



SINA BRUFANI
PERUGIA

**SINA HOTELS. A NEW BRAND: TRADITION, ELEGANCE AND MODERNITY.
WHEN HOTELS RACCONT THE ART OF ITALIAN HOSPITALITY**

"I should perhaps do the reader a service by telling him just how a week at Perugia may be spent. His first care must be to ignore the very dream of haste, walking everywhere very slowly and very much at random, and to observe everything his eye may happen to encounter." Henry James

Steeped in tradition but with an eye to modernity: this is the new face of the leading Italian hotel group Sina Hotels, headed by the President of Federalberghi Bernabò Bocca and his sister Matilde Bocca, who is Executive Vice President of the group. The brand's story is reflected in the symbol of the shell which embraces the values on which the company is founded: passion, family traditions, sobriety, style and elegance. Sina throws open its doors to an international clientele with its highly personal style of welcome which is an endorsement of the excellence of Italian hospitality.

The SINA Brufani is one of the oldest and most luxurious hotels in Europe, an aristocratic old palace, with elegant and rigorous architecture on Piazza Italia in the heart of Perugia. It is an authentic piece of the city's history and its handsome facade tells the story of a dream that came true.

The dreamer was Giacomo Brufani who was born into a poor family in Assisi in the 19th century and whose passion for tourism led him to become a guide and then to create the futuristic "Grand Tour" before moving on to become a successful hotelier. Having travelled to Rome and Milan, Brufani then moved to London where he met and married Elizabeth Platt who played a pivotal role in creating the British ambience of the hotel which opened in 1884. The artistic and architectonic elements in the hotel are protected by the Ministry for Culture, and the present owners have safeguarded its precious legacy, renovating the old building while respecting the history of its heritage.

It could not be otherwise for an hotel of this importance which has welcomed illustrious Italian and international guests from the world of politics, culture and art including Queen Elizabeth, the Queen Mother.

The hotel is in a unique panoramic position, in the medieval heart of the city, and its blend of classical and modern creates an ambience of perfect harmony. This mingling of old and new is particularly striking in the Sina Wellness Club with, on the one hand, the fitness centre with state-of-the-art equipment, a sauna, Turkish bath and treatment area (in-room spa services are also available) and, on the other, the stunning swimming pool under the building's medieval vaults. Thanks to the transparent and skilful lighting under the pool it is possible to admire the ruins of an Etruscan settlement dating back three thousand years.

The 94 large and bright rooms and suites are in classical style with antique furnishings and refined décor and the elegant ambience is one of yesteryear.

As with the other hotels in the group the cuisine in the SINA Brufani is of the highest quality: the Collins Restaurant is known for the creativity and skill of its chefs and for the refined blend of regional traditions and fresh ingredients that faithfully reproduce the flavours of Umbria. This is a unique opportunity for lovers of fine dining who, in the warmer months, will not want to miss the view over the countryside from the panoramic terrace on the top floor, which adds to the magical setting.

The Sina Brufani has a series of large and refined meeting and events rooms which are much appreciated by the business community. These are ideal areas both for large conventions and for memorable events and receptions thanks to the exclusivity and elegance of the surroundings.

Sina Hotels is expanding fast and now has 11 prestigious hotels: the Bernini Bristol in Rome; the Villa Medici in Florence; the Centurion Palace and the Palazzo Sant'Angelo in Venice; the De la Ville and The Gray in Milan; the Villa Matilde in Turin; the Brufani in Perugia; the Astor in Viareggio; the Maria Luigia in Parma; the Sina Flora on the golden island of Capri. Each hotel is a world unto itself which interacts with its location, offering visitors and tourists its own unique style of hospitality. But the hotels also work in synergy, thanks to the accomplished and experienced leadership of the ownership and to a brand which reflects the vocation of a family that has always nurtured the cult of hospitality.

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