

May 14, 2024

The Place Firenze



THE PLACE Firenze, a renowned luxury hotel nestled in the heart of Florence overlooking the picturesque Piazza Santa Maria Novella, proudly announces its grand reopening following an extensive renovation. Under the meticulous care of parent group The Hospitality Experience, owners the Babini Family, and General Manager Claudio Meli, the hotel unveils a transformative chapter in its storied history, inviting guests to indulge in a harmonious blend of modern luxury and timeless Florentine charm.

Designed by acclaimed Florence-based Luigi Fragola Architectural Studio, THE PLACE Firenze was inspired by the work of Italian Renaissance architect Leon Battista Alberti, known notably for the beloved Santa Maria Novella Church which sits directly across from the property. Drawing inspiration from the Church's façade, vibrant color palette, and historical location, Fragola sought to transform the property into an elegant, contemporary respite that simultaneously evokes the familiar sense of home. Inspired by aesthetic themes throughout Florentine art & architecture, the property boasts a curated selection of paintings, sculptures, and décor crafted by local artisans, including select items from those participating in their philanthropic foundation, The Place of Wonders.

Public spaces, such as The Fireplace, Studiolo, and Glass Yard, provide guests with serene environments for relaxation, dining, and reflection. Each space is curated with a calming color palette of greens and creams, tactile materials, and custom furnishings, creating an ambiance of tranquility and refinement. Set in the heart of the property, the Glass Yard features a pitched atrium that conjures a greenhouse and steeples the space in abundant natural light. The room includes foliage compositions and wild plants, alongside works of Florentine artists such as Lorenzo Brinati. Tucked away, the Studiolo room pays homage to small artistic studios inspired by the modern "Studioli" - places historically dedicated to thinking. The hotel's eight suites and twelve guest rooms are designed to evoke the comfort of a residence, adorned with elegant boiserie's and bespoke textiles inspired by the curves of the iconic Piazza. With a range of duplex to open floor plans, the accommodations cater to families and independent travelers alike.



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The property's culinary program features an artisanal Tuscan restaurant with an elegant outdoor terrace overlooking the Piazza di Santa Maria Novella and an intimate cocktail lounge, and rooftop providing dining and drinking experiences that reflect the feeling of being home, where each detail has been carefully considered and created using local ingredients and resources.

Deeply rooted in Tuscan tradition, the hotel's culinary offerings celebrate the region's rich, rustic gastronomy with distinctive seasonal menus created by Chef Asso Migliore, complimented by a mixology program by Food & Beverage Manager, Zaccaria Media. Ingredients are sourced from local purveyors with traditional Italian cooking techniques incorporated throughout, to create menu highlights such as the *Il Filetto* (filet of free range Calvana beef paired with mashed truffled potatoes and bok choy) *Il Pacchero* (Paccheri pasta with hand cut ragout of Grigio Casentino pork), and *Il Pescato* (fish of the day with potatoes, taggiasca olives, capers & tomatoes), alongside a diverse selection of local cheeses and cured meats. The restaurant also offers a unique Flambé dining experience that features an eclectic 4-course menu prepared tableside by the hotel's culinary practitioners, providing a contemporary take on a longtime hospitality tradition.

THE PLACE Firenze's intimate cocktail lounge provides a diverse menu of classic favorites & playful concoctions such as *The Prince of Florence* (Alkermes Santa Maria Novella, Aurum Italian orange liqueur, Rose elixir, Champagne), and *The Flavour* (a twist on a Dirty Martini with black olive-home infused vodka, cherry tomato water, and extra dry vermouth). As part of its programming, the lounge also offers a unique Negroni experience – a masterclass on the cocktail in the city where it was invented. Patrons get to imbibe on seven different negronis whilst learning about its evolution, history, and modern day practices. The hotel's rooftop, the Alcova, provides an open air oasis for dining & libations overlooking Florence's stunning cityscape with views of the Duomo and Santa Maria Novella.

Central to the hotel's ethos and THE is its philanthropic foundation, *The Place of Wonders* - a project dedicated to the protection, sustainment, and promotion of centuries-old traditions of Italian creativity and artistic craftsmanship. Designed to keep these traditions alive, the property's cultural programming allows guests, through a donation, to participate in exclusive on-site visits to artisanal practices that focus on various creative forms specific to the region including weaving, scagliola, and goldsmithery. Through the foundation, in partnership with LAO – a famous Florentine goldsmith school formerly known as, Le Arti Orafe di Firenze – young artisans participating in The Place of Wonders are eligible to receive support through scholarships, which directly assists in continuing local customs and traditions. Currently THE PLACE Firenze offers visits to six workshops among them: porcelain, scagliola, goldsmithery, glass etching, cashmere production and silver, as well as a special visit to the contemporary art museum where the iconic Rucellai Chapel is located.

THE PLACE Firenze is part of *The Hospitality Experience* (a.k.a THE) - a new collection of luxury Italian properties owned and operated by the Babini Family that features three hotels in its current collection: THE PLACE Firenze (Florence), Londra Palace Venezia (Venice), and the upcoming Borgo Dei Conti Resort (Umbria) set to debut Summer 2024. Since purchasing their first property in 1938, the family has focused on preserving historical assets with architectural heritage and cultural significance. Under the current leadership of CEO Carlo Babini, The Hospitality Experience was formed to unite these iconic addresses under one management group and offer unparalleled service to its guests.