

LUX EXPOSÉ

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Florence Welcomes Back THE PLACE Firenze: Refreshed and Revitalized

By Iana Scheremetieva

THE PLACE Firenze, a luxury hotel in the heart of Florence, announces its grand reopening after an extensive renovation. This transformation, managed by the Babini Family and General Manager Claudio Meli, heralds a new era of refined hospitality under The Hospitality Experience group.



The acclaimed Luigi Fragola Architectural Studio in Florence led the redesign, drawing inspiration from the renowned Renaissance architect Leon Battista Alberti. The design reflects the vibrant colors and architectural elegance of the Santa Maria Novella Church, located just across from the hotel. This infusion of historical elements into a modern aesthetic creates an elegant, contemporary retreat that feels like home.



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The hotel's public areas, such as The Fireplace, Studiolo, and Glass Yard, offer serene spaces for relaxation and reflection. The soothing palette of greens and creams, along with tactile materials and custom furnishings, fosters an atmosphere of tranquility and sophistication. The Glass Yard, with its pitched atrium and abundant natural light, features foliage and artworks by local artists like Lorenzo Brinati. The Studiolo room, inspired by historical artistic studios, provides an intimate space for contemplation and creativity.



THE PLACE Firenze's accommodations are designed to feel like a luxurious private residence. The eight suites and twelve guest rooms feature bespoke textiles and elegant boiseries inspired by the Piazza Santa Maria Novella. The varied floor plans, including duplex and open designs, cater to both families and solo travelers, ensuring a personalized and luxurious experience.

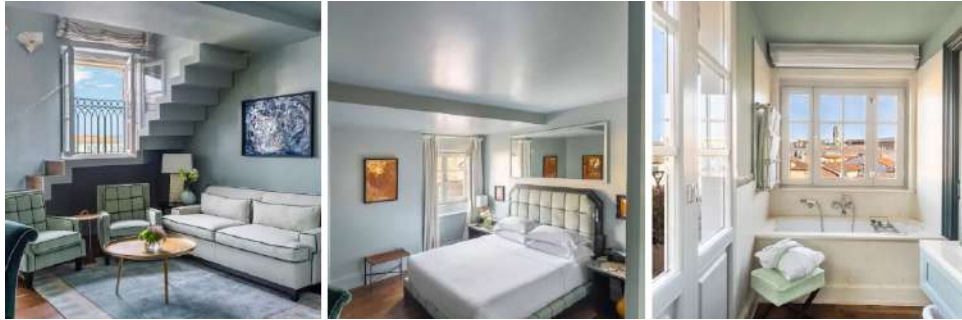


Culinary offerings at THE PLACE Firenze celebrate Tuscan gastronomy. Chef Asso Migliore crafts seasonal menus using local ingredients and traditional techniques. Signature dishes include Il Filetto, featuring free-range Calvana beef with truffled mashed potatoes and bok choy, and Il Pacchero, a pasta dish with hand-cut ragout of Grigio Casentino pork. The Flambé dining experience offers a unique tableside preparation of a four-course meal, adding a theatrical element to the dining experience.

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The hotel's cocktail lounge features a diverse selection of beverages, from classic favorites to innovative creations. Highlights include The Prince of Florence, a blend of Alkermes Santa Maria Novella and Champagne, and The Flavour, a twist on the Dirty Martini. The lounge also offers a Negroni masterclass, where guests can explore the history and variations of this iconic cocktail.



The rooftop terrace, Alcova, is an open-air venue perfect for dining and drinks, with breathtaking views of Florence's cityscape, including the Duomo and Santa Maria Novella.

Central to the hotel's mission is its philanthropic foundation, The Place of Wonders, dedicated to preserving and promoting Italian craftsmanship. Guests can engage with local artisans through exclusive visits, supporting traditional crafts such as weaving, scagliola, and goldsmithery. In partnership with the LAO goldsmith school, the foundation offers scholarships to young artisans, ensuring the continuation of these invaluable traditions.

THE PLACE Firenze is part of The Hospitality Experience (THE), a collection of luxury Italian properties owned by the Babini Family. This group includes Londra Palace Venezia in Venice and the upcoming Borgo Dei Conti Resort in Umbria, set to open in Summer 2024. Under the leadership of CEO Carlo Babini, THE upholds a legacy of preserving historical assets while providing unparalleled service and modern luxury.

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