

THE WESTIN

EXCELSIOR

FLORENCE

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HISTORY

A wealth of historical memories (seven centuries of Florentine history) is associated with the area on which stands the building that is now The Westin Excelsior.

In the 13th century, the religious order of the Umiliati settled here on what was then marshland, starting to build in 1251 the church dedicated to the Virgin Mary and All Saints. In 1278 the Umiliati Friars who had occupied the Convent of Ognissanti for 22 years producing woolen clothes, obtained from the Civic authorities the construction of a “borgo” around the Piazza Ognissanti, a sort of picturesque village with small council houses. Through the wealth of historic memories it is recorded in the land register that in 1427 one of the houses built on the area of the Westin Excelsior belonged to the noble family of Boccaccio, in 1607 another great family replaces the Boccaccio, the Gondi family. Later the building in Borgognissanti became property of Londomez, who was probably the first to use it as a hotel. In 1884 the building was bought by Anton Karl Autenrieth whose heirs sold it on 1924 to the Swiss hotelier Gerardo Kraft. In 1504 the Hotel Italie was the Casa Rucellai; the house remained the property of the Rucellai, noble Florentine family until 1627 when it was sold on the Portinari family. The house adjoining to the one which became hotel Italie was bought in 1833 by Carolina Bonaparte, sister of the great Napoleon and wife of Gioacchino Murat, the former King of Naples shot by the Borbons. Carolina Bonaparte entrusted the engineer Giuseppe Martelli with the reconstruction of the building giving it today's actual look. After the death of Carolina Bonaparte the heirs sold it and in 1862 the new owner of the building was the hotelier Giuseppe Augier.

Finally, in 1912, Mr. Gerardo Kraft obtained the property of the two contiguous hotels, “La Ville” and “Italie”. In 1925 both hotels were closed down for important works of renovations and they were opened again in 1927 as one complex under the name of Excelsior Italie with 170 rooms. The latter was inaugurated with a grand party on April 1st 1928. In 1997 the Westin Excelsior has entered a new phase in its history when the most recent restoration and renovation was completed. However, the latest refurbishment is dated February 2016.

Several celebrities stayed in Florence at the two properties owned first by Starwood

THE WESTIN

EXCELSIOR

FLORENCE

and nowadays by Marriott International, Inc.: the Romanov family, Emperor William II of Prussia, the Dukes of Windsor, the Shah of Persia with his wife Soraya, Princess Margaret of England, Elena of Romania, Queen Sofia of Greece, the King of Yugoslavia, the English Prime Minister W. Churchill and a number of world-wide famous artists such as Johann Strauss, Backhaus, Corot, Rubinstein, Menuhin, Toscanini, Orson Welles, Charles Chaplin, Françoise Sagan, Emperor Hirohito, Henry Fonda, Queen Juliana of Holland, Arturo Benedetti Michelangeli, Bruno Walter, Furtwangler, Beniamino Gigli, Maria Callas, Josephine Baker, Maurice Béjart, Carla Fracci, Marcello Mastroianni, Gina Lollobrigida, Sophia Loren.

The current General Manager of St. Regis Florence and The Westin Excelsior is Mr. Domenico Colella, while Mr. Giampaolo Ugolini is the Director of Sales.

LOCATION

The Westin Excelsior dominates the Piazza Ognissanti, steps from shops dating back to Renaissance times and from the most elegant boutiques.

BEDROOMS AND SUITES

The bedrooms and prestigious suites have been refurbished warm and refined: they represent the pleasure of indisputable style and were created for the most sophisticated travelers. Studies formed the basis of an authentic restoration of the rooms and suites; their details and decors have been renovated by using only highly skilled craftsmen, experienced in the traditional techniques.

Special touches have been perfectly combined with modern comfort.

Only the finest materials boiserie, drapes and inlaid Italian marble make the Westin Excelsior one of the finest and most luxurious establishments in Florence.

Each room has hair-conditioning, thermostat control, TV with international channels, safety box and minibar. All rooms feature the Westin Heavenly Bed® comfy, all-white beds with high thread-count sheets, plush down comforters and five queen and king-size pillows on each. Also featured is the Heavenly Bath®, custom-designed shower with two heads. Suites are fitted with Bang & Olufsen amplifiers with TV and CD/DVD player. The Westin Excelsior comprises 171 guestrooms including 15 suites.

THE WESTIN

EXCELSIOR

FLORENCE

PUBLIC AREAS

Light and colors inspired by the hills of Tuscany enhance the splendor of its interiors: terracotta, frescoes, marble and precious woods.

Today, after meticulous restoration, the hotel offers guests its traditional charm with an added magical aura of beauty which is reflected the moment you pass the revolving door.

As in the past it remains the perfect meeting space for those who love Florence, visitors and Florentine alike. Rooms which have been completely restored and which are the perfect gathering for meetings, receptions, banquets and conventions; sumptuous interiors, transparent glass lanterns combined with the latest technology such as a new air conditioning system, safety systems with smoke detectors and sprinklers transform your meetings into memorable occasions. The Westin Excelsior combines, in total, five rooms for meetings, cocktails or banquets to accommodate from 25 to 250 guests.

WESTIN WORKOUT AREA

The Westin Excelsior Florence in partnership with Technogym and TRX, features a fitness room inspired by upscale health clubs. The Westin Workout is situated on the ground floor of the Westin Excelsior and guests can access the area 24 hours a day. The large bright windows overlook the Lungarno and the Cestello Church and fill the room of gold solar light. Our clientele can dispose of the most innovative equipment by Technogym: 3 treadmills, 1 stepper, 1 elliptical cross trainer, 1 leg curl, 1 chest press, 2 bikes, adjustable benches and several weights. We have added the great TRX soft goods equipment to *empowering a better you*.

ORVM BAR

With a modern and elegant art déco style, ORVM, the new bar of the Westin Excelsior, is able to give a touch of renovation to the classical and refined ambience of the hotel. With a direct access from the lobby, the bar maintains its original beauty keeping the famous brass block carved by a craftsman at the beginning of the XX Century. The new ambience features architectural details and furnishings that contribute to create a unique place, where each detail is made with accurate

THE WESTIN

EXCELSIOR

FLORENCE

attention. Two imposing orange chandeliers give a warm light to the renewed ORVM bar. The brown shades of the furniture, made by leather and wood, are a modern interpretation of the spirit and charm of the roaring twenties, punctuated with late Art Déco design elements. Essential shapes and attention to elegance and modernity can also be seen in the artistic works decorating ORVM bar: a collection of original black and white pencil sketches and colored art paintings on display that make ORVM a place to live, but also to see.

ORVM opens every day from 11.30 am to 11.00 pm, and offers a young and refined ambience for different moments of the day. For a lunch or a dinner the menu offers dishes of local gastronomic tradition, made with fresh seasonal products, accompanied by either Tuscan traditional wines and or the best selection of international ones, all to confirm once again the exclusive feature of this place. A wide cocktail menu expertly mixed by the Head Barman is able to satisfy classic tastes and new combinations, for guests who enjoy food and drinks accompanied by melodic background live music.

SE·STO ON ARNO RESTAURANT & BAR

SE·STO on Arno is the Rooftop Bar and Restaurant of the Westin Excelsior, almost entirely made of glass. Its unique location provides the most breathtaking 360 degree view of the whole city over the rooftops, the churches and the bell towers with the River Arno and the Ponte Vecchio as background, all embraced by the picturesque hills of Tuscany.

Two large terraces, one dedicated to the restaurant and one to the bar, allow to deep dive into the lively atmosphere of the city and its magical light. The terrace facing the Arno River, the one dedicated to the bar, is covered by a veil of water that immediately recalls the flow of the river Arno beneath.

A glass wine cellar presented like a shining precious jewel, separates the bar and the restaurant area. The bar counter has a curved shape and is made of wood and alabaster, backlit with bronzed steel inserts.

The interior furnishings clearly recall the Sixties but keeping comfort always in mind. The result is a warm and cozy atmosphere with various different seating options, from soft sofas, to bar stools and colorful poufs, all enriched by wooden floors and ceilings and walls covered in original Florentine hand crafted leather.

THE WESTIN

EXCELSIOR

FLORENCE

For lunch or dinner SE·STO On Arno with his Executive Chef Marco Migliorati offers dishes of the Mediterranean gastronomic tradition, made with fresh seasonal products, accompanied by a new wine list with a top selection of grand Italian labels and the finest international ones.

For those who love to socialize, a wide range of cocktails expertly mixed by the Head barman is served on the wonderful terrace overlooking the whole city of Florence. The music concept highlights the truly exceptional setting and varies from modern lounge to Jazz.

SE·STO on Arno, a timeless location, an iconic venue overlooking the city of Florence.

MEETING & BANQUETING

The hotel offers 5 easily adaptable multifunctional rooms in order to accommodate meetings, fashion shows, cocktails and banquets. Situated at the ground floor, the Vespucci and Intermediate rooms, usable together as contiguous, have a homogenous empire style and have been supplied by new furnishings and luminous new tapestries. The Frescoes room with its direct access from the hall, welcomes the class customers that attend the Excelsior Hotel; it is in eighteen-hundred century Tuscan style and is illuminated by a large polychrome glass skylight that leaves the sunbeams to filter, has walls embellished by eighteen-hundred century frescoes and with a magnificent inlaid floor of terracotta tiles, original of that era, than maintains unchanged all its freshness. Our glass rooftop SE·STO on Arno Lounge provides a breathtaking setting for unique events.

All the rooms have been supplied by a new system of air conditioning with automatic control, and a new lighting system that contributes to create elegant atmospheres. Also, in the van security systems like smoke detectors and ceiling sprinklers are in place for security. Pleasant rooms perfectly equipped in order to satisfy the needs of the most demanding of customers. The largest meeting room seating 180 people.

SERVICES

THE WESTIN

EXCELSIOR

FLORENCE

Concierge Service – 24 hour front desk – Offsite Parking available – Babysitter upon request – Room Service – Car Rental Service – Laundry/Valet – Safety deposit boxes – Some pets allowed - Tour Service – Multimedia Quadriga system available in all the rooms - High-speed internet connection – Wake up service available – Traditional massage on request – Westin Workout – Personal shopper on request

For more information, please contact:

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