



## ***Château Monfort, where fairy tales come true***

Château Monfort is a luxury five-star hotel in Milan, belonging to the Planetaria Hotels Group, that was born from a unique concept, never made before for a hotel: the magical atmospheres of a Neo-Romantic castle, where everyone during their stay, can live their own fairy-tale, through spectacular interiors, best facilities and throw-out the latest technology.

The hotel, that overlooks the central Piazza Tricolore, one of the most elegant and up-market of the city: the Monforte district, which extends from behind Piazza San Babila, not far from the Duomo, Palazzo Reale, La Scala Theater up to the famous fashion district.

Designed and developed in detail as "Urban Château", the hotel is located in a magnificent residential building from the early twentieth century by the famous architect Paolo Mezzanotte - to whom we owe the construction of the historical headquarters of the Milan Stock Exchange - and according to a carefully restored plan for renovation with the art direction of **Sofia Gioia Vedani, Architect and CEO of Planetaria Hotels**, who followed personally the renovation plan **in cooperation with the design studio-FZI Interiors**.

Each detail is the result of an accurate iconographic research, which drew inspiration from the world of fairy tales translated into wonderful international operas and ballets, capturing the atmosphere and charm in a new interpretative way.

The renovation of the building - arranged on five levels (one specifically dedicated to Guests facilities) - has allowed the construction of a total of 77 extremely refined guest rooms, including Superior, Executive, Deluxe, 5 Junior Suites and 5 Suites, as well as wide spaces dedicated to host activities, spare time and relax for guests and outsiders of the hotel.

The Corso Concordia's hotel, which is already at the top of travelers' ranks, becomes one of the new unmissable destinations included in 2013 Guide of Relais&Châteaux, being also among the best facilities for whom is looking for a stay combined with 'urban life', history, art and also a bit of fizz and emotion.

Château Monfort is the first and only hotel destination in Milan to be selected by Relais & Châteaux, the exclusive collection of the best charming hotels and gourmet restaurants in 60 countries.



Château Monfort surprises by the spectacular uniqueness that distinguishes each area, in particular the lounge area, restaurant and function rooms, designed for a single objective: to wrap in a fantastic world where dreams and imagination can come true.

## Ground floor

From the entrance hall is clear the sense of venturing into a unique place, as if the doorstep that separates it from the city, allows to access to another dimension: entering the doorway, under the cantilever roof of glass and wrought iron, designed according to the canons of the time - harmonic integration to the liberty style of the building - you can notice the presence of authentic elements, brought back to their original splendor, and novelty of transcendent importance.

The floors of the **lobby**, on which is clearly visible the original inscription of welcome "Salve" and the staircase that leads upstairs, also original, reflecting the historical features of the place.

From the lobby you also discover the evocative hall of the **Lounge Bar Mezzanotte**: here the choice was to pay homage to the original creator of the building – architect Paolo Mezzanotte - and its important job through the glass dome that shows a beautiful view of the façade of the *Sacro Cuore* Capuchin Church, also designed by the architect from Milan. The amazing crystal dome was created to transform the courtyard of the palace of yore in a setting of great effect, ideal for small shows, concerts and several events. The counter bar richly decorated with small columns, locks and coatings in Copper, is another component of antiques, combined together with the custom design clock made by Eberhard & Co, specifically for Château Monfort and embellishes the room making of it an emblematic and welcoming place for all its guests.

On the right of the reception is located the wing of the hotel dedicated to **Rubacuori Restaurant**, haute cuisine temple where taste combines to the refined poetry and the atmosphere. "La Sala del Risveglio" Hall (Sweet Awakening room), where between cups and teapots become lamps, you find yourself in a fairy house of treats, and three other dining rooms that make up the restaurant area, all covered by precious Jannelli & Volpi tapestries, arranged side by side and separated by sliding doors that allow three most intimate and confidential separate rooms.



In each room you can breathe a special atmosphere, due to extensive development of the furnitures and finishes: in the central Hall of Rubacuori's, mirror rounded tables and beautiful silver chairs with comfortable seats and pastel tones heart-shaped backs, create the perfect location for a romantic dinner or to celebrate family occasions; on the left, passing the ancient portal of the seventeenth century you will find the Alcova del Rubacuori (or Hall of Mirrors), furnished with comfortable retro-chic sofas made up with a modern taste appropriated for special occasions; last but not least the Hunting Room (or trophies), evoking a hunting intended in a fun way, where white ceramic trophies stand over.

## Basement

To accompany the delights of the Restaurant or for a more casual dinner based on excellent meats and cheeses, **La Cella di Bacco** is the area dedicated to wines, always ready to offer its finest selections. Set under an arch of red bricks, it houses the best bottles ensuring the authentic fragrance and taste. Sitting around an oak table, guests can enjoy the quality together with " the god of wine", Bacchus, that was featured in a fountain in front of the entrance gate.

For events that require a certain prestige location, Château Monfort reserves on level -1 two exclusive and rich in atmosphere areas, which are ideal for gala dinners, ceremonies, cocktail parties or corporate events such as conventions, meetings, presentations and press conferences.

The first is **Le Segrete**, beautiful room with a rectangular plan of 62 square meters, which represents the conference area of the hotel. Also covered by vaults barrel - original ceiling restored thanks to a careful renovation – it has walls with neutral colors broke up by wrought-iron lanterns, which together create a medieval atmosphere, the perfect setting for business and high level meetings.

Up to requests can be set up with a large wooden carved walnut central table or alternatively adopt simple sided console for buffet in case of Gala dinners. For a more exciting location, **La Sala dell'Incantesimo** is what you need. Its oval shape encloses an elegant space of 118 square meters, a great chance to experience the atmosphere of a fairy tale and the magical evening in a Castle.



All is emphasized by sumptuous beige travertine marble floors, glitter curved walls, marvelous foliage stucco and a modern touch. The soft light that illuminates the walls, makes even more attractive the environment and create an appropriate atmosphere with its colorful glows. **La Sala dell'Incantesimo** is a versatile area that lends itself both to gala dinners to celebrate special occasions - like birthdays, graduations, weddings – and to special events that cannot miss an exceptional setting.

Both rooms, appropriately soundproofed, are provided also by a sophisticated audio-video instruments.

Located on the - 1st floor there are also the **Fitness Centre**, an intimate ambience with technologically advanced equipment for a healthy exercise, and **the Amore&Psiche SPA**.

The Amore&Psiche SPA is a suggestive, harmonious and charming place where you can take care of your body and soul, to relax in the pool or regenerate yourself in the sauna, in the turkish bath or in the emotional showers or in relax room drinking fruit tea, cradled by sweet melodies.

## FROM THE LOBBY TO THE MAGIC OF BEDROOMS

On the left wing of the hall two elevators and a stunning staircase introduce you to the magical atmosphere of the rooms. Three large antique chandeliers suspended in the center of the main staircase, at different heights, create vibrant play of lights on the wallpaper in golden tones with a delicate pattern of branches and leaves, taken from the floral wrought iron balustrade.

The corridors are another feature of major effect: just as many shooting stars, cutlery mosaic inserts floors give motion to the colored grit and, combined to white LEDs that surround the doors, get a lively perspective getaway that surprises and captures the eye.

### The bedrooms

Each room of Château Monfort is a small oasis of charm and imagination, a unique and special ambience to spend a marvelous stay in Milan. Designed in detail with valuable materials, first-quality finishes and taylor made fantasy style furnishings, reserve maximum



comfort thanks, also, to the technologies used for soundproofing and air conditioning, in addition to the classic supplies of a five-star hotel.

High-tech component, that characterizes the hotel's offer is also found here. First of all in the allocation of radio systems that allow a direct connection to smartphones or mp3 devices and to listen to favorite songs in better stereo quality. Moreover for the first time the televisions are advanced models of screen, which lets you surfing the web while sitting on a comfortable sofa.

## 1-2 FLOORS

The dream has just get started on the first two floors. A magical fairy tale atmosphere and the most famous literary works that have filled our children's fantasies, revisited with a neo-Romanesque style and interpreted in a contemporary way.

The imaginary fairytale unfolds so in a dream world, where design plays with iridescent colors fabrics and mirrored surfaces. The interior of the Superior rooms develops three themes: the romantic **Hibiscus**, cascades of flowers and butterflies on the decorations on the walls, backlit header in the enveloping canopies and screen printing of glass that separate from the entrance, while the bathroom disappears at will behind a translucent curtain LED. Other rooms are based on night suggestions of the mysterious woods where **Owls**, hidden in the closet, seem to be spying through the over-size keyhole, and the bed invites to relax under the good auspicious of the **Tree of Life**. Finally, in tribute to travelers of once and always, some rooms are characterized by vintage style, where the furnishings are made from large antique **Chests** that open to release the most secret desires. For bathrooms, retro style details and finishes with wood paneling and mosaic turned to the colors of dark gray and green.

## THIRD FLOOR AND ATTIC

Junior Suites and Suites, rich of bohemian charm, inspired by the opera, typical results of a modern and really unusual design, that uses furnishings to tell the threads of **love and** express the romantic spirit of their heroines from which they take their name.

**In Junior Suites** between the plies of the canopies appear majestic head of beads that show sometimes a dragon, in memory of Princess **Turandot** headdress, or the background of rural



French landscapes visited by Violetta in **La Traviata**, or butterflies painted on kimonos to evoke the love songs of Madame **Butterfly**.

The **Suites** are available in two types: three of them are composed of two rooms connected by the entrance, while **Cenerentola** and **La Bohème** consist of open spaces to be lived in comfort and intimacy. Here, thanks to more roomy spaces, the reference to the world of opera is direct, with exceptional interiors that like theatre stages recreate seductive environments able to go beyond the traditional outfits. So, the beds become princely alcoves from a round shape, while the twenties' bath positioned in the room adds a touch of poetry and originality. What makes our suites unique are the skylights that radiate during the day with natural light and allow the guests to fall asleep at night under the spell of a starry sky.

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