



# VILLA PLINIANA

LAGO DI COMO - by SERENO HOTELS

## **SERENO HOTELS ACQUIRES MANAGEMENT OF LUXURY PROPERTY, VILLA PLINIANA IN LAKE COMO, ITALY**

*Located Next to New Il Sereno, Lago di Como, Villa Pliniana Will Be Lake Como's Ultimate Vacation Lodging and Italy's Premier Wedding and Special Events Venue*

**New York, New York (February 17, 2016)** – Sereno Hotels announced today the acquisition of its latest luxury property, [Villa Pliniana](#), a stunning 16th Century Italian palazzo set on 18 waterfront acres on the legendary Lake Como. Sereno Hotels signed a long term lease for Villa Pliniana, which will open on March 1, 2016. Villa Pliniana, featuring 19 bedrooms, luxurious events halls, vast gardens and Sereno Hotels services will become Lake Como's premier luxury destination and will also be available to host exclusive weddings and group events. Exuding Italian charm and romance, Villa Pliniana is located in the village of Torno, less than 1,000 yards from the hotel group's highly anticipated [Il Sereno, Lago di Como](#), which is set to open in July 2016 and designed by the world-renowned Patricia Urquiola, *Wallpaper\** Designer of the Year 2015 and 2006.

"We are thrilled to add Villa Pliniana to Il Sereno, Lago di Como less than a mile away and to its sister property in St Barth's," said Luis Contreras, owner of Sereno Hotels. "Villa Pliniana is the perfect complement to Il Sereno, where our guests can now enjoy both the newest and the oldest great buildings in Lake Como." Contreras continues, "A 500-year-old villa that sleeps 39 on an 18-acre waterfront estate, the most unbelievable views, an incredible history and Sereno Hotels' services; I have no doubt that Villa Pliniana is the most special lodging in Lake Como, offering guests an irreplaceable experience for memorable weddings and special events."

Sereno Hotels has once again partnered with Patricia Urquiola to re-design select interiors at Villa Pliniana, and the team plans to unveil those enhancements in the fall of 2016. Full restoration of the existing buildings has just been completed and brought up to the highest contemporary standards, while maintaining the charm and historical details of the original design. The villas are exquisitely decorated and 21st century comforts mix seamlessly with the timeless frescoes, boiseries, terrazzos and fireplaces. A highlight of the villa is the piano where Gioachino Rossini wrote the Opera Tancredi in 1813, which still rests at the same spot where he once sat, but is now lovingly renovated.

The Villa Pliniana and its 18-acre gardens offer 19 luxurious bedrooms, which are divided among four large apartments in the main villa and three additional standalone villas, and can accommodate up to 39 guests. The two large ballrooms of the Villa are equipped to host events up to 200 guests. Additionally, the picturesque waterfront gardens can accommodate up to 500 guests for large weddings and events. Two large meeting rooms, dining room, a kitchen fully equipped for private catering services, a reception hall and a billiard room round out the multi-function space. Each of the villas in the Pliniana complex boasts lake views and is equipped with the state-of-the-art technology.

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The Villa Pliniana features its own private spa where there is a large swimming pool with Jacuzzi, rain showers, sauna, steam bath, solarium and a relaxing lounge mezzanine. To arrive at Villa Pliniana, the property's private boat dock assures the safe harboring of boats, ferries and Il Sereno's custom-designed Riva boat transfers. The on-property helipad allows easy connection to Milan and main airports. Villa Pliniana also is accessible by car and offers a spacious underground parking garage at the complex. The villa is only five miles from Como and 37 miles from Milano Malpensa airport (MXP).

Continuing the tradition of Sereno Hotels, guests can expect Villa Pliniana to embody a strong sense of place along with well-developed design sensitivity. The Villa's site is first mentioned by Pliny the Elder in the first century A.D., which is what gave it its name. Since then, many naturalists and scholars have written about the very particular Pliniana wellspring, including Leonardo da Vinci. Villa Pliniana's land was originally selected and built on by Count Giovanni Anguissola in 1573, and over the centuries, the site has been visited by many artists, scientists and monarchs, such Lord Byron and Napoleon, widely loved for its beautiful panorama. Sereno Hotels provides exclusive, sophisticated service in a relaxed and simple manner. A central brand promise is that no matter how luxurious or well-designed, there is no substitute for views and space. Sereno Hotels Managing Director Samy Ghachem will oversee all properties in the portfolio, offering the personal touch guests are accustomed to with Sereno Hotels and ensure that the level of high profile events at Le Sereno St. Barth's translates to the Lake Como offerings.

Event pricing for Villa Pliniana is available by request. Please contact [sales@lesereno.com](mailto:sales@lesereno.com) for more information.

#### **About Il Sereno, Lago di Como**

Il Sereno presents a new era of luxury hotel for the iconic destination of Lake Como with an ethos of understated elegance. Designed by Patricia Urquiola, *Wallpaper\** Designer of The Year 2015, the all-suite hotel will have 30 spacious rooms, ranging from 65 square meters to The Penthouse at 200+ square meters, all with floor to ceiling windows and all of them on the waterfront. Highly-acclaimed Milan-based Chef Andrea Berton will be the Executive Chef of the hotel's indoor-outdoor restaurant. Guests can also relax at the hotel's full-service spa, situated under original arches dating back centuries. The property will feature a private beach, as well as a dock, allowing guests to arrive by one of the hotel's boats custom-built by Ernesto Riva. One of Il Sereno's show stopping features will be the 60-foot-long freshwater infinity pool suspended over the water and the large sundeck.

#### **About Sereno Hotels**

Le Sereno St. Barth by Christian Liaigre launched to great success and was followed a few years later by Le Sereno Villas, over ten years ago. Now with the addition of the Il Sereno Lago di Como property and Villa Pliniana, with future expansions to be announced, Sereno Hotels will be the private owner and operator of a small number of hotels at the upper echelon of the luxury market. Themes carried through each hotel are a small, intimate number of rooms, locations in some of the world's most coveted vacation destinations, oversized rooms and suites, large private villas associated to the hotel property, understated luxury, and exact attention to detail in design, service, cuisine and amenities.

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