



SINA VILLA MEDICI  
FIRENZE

AUTOGRAPH COLLECTION®  
HOTELS

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

*“Florence inside the ancient sphere, where it still removes the third and the ninth and which, sober and chaste, lived in tranquility.” Dante, Paradise Canto XV*

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 Villa Medici has a particular significance for the company because it was here that the Società Internazionale Nuovi Alberghi was born, thanks to Count Ernesto Bocca whose aim it was to offer the art of hospitality to an elite clientele. So Florence was chosen for the group's first luxury property: an hotel with the ambience of a patrician 18th-century residence which once belonged to the Renzis Sonnino barons who lived in the palace named after them. Scrupulous structural alterations turned it into a grand hotel, the Villa Medici, a luxury 5-star property that welcomed among its first guests the Shah of Persia and his wife Farah Diba who were followed by crowned heads, celebrities and artists from all over the world.

A glittering gem in the heart of the city, the hotel opens onto central streets from which it is easy to reach the Piazza della Signoria, the Ponte Vecchio, the Uffizi Gallery and one of the most elegant stretches of the Arno river. The hotel is a backdrop for the stunning square opposite which it stands, a privileged position that allows the beautiful garden, which has a stunning swimming pool - a unique feature in the historic centre of Florence - completely renovated in 2021. Magical hues and nuances of a timeless place where ancient and modern entwine in an intriguing play of colours and furnishings that were carefully selected and coordinated during the recent major renovations.

The attention to harmony and to details creates warm and elegant interiors, an added value the owners like to transmit to their clients in all the hotels in the group: making the visitor feel at home, with all the comforts of a luxury setting. And this is what they find in the 100 rooms and suites in the Sina Villa Medici which are in both classical and in contemporary style to satisfy the tastes of visitors and tourists. Precious antiques and design pieces bring to life the rooms in a skilful play of light in soft pastel colours. With televisions that go from 43 inches and USB outlets, parquet

flooring and refurbished design bathrooms, most of the rooms have charming balconies overlooking the gardens and the monuments of Florence.

The hall and gallery are strikingly elegant and the lounge bar is flooded with light from the luxuriant garden. No details have been left to chance in these areas which are richly decorated with photographs of Florentine characters and views.

The owners also paid special attention to the gastronomy making the Sina Villa Medici a benchmark when it comes to fine dining at the Harry's Bar The Garden, launched in June 2021.

Open to the public every day from 11:00 to 22.30, Harry's Bar The Garden offers, according to the time of day, a rich, varied menu: not just an American Bar nor just a Restaurant, ranging from iconic burgers and sandwiches to gourmet pizza and a full menu à la carte ranging from starters, first courses, second courses and desserts. Legendary dishes such as Harry's baked thin fettuccine with parmesan cheese and ham, Harry's steak tartare, Harry's classic curry served with pilaf rice and mango chutney, flambéed crêpes with Grand Marnier must be tasted to be believed. All with the common denominator of the excellence and refinement in terms of the ingredients and impeccable service that have made Harry's Bar Firenze an institution that needs no introduction.

Harry's Bar The Garden embraces the exclusive atmosphere with an international air that has made this name an undisputed reference point, and with its elegant rooms and the lush garden and swimming pool it is already the place to go in town.

The hotel has areas for meetings and events, in all some 300 square metres with five rooms all of which have natural light, and two of which have breathtaking views over the city of Florence.

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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