



ST REGIS
FLORENCE

HISTORY

Centuries of history and tradition have bestowed upon Florence a deeply felt, humanistic attitude to hospitality. This culture has matured through the centuries, with practices and rituals being handed on from generation to generation, reinforcing the aristocratic principles and standards of tradition.

Ancient precepts were codified already by the time of the Renaissance, when Florence was the abode of illustrious talents who made considerable contributions to every imaginable discipline.

From architecture, with Brunelleschi, Michelangelo and Alberti, to painting and sculpture, with geniuses like Leonardo, Masaccio, Donatello, Botticelli and Ghiberti, and of course literature, where Machiavelli and the Renaissance scholars further enriched the heritage left by Dante and Boccaccio.

The history of The St. Regis Florence in Florence is closely intertwined with the history of the city itself, reflecting the crucial stages of social and physical development in the Tuscan capital.

Famous events and personalities have often linked Florence with its The St. Regis Florence: Brunelleschi, for example, not only designed the famous dome of the Cathedral, but was also, as Vasari recorded in his 'Lives', commissioned by the Giuntini family to build the residence in piazza Ognissanti that four hundred years later became The St. Regis Florence.

Following restoration and renovation works The St. Regis Florence has strengthened its ties which bind it to the city of Florence. Use of the most scrupulous restoration methods has made it possible to recreate in The St. Regis Florence much of the architectural integrity and cultural context of the original building.

The restoration plan, finalized in September 2011, celebrates the Florentine history and culture using authentic local artisans, product and design elements including custom hand painted Tuscan and Florentine landscapes in every guest room, antique Italian engravings framed in hand carved gold leaf frames as well as beautiful antiques and decorative objects discerningly placed throughout the hotel.

Innumerable famous people stayed in the rooms of The St. Regis Florence during the nineteenth and twentieth centuries. One only has to recall the Indian maharajah Rairan Cottraputti from Kolapoor, who was cremated in 1871 with the Brahmin rite in the part of Le Cascine, that then came to be called the Piazzalotto and Viale dell'Indiano, or the young American Leland Stanford Jr. who died in 1884, in whose memory his parents founded the University in California that still today bears his name.



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BEDROOMS AND SUITES

The St. Regis Florence features 80 luxuriously appointed guest rooms and 19 suites, including a spectacular designed suite by Bottega Veneta. Reflecting Florence's rich artistic heritage, all the hotel's guest rooms and suites feature individually hand carved gold leaf plaques including one of three different color palettes - Medici, Florentine and Renaissance, with each design concept offering a unique selection of custom designed furniture, paintings, frescos and crystal chandeliers, creating a sophisticated sense of relaxed opulence. In honor of Florence and its traditions, every guest room and suite is named after noted Italian artists, benefactors and nobility.

Designed by Bottega Veneta Creative Director Tomas Maier, the Bottega Veneta suite is a unique and expansive environment created for those who appreciate quiet luxury, unparalleled service and a refined sensibility.

The palette of the one-of-a-kind suite is serene and sophisticated, featuring muted neutrals that create a warm and relaxing atmosphere. The suite is furnished with an inspired mix of pieces from the Bottega Veneta furniture and home collection adding elegance and attention to the details.

SERVICES

The St. Regis Butler Service; Concierge; 24- hour in-room dining; Restaurant, bar, private wine cellar; Babysitting service (on request); 24-hour fitness facility; Laundry; Business Centre; Iridium Suites Spa My Blend by Clarins.

BUTLER SERVICE

Following in the tradition of the legendary St. Regis Hotel New York, the St. Regis Florence feature the iconic St. Regis Butler Service, bespoke guest experiences and luxury accommodations tailored to meet global travellers' needs. Trained in the English tradition, the butlers provide ever-present, yet unobtrusive service while anticipating guest needs and customizing each guest's stay according to his or her specific tastes and preferences.

IRIDIUM SUITES SPA MY BLEND BY CLARINS

The St. Regis Florence Iridium Suites My Blend by Clarins, allow guests to renew and refresh mind, body and spirit with a variety of spa treatments. The Iridium Suites My Blend by Clarins features three luxurious and spacious spa suites complete with white and grey Florentine marble enriched with gold and silver walls and custom designed mosaics.

Two of the three suites feature circular chromo-therapy Jacuzzi tubs and double beds, perfect for couple massages and treatments.



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WINTER GARDEN RESTAURANT

The restaurant Winter Garden, home of uncompromised but personalized service, is located at the prestigious The St. Regis Florence, essential reference point of first class hospitality in Florence.

For those seeking epicurean delights, culinary excellence prevails.

Guests will discover the innovative, both regional and sophisticated pleasure of an informal but bespoke dining experience. Possible to have a relaxed lunch, from 12:00 pm to 2:30 pm, or an elegant dinner, from 7:00 pm to 10:30 pm, in an informal dining salon, powered & partnered by our talented chef with a light, casual food concept respecting the highest standards of the world's finest cooking.

Gastronomy is the heart of The St. Regis Florence experience as it is home to an innovative cuisine concept to host exclusive epicurean experience and unforgettable flavors, from the classic Florentine proposals to the tasting of the Mediterranean. The chef's artworks will be skillfully paired with a remarkable selection of indigenous and international wines and spirits to stimulate the sense sensation.

BALCONATA - WINE CELLAR

The outdoor library terrace, with views of the Church and Piazza Ognissanti, is the perfect place to join the Italian ritual of "aperitivo" and admire the local's Bella Figura walking along the Lungarno.

For private dining and functions, the hotel offers a majestic Ballroom on the mezzanine or for smaller functions the intimate "Cantinetta", a 15th century brick vaulted cellar designed for those who love fine wines paired with original Tuscany flavors.

MEETING & BANQUETING

The St. Regis Florence's meeting and banquet rooms provide a exceptional setting for social and business events.

Of the seven available spaces, each is comprised of a thousand matchless decorative details.

The impressive Salone delle Feste represents the perfect backdrop for high profile board meetings and gala dinners, while the smaller Dante, Petrarca and Boccaccio meeting rooms are ideal for company conferences.

Our personnel guarantee the highest quality service for any corporate or social event.

FOR MORE INFORMATION, PLEASE CONTACT:

The St. Regis Florence | Piazza Ognissanti 1, 50123 Florence, Italy

Public Relations Contact: Ph. +39 055 2716 3701 | Fax +39 055 268008 | E-mail: antonietta.bonelli@marriott.com

stregisflorence.com