



THE PLACE

• FIRENZE •

Press Release

**J.K. Place Firenze is closing its doors.
Please welcome “THE PLACE Firenze” – the new Florentine home
of today’s tuned-in global traveller.**

Florence, January 14th, 2021 – On March 21st, the first day of spring, an award-winning boutique hotel in Florence will be reborn.

In a changing world, “THE PLACE Firenze” aims to chart an original new course on the Italian hospitality map and become a point of reference for travellers looking not just for a place to stay, but a stylish home away from home that allows them to enter into the life of this vibrant Tuscan city.

The hotel that opened as J.K. Place Firenze in 2003 has been owned by Italian entrepreneur Carlo Babini since its earliest days, setting it apart from the other hotels that would go on to bear the ‘J.K. Place’ label. “I have always prized discretion”, Babini declares, “and am grateful for the enthusiasm and vision of the team that launched such a groundbreaking Italian boutique hotel. **But the time has come to embark on a new adventure, celebrate what makes THE PLACE Firenze different, and recognise the contribution of talented General Manager Claudio Meli in forging a unique identity in the world of Italian hospitality”.**

Claudio Meli, who became General Manager of J.K. Place Firenze in 2008, will continue to be front and centre at THE PLACE Firenze, but with a renewed remit to make this elegant townhouse on Piazza Santa Maria Novella even more of a portal into a secret world: **the behind-the-scenes Florence of artisans, museum directors, aristocrats, chefs, designers, artists, winemakers, thinkers and creative talents** that few tourists ever truly connect with. Asked to distill the essence of THE PLACE Firenze, Meli replies: “Somewhere along the way, hospitality became an industry. That’s not us. We’re an artisanal bottega. Humanism was born in Florence, putting man at the centre of the universe. **We put guests at the centre of our universe**”.

One of the few luxury hotel managers to have made his mark first as a talented concierge, **Claudio has established a reputation as the guy to know in Florence**, the cultural mediator, the opener of doors. Many repeat guests consider him to be their well-connected Florentine friend, a man of impeccable taste but also roving curiosity with an infectious love of his native city, a teller of stories who is also receptive to their own tales from around the world. **Claudio combines his inside knowledge of Florence and his communication skills in the constantly updated ‘Essential Guide to Florence’** that he began to publish in 2012 and distribute free to guests of the hotel. At THE PLACE Firenze, the synergy between the Essential Guide and the guest experience will be greater than ever.

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THE PLACE Firenze will reopen in March 2021, lightly restyled, in order to refresh its much-loved ambience of warm, cultured elegance. In the months and years to come, Claudio Meli will preside over a gradual, organic amelioration of an already top-notch establishment so as to consolidate its status as every sophisticated, mindful global traveller's favourite Florentine home, house, restaurant, bar and cultural salon.

An entirely new brand identity, will take its inspiration from architect, thinker and humanist **Leon Battista Alberti** in order to underline the umbilical connection that links THE PLACE Firenze with Piazza Santa Maria Novella, Florence and the Renaissance, at a time when a new renaissance in both leisure and business travel is looming on the horizon.

We cannot wait to open this new chapter. Our hotel was always, we felt, a special Place. Our aim? To make it THE PLACE in Florence to be, to meet, to eat, to sleep, to dream.

THE PLACE Firenze

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