traditional), mineral waters, physical education, aesthetic medicine, meditation, yoga, architecture and landscape, etc. will be themes of moments dedicated to them.

Vip' s block

National and international actors, actresses, singers, athletes, politicians, prominent personalities, chosen during a time of their life, artistic and / or real: for example a scene from a movie, a picture, an event, ... thermae and spa, of course!



SPA' s in movies



Toni Servillo in the movie «La grande bellezza» Oscar Prize 2013 (at the Caracalla's thermae)

vision from the planet



Terme più belle del mondo - Heviz, Ungheria



Terme più belle del mondo - Rác Thermal



Terme più belle del mondo - Pamukkale,



Migliori Terme mondo - Blue Lagoon Geothermal



Terme più belle del mondo - Terme di



Terme più belle del mondo - Les Bains des



Terme più belle del mondo - California, Stati



Super Sense Spa - Shanghai, Cina



Terme più belle del mondo - Tamina Thermal



Terme più belle del mondo - Bath Inghilterra



Terme più belle del mondo - Terme di



Migliori terme del mondo - Therme Wien - Vienna,



An important part will be devoted to thermae and spa and related news worldwide.

THERMÆ



by Edward V. R. Voskeritchian

all rights reserved ©

✉ ev@lucatrading.com