



THE PLACE OF WONDERS

THE PLACE OF WONDERS IS A PROJECT THAT MARKS A PARADIGM SHIFT IN HOW *THE PLACE FIRENZE* RELATES TO ITS GUESTS AND TO THE CITY WHOSE CULTURE AND ENERGY IT CHANNELS.

NURTURING THE LOCAL COMMUNITY, CELEBRATING AND SUPPORTING ITS MAKERS AND VISIONARIES, *THE PLACE FIRENZE* IS NOW MUCH MORE THAN A HOTEL. FOR ITS GUESTS, IT HAS BECOME BOTH THE PORTAL AND THE ARCHITECT OF RICH, IMMERSIVE EXPERIENCES AND TRANSFORMATIVE ENCOUNTERS.





CLAUDIO MELI - GENERAL MANAGER THE PLACE
MICHELA BABINI - TPOW PROJECT COORDINATOR

AT A TIME WHEN THE WAY WE TRAVEL
AND ABOVE ALL THE REASON WHY
WE TRAVEL HAS CHANGED BEYOND
RECOGNITION, THE REBRANDED
THE PLACE FIRENZE IS REINVENTING
ITSELF, WITHOUT CHANGING ITS
CORE VALUES, BY REINFORCING ITS
TIES WITH FLORENCE AND WITH THE
NEIGHBOURHOOD IT INHABITS – THE
VIBRANT *QUARTIERE* OF SANTA MARIA
NOVELLA.

WE BELIEVE THAT THINKING LOCAL
HAS BECOME AN IMPERATIVE, ONE
WHICH UNDERLIES ANY PROJECT
OF TRUE VALUE AND EFFICACY. AND
WE BELIEVE IN THE IMMENSE, STILL
ONLY PARTLY REALIZED POTENTIAL
OF SANTA MARIA NOVELLA AS A NEW
DESTINATION EMBEDDED WITHIN A
CLASSIC DESTINATION.





TEMPIETTO DEL SANTO SEPOLCRO

LORETTA CAPONI
SASKIA SCARPE SU MISURA

MUSEO MARINO MARINI

SASKIA SCARPE SU MISURA
GIARDINO DELL'IRIS

THE PLACE OF WONDERS IS THE
PRECURSOR OF A NEW APPROACH
TO HOSPITALITY.

WE HAVE DARED TO DREAM
OF A HOTEL THAT IS NOT SIMPLY A
'PEOPLE CONTAINER' BUT A POLLINATOR,
A PARTNER AND SUPPORTER OF PROJECTS
WE BELIEVE IN, OF SMALL COMMUNITIES
THAT CRAFT BEAUTY, OF THE SOCIAL
AND CULTURAL FABRIC THAT MAKES
FLORENCE UNIQUE.

FOR THIS REASON, WE HAVE CREATED
A FUND, ONE THAT WILL BE SUSTAINED
BOTH BY THE OWNERS OF *THE PLACE
FIRENZE* AND, ON A VOLUNTARY BASIS,
BY GUESTS, TO BACK WORTHY PROJECTS
AND TO TRANSLATE OUR CONVICTIONS
AND VISION INTO TANGIBLE SOLIDARITY
AND SUPPORT.





OVER THE YEARS, WE HAVE FORGED
A CLOSE RAPPORT WITH MANY OF THE
ARTISANS, ARTISTS AND CULTURAL
ENTITIES THAT MAKE SANTA MARIA
NOVELLA ONE OF FLORENCE'S MOST
LIVELY *QUARTIERI*. THIS NETWORK
OF MUTUAL RESPECT AND CROSS-
FERTILISATION LIES BEHIND OUR
NEW ROLE AS 'NEIGHBOURHOOD
CONCIERGE' AND PROMOTER OF FRESH,
SUSTAINABLE, LOCAL EXCELLENCE.



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.





THE PLACE

• FIRENZE •

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