



SINA HOTELS

SINA HOTELS SINCE 2018: A FAMILY STORY

A family story that dates back to 1958 with the foundation of the Sina group when Count Ernesto Bocca, a man with a love for beauty and a passionate traveller, bought and restored a patrician palace in the heart of medieval Florence, transforming it into a luxury hotel. From the date of its acquisition in 1960 the Villa Medici has welcomed international celebrities from all over the world including the Shah of Persia and his wife Farah Diba. The Count, with the legitimate ambition of a successful businessman and with his wife always at his side, went a step further and laid the foundations for a collection of luxury hotels when he added the Bernini Bristol on Piazza Barberini in the heart of Rome. The hotel soon became a favourite in the Eternal City with celebrities and businessmen and also with the international jet set and the world of the silver screen.

A few years later the Count's daughter Matilde, who had inherited her father's same passion, joined him and the group expanded further with the Hotel Astor in Viareggio, the favourite seaside resort of well-to-do Tuscan families and visitors from all over the world. Five years passed and it was Bernabò Bocca's turn to join the family business alongside his father and sister. And in the same year the Brufani in Perugia became the fourth property in the SINA collection, opening its doors to such illustrious guests as the British Queen Mother.

The family then began to look at Milan and, in particular, at the Hotel De La Ville which is in a strategic position between the Cathedral, La Scala Opera House and the elegant designer stores on Via Monte Napoleone. Not long afterwards the Sina group took over the refined Palace Maria Luigia in Parma, an historic city with great musical and gastronomic traditions. In 2002 Matilde and Bernabò Bocca made their father's dream come true when they opened a boutique hotel in Venice, the Palazzo Sant'Angelo on the Grand Canal. Followed by a return to Milan where they transformed a palace with an Art deco façade in the heart of the city into the Hotel The Gray. With its views of the famous Vittorio Emanuele II Gallery the hotel quickly became a popular haunt with the city's fashionistas and the movie and theatre crowd. In 2004, feeling nostalgic for their origins, Bernabò and Matilde turned Villa Matilde, the 18th century Bocca family home in Romano Canavese (in the Piedmont countryside) into a charming relais, after a full restoration while respecting the original décor and structure, adapted the property to the needs of today's traveller.

In 2008 the Group celebrated its 50th anniversary and in this year SINA added another gem to its collection: the Centurion Palace in Venice, transforming the historical "Palazzo Genovese" into a design hotel in the charming Dorsoduro district between the Peggy Guggenheim Museum and Punta della Dogana. In 2018, a landmark year for Sina Hotels, the leading Italian luxury hospitality company celebrates its 60th anniversary with the acquisition of the boutique hotel Flora in the iconic island of Capri is one of the most iconic destinations.

In 2022 the prestigious Sina Bernini Bristol in Rome reopens its doors following a major refurbishment, including an expansion into a new period building adjacent to the hotel, and starts a new era joining Autograph Collection Hotels.