

THE WED

October 10, 2024

THE PLACE Firenze



THE PLACE Firenze draws upon its relationship and proximity to the iconic Piazza Santa Maria Novella, fusing historical elements inspired by its location with a new contemporary aesthetic.

Through its harmonious blend of modern and historical design elements and steeped in the art of Italian hospitality, THE PLACE Firenze reflects the ageless beauty and vibrancy of Florence.

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.

Note: The property is available for full buyout of the 20 rooms.

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