



THE PLACE

• FIRENZE •

Our new name is The Place. It's a name that sets us where we have always been, firmly at the centre of Florence.

As owners and custodians since 2003 of a hotel in Florence that has won endless praise and plaudits, we have decided it is time for a change. Resting on our laurels has never been our thing.

Exquisite hospitality and impeccable service are important. But they are not enough. When you enter The Place, you enter a world. The Place is a refuge and a portal, your home in Piazza Santa Maria Novella, but also your Florence, and your Tuscany.

It's a place for travelers looking for a place to stay, but also a key to the city that allows them to unlock the most secret and hidden of doors. This was the motivation behind developing a new, revolutionary project that has the potential to change the role of a hotel and its guests. The Place of Wonders. The Place exceeds a mere container for elegant guests, becoming an active entity that promotes local artisans and sustains the most magical, beloved angles of the city. We're at the start of a new chapter – one that we would love to write with you.

Carlo Babini Merlo
Owner, The Place

A handwritten signature in black ink, appearing to read 'Carlo Babini Merlo', written in a fluid, cursive style.



THERE WAS A PLACE HERE BEFORE
THE PLACE, A FINE AND BEAUTIFUL
ONE, BUT THE PLACE IS SUBTLY
DIFFERENT, NOT JUST IN ITS BRIGHT
NEW DESIGN SCHEME. WE WENT
IT ALONE, AND IN SO DOING,
RECLAIMED THE WORD 'UNIQUE'.
UNIQUELY FLORENTINE. UNIQUELY
CULTURED. UNIQUELY YOURS.

A handwritten signature in black ink, appearing to read 'Roberto Calvi', written in a fluid, cursive style.



FLORENCE HAS A LOT TO TEACH
THE WORLD RIGHT NOW.
WE NEED NEWFOUND HUMANISM.
WE NEED A NEW RENAISSANCE.
WE NEED PEOPLE WORKING WITH
PASSION ON THINGS THAT MATTER.
I HAVE BEEN WELCOMING GUESTS
TO THIS HOTEL – TO OUR HOUSE –
FOR 17 YEARS, BUT IT'S TIME FOR A
NEW BEGINNING, WE NEED A NEW
SENSE OF HOSPITALITY IN WHICH
WE PLACE OUR GUESTS AT THE
CENTRE OF OUR UNIVERSE.







THIS HOTEL IS A HOME:
MY HOME, AND YOUR HOME.
IT'S ONLY TWENTY ROOMS,
BECAUSE SMALL IS BEAUTIFUL.
SMALL IS THE FUTURE.
ARTISANSHIP IS THE FUTURE.
DETAIL IS THE FUTURE.
MAKING TIME FOR EXCHANGES
THAT ENRICH US, IS THE FUTURE.





THE PURSUIT OF QUALITY,
THE DESIRE TO DIG DOWN RATHER
THAN SKIM THE SURFACE:
IN MY MIND, THESE THINGS ARE
CONNECTED WITH A NEW TYPE
OF HOSPITALITY, ONE WHERE
LISTENING IS THE KEY, WHERE
HOTEL RULES AND REHEARSED
PHRASES ARE REPLACED BY GENUINE
INTERACTION AND THE FREEDOM
TO BE YOURSELF.





“HERE THE LIGHT ENTERS,
THE REAL PROTAGONIST IN
THE INTIMATE LIVING ROOMS,
AND AROUND THE FIREPLACES
OF THE HOUSE. AN ELEGANT
DIALOGUE BETWEEN THE OUTSIDE
AND THE INSIDE, A BALANCED
ALCHEMY BETWEEN THE OLD
AND THE NEW.” LUIGI FRAGOLA,
ARCHITECT AND DESIGNER



THE KITCHEN & THE BAR ARE PLACES
TO SAVOUR ALL DAY DINING
PROPOSALS OF THE SINCERE AND
REFINED CUISINE OF OUR CHEF
ASSO AND TAMARA.

THE TERRACE, A VIBRANT, SPACIOUS
URBAN STAGE AND PLACE OF
ENCOUNTER WHOSE CAST, MOOD
AND LIGHTING SHIFT THROUGHOUT
THE COURSE OF THE DAY, IS THE
LARGEST OF ANY HOTEL IN THE CITY
CENTER OF FLORENCE; SET IN ONE
OF ITALY'S MOST HARMONIOUS
PIAZZAS, DOMINATED BY LEON
BATTISTA ALBERTI'S GLORIOUS
CHURCH FAÇADE, A PAEAN TO
DIVINE HARMONY AND HUMAN
UNDERSTANDING.

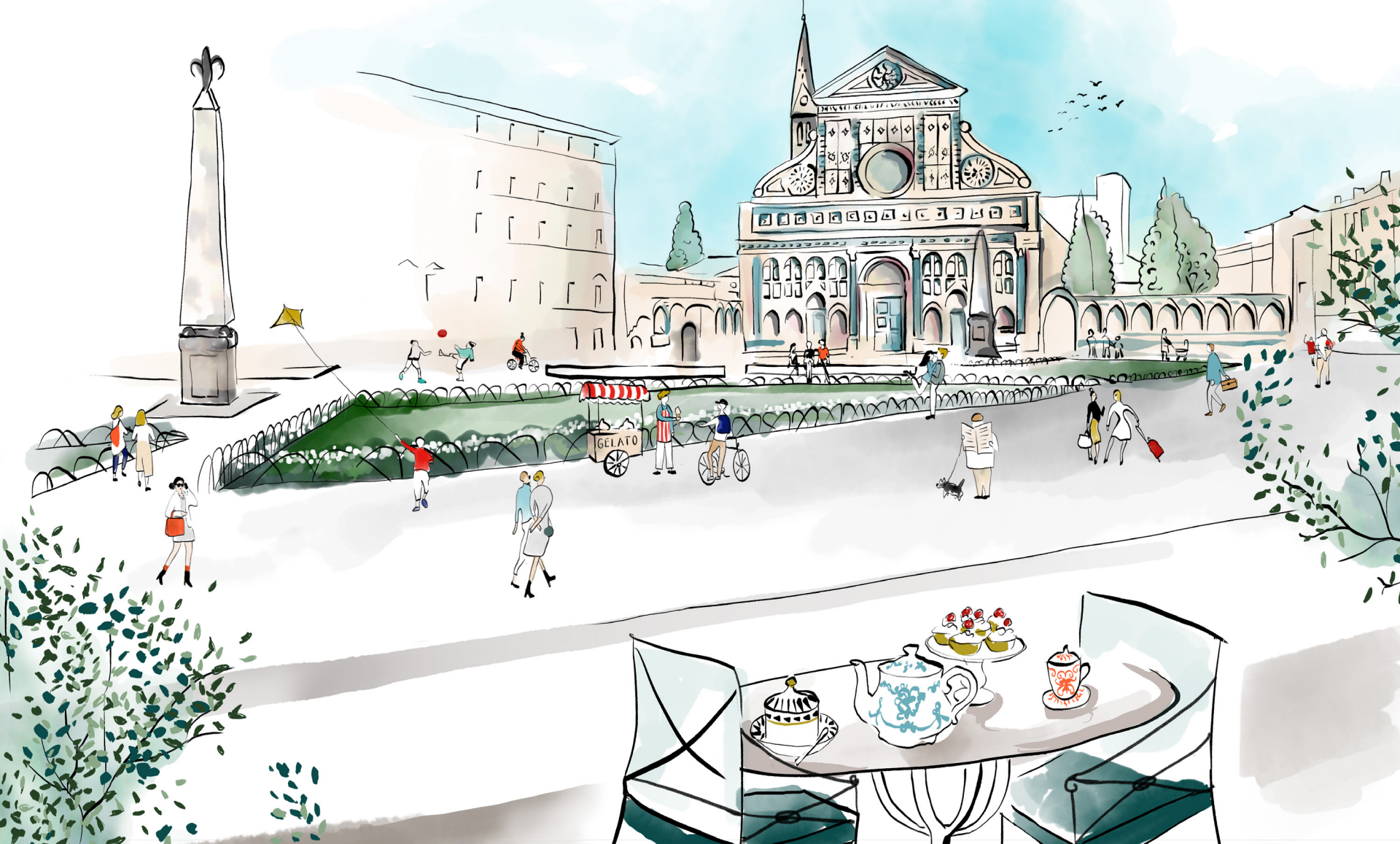




IMAGINE IF YOU COULD
REINVENT THE 18TH-CENTURY
GRAND TOUR FOR OUR TIMES:
WHAT WOULD IT LOOK LIKE?

WE SOUGHT OUT THE BEST, LONG-STANDING
AND MOST INNOVATIVE CRAFTSMEN,
CREATORS AND ARTISTS, AND WITH THEM
BUILT A NEW AND EXCLUSIVE RELATIONSHIP.
OUR GUESTS BECOME PART OF A LIVING
COMMUNITY, SUPPORTING IN A PRIVILEGED
AND AUTHENTIC WAY THE INTANGIBLE
HERITAGE THAT MAKES FLORENCE THE
BIRTHPLACE OF BEAUTY AND KNOWLEDGE.







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