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*THE SERIOUS
SIDE OF*
**JESSICA
CHASTAIN**





The Fireplace Room at the hotel

The Duomo Rooftop Loft at The Place Firenze



FLORENCE/TUSCANY

THE PLACE FIRENZE

First opened in 2003 as part of the J.K. Place brand, the Place Firenze is the brainchild of Italian entrepreneur Carlo Babini and his family. Years later, it was time for a new look and new offerings to appeal to modern travelers. “The time has come to embark on a new adventure, celebrate what makes us different and recognize the contribution of talented general manager Claudio Meli in forging such a unique identity in the world of Italian hospitality,” explains Babini. Studio Luigi Fragola provided a serene, contemporary new design concept for this elegant Florentine home on the historic Piazza Santa Maria Novella. “The aim was to create an urban design scheme with a contemporary feel that was nevertheless immersed in the historical context of the hotel’s location,” says Luigi Fragola, “to enact an alchemical fusion of old and new in order to rejuvenate a much-loved classic.” The Terrace all-day restaurant located right on the piazza is shaded by parchment-hued parasols with red fringe, offering a breezy new look for al fresco dining. The Kitchen & The Bar indoors serves Tuscan cuisine by chef Asso Migliore that is simple yet divine. theplacefirenze.com

HELVETIA & BRISTOL FIRENZE

Just steps from the majestic Duomo and the galleries of the Uffizi, the reimagined Helvetia & Bristol marries 19th-century glamour with contemporary design after a restoration that has been six years in the making. The original Helvetia palazzo has been seamlessly joined with the adjacent Bristol wing—a building that once housed Banco di Roma—and its beautiful parquet oak floors, sumptuous velvet curtains and enormous canopy beds are reminiscent of a bygone Grand Tour era. The hotel’s 25 new rooms and suites have been designed by Anouska Hempel, whose flair for luxurious fabrics and finishes is in full effect. Together with the finest Italian craftspeople—Moleria Locchi, glassmakers from Murano; Antico Setificio Fiorentino, local makers of tapestries and silks; to name but a few—the 89 rooms of this Starhotels Collezione property have gone from good to positively sublime. The recently completed Bristol Winter Garden, with its art deco skylight, walls of mirrors and chinoiserie detailing, is the place for a formal yet festive meal, while Cibrè Caffè is the casual, convivial spot for breakfast or an evening aperitivo. The hotel’s spa—soon to be the largest in central Florence—is built on the site of former Capitoline thermal baths of the Roman Florentia and promises to entice sybarites and history buffs alike. For a romantic step back in time, book now to marvel at this meticulous makeover that is clearly a labor of love. starhotelscollezione.com ■



The Bristol Winter Garden restaurant at Helvetia & Bristol



The Tinello dining room