



Portrait Firenze is part of the Lungarno Collection



## LOCATION

Just a stone's throw from the city centre and the main fashion boutiques, looking out over the Arno and the Ponte Vecchio, sits **Portrait Firenze**, the hotel part of the *Lungarno Collection*, the hotel management company owned by the Ferragamo family. The exclusive "residence" pays homage to the city of Florence and paints a portrait of it at a very special time – the fabulous Fifties – a time that saw the birth of Italian high fashion precisely in this area of the city.

## RESERVATIONS

+39 055 2726.4000

## WEBSITE

[lungarnocollection.com](http://lungarnocollection.com)

## OPENING

2014

## OWNERSHIP

Lungarno Collection, Hotel Management Company  
Property of the Ferragamo Family

## DESIGN

Architect Michele Bönan, Planner and Interior Designer

## MEMBERSHIP

Leading Hotels of the World



## DESCRIPTION

*“Portrait is a means, a philosophy, a new style of hospitality. In this incredibly exclusive location, swathed in comfort and elegance, the real bonus is the extraordinary team who magically manages to use this exclusiveness to make all the elements that it consists of vibrantly potent, offering far much more than the usual tailor-made services offered by a deluxe hotel,”* says Valeriano Antonioli, the Lungarno Collection CEO.

The first Portrait hotel in the Lungarno Collection was established in Rome in the shape of a luxury Italian residence, where the warm and heartening welcome, personalised service and emphasis on establishing a one-to-one relationship make guests feel instantly at home. The name itself – Portrait – expresses the concept of tailor-made hospitality, as if it somehow reflects a portrait of each and every guest.

This innovative philosophy has now reached the heart of Florence, in a magical setting with a spectacular view over the Ponte Vecchio and the River Arno, right next to the enchanting boutiques in via de’ Tornabuoni. Just a short walk away is Florence’s luxury district; five minutes and you’re in the centre of the history of art: Piazza della Signoria, the Loggia dei Lanzi, the Uffizi Gallery, the Bargello; five minutes and you can be exploring the many treasures of the other side of the Arno, with its historic palazzos, cafés, antique shops and craftsmen’s ateliers. Guests at Portrait Firenze will feel almost like they’re drifting off to sleep on the romantic banks of the river; they can admire the hills that surround the city like a decorative ribbon from the windows and it will seem like they can reach out and touch the Ponte Vecchio with their hand. They can also count on the support of a close-knit and knowledgeable team, all of whom are available to offer their services at any time and, above all, do so with extraordinary consideration.

When guests make a reservation, they are asked to fill in a questionnaire with their preferences: type of room, pillow, food and any allergies, etc. so that a precise profile of the guests can be built up and every demand and every request can be arranged in advance. Portrait Firenze staff are on call for guests to ensure that their stay is unforgettable and to provide them with the utmost in hospitality. It’s just like when you arrive at the house of dear friends that you haven’t seen for a long time, who have gone to the trouble of making sure you have everything you could possibly need, so that you feel happy and, most importantly, at your ease.

Portrait Firenze  
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## WHY PORTRAIT

The stars of Portrait Firenze are its iconic photos: six floors of them in the suites and in public areas, where the city's golden period from the Fifties to the Sixties is brought back to life, when Italian high fashion took off and international celebrities started arriving. There are personalities from the world of theatre and showbusiness of the time, like Maria Callas, Renata Tebaldi, Franco Zeffirelli, Anna Magnani, Vittorio Gassman and Sophia Loren; from royal families, from King Baudouin of Belgium, to the Dukes of Windsor, Grace Kelly and Prince Rainier of Monaco; and from the budding world of fashion, like Giambattista Giorgini and the first designers who took part in the fashion shows in the Sala Bianca, Roberto Capucci, Simonetta Visconti and Emilio Schubert. Complementing the views over the city are images of Palazzo Pitti, the Boboli Gardens and the Florentine theatres – La Pergola and Il Comunale. Of course, there are also photos of Salvatore Ferragamo, his daughter Fiamma Ferragamo, and some of the designers he has had dealings with, from Christian Dior, who Salvatore Ferragamo worked with on many projects, to Elsa Schiaparelli, who put on shows in Florence, as well as his favourite VIP clients. There are cinema stars immortalized walking along the banks of the Arno - Tyrone Power with his wife, Elizabeth Taylor and Richard Burton, and two extraordinary photos of Madame Lanvin who discovered her favourite colour in Florence, after seeing the blue of the lapis lazuli in Florentine frescoes, which she named *Lanvin blue*.

This photographic journey was made possible thanks to the contribution of Nina Screti, the art historian who, with her versatile experience in the field of image - working for years in fashion first with Carla Sozzani and then in the LVMH group - scoured no less than four photo archives over a period of many months. The very important Alinari, Giorgini, Locchi and Torrini archives were so intrigued by the project that they did not hesitate to open their doors and devote whole months of research to this extraordinary project.

If the rooms recount Florence during the 50's, in the common areas these photos take color portraying the excellence of Florentine artistry of today and tomorrow.

The art installation by Felice Limosani on the 6th Floor entitled "REMEMBER AND IMAGINE", fully represents this spirit: he is a craftsman of light, known around the world for having interpreted various fashion brands through light representations. Felice has created a digital kaleidoscope for Portrait Firenze, providing a new look to the beautiful geometrical marble floor of the Santa Maria del Fiore Duomo in Florence, a great example of craftsmanship during the 500.

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*The variety of decorations, the excellence of inlays and vivid colors make it a masterpiece.  
The frames placed under the central nave were animated as in a kaleidoscope.  
A tribute to Florentine artisans who in the 500's was able to create virtues and timeless beauty.  
A symbolic metaphor of the human capacity to remember the past and imagine the future.*

Felice Limosani

## **GUEST ROOMS**

The elegant six-floor hotel only has **suites, 37** to be precise, and all different in sizes, from 40 to 120 m<sup>2</sup>, divided as follows:

- 5 Portrait Studios - 40 m<sup>2</sup>
- 7 Family Suites - 59 m<sup>2</sup>
- 1 Timeless Suite - 60 m<sup>2</sup>
- 8 Superior River View Suites - 52 m<sup>2</sup>
- 5 Studio Deluxe River View - 46 m<sup>2</sup>
- 5 Prestige River View Suites - 56 m<sup>2</sup>
- 4 Portrait River View Suites - 85 m<sup>2</sup>
- 1 Ponte Vecchio Suite - 120 m<sup>2</sup>
- 1 Family 2 Bedroom Suite
- Portrait Penthouse Floor

Suite 305 dedicated to Bernard Berenson and Villa i Tatti;

Suite 402, a tribute to Villa Le Rose in the Lungarno Collection group, for an extraordinary event that took place there in '61 in honour of Rose Kennedy.

All suites feature walk-in wardrobes, bathrooms in marble from Carrara and courtesy kits with 'Salvatore Ferragamo' products; a concealed kitchenette where you can find everything you need to make yourself a cocktail, some tea or even a snack; a giant ultra-flat screen TV, a Bluetooth system for

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listening to music and watching films, an iPad with docking station, music and DVD libraries, a stereo system, advanced temperature controls and WiFi.

Special Amenities also for our 4-legged friends thanks to an active cooperation with the well-known Australian brand Dogue, who signed the kennels, bowls for food and water for our little guests.

## DESIGN

An architect and interior designer from Florence who is a master of style and highly thought of in the international hospitality sector was behind the exclusive **Portrait Firenze** project. He had already applied his skills to other hotels in the **Lungarno Collection**, interpreting the welcome offered by the various hotels in the collection in different styles, creating eclectic hotels that reflect classical harmony with contemporary design. A distinguishing feature of **Michele Bonan's** style is his attention to detail, which is an integral part of the design and of the building itself.

The Portrait Firenze project can be summed up in one word: aristocratic. To reflect this **new style of hospitality** Michele Bonan employed simple lines in his work, with harmony at the base of everything. Therefore, he used various colour combinations and different metals, juxtaposing matte grey with shiny grey and dark brown, and steel with golden metal and wood. He hunted for fabrics that would be relaxing, "warm" and pleasant to the touch. *"This project may be thought of as a jigsaw with lots of pieces that have to fit together perfectly. Colours, materials, forms: everything helps create the right atmosphere,"* says Michele Bonan.

And service is an integral part of the concept, with the task of providing guests with a modern, unrivalled experience. *"On the other hand,"* he continues, *"modernity means bringing back a classic style of service, a bit "old-style" if you will. Besides technology, which must be there of course, I am convinced that every hotel that is established today must focus on service, even more so than on the design or the objects that decorate the rooms."*



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