

Press release, 27 April 2026

## New all-day hideaway La Casetta Garden Lounge opens in Florence



Florence: The 25hours Hotel Piazza San Paolino is introducing the new La Casetta Garden Lounge in the backyard of the hotel, which opened in 2021. The elegant 200-square-metre space, complete with its own terrace, barbecue area and pool, is now available to all guests for leisure and work. With a cosy co-working corner seating 20 people, an analogue area featuring card and board games such as backgammon and chess, and a full-day selection of snacks and drinks, it is an all-day hideaway right in the heart of the city. A day pass costs €30 per person and can be booked online via the [25hours website](#) or on-site at reception. The number of passes is limited to 30 per day.

“We are delighted that, following a two-month refurbishment, we can now unveil our new La Casetta Garden Lounge,” says Bart Spooenberg, General Manager of the 25hours Hotel Piazza San Paolino. “We have noticed an increased demand among our guests for workspaces. Although Florence is not a typical conference city, the desire for creative workspaces is growing here too. Until now, the apartment could only be booked exclusively. Following the renovation process, it is available to all hotel guests and visitors from outside. Some can relax by the pool whilst others work on their laptops. It is also worth

noting that La Casetta is modelled on the home of our Milanese designer Paola Navone, who is responsible for the entire hotel design.”

The La Casetta Garden Lounge is open from April to October, from 8 am to 8 pm. It offers a peaceful setting that is perfect for working, relaxing and socialising outdoors. In the mornings, guests can choose from pastries, authentic Italian crostata – a tart made from crisp shortcrust pastry filled with jam – fresh fruit and other sweets. These are accompanied by the finest Italian coffee specialities. From midday onwards, focaccia, crudités (vegetable sticks) with various dips and light salads are served. From 5 pm to 7 pm, pinsa, topped crostini and tapas are added to the menu, along with wine, beer and spritz. Snacks and drinks are included in the ticket price.



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The 25hours Hotel Piazza San Paolino, with its 170 rooms, is celebrating its fifth anniversary this year and was designed by Milan-based Paola Navone and her team. It is centrally located in the heart of Florence, in the Santa Maria Novella district. In addition to the La Casetta Garden Lounge, the hotel features its own cinema, a small spa and fitness area, and a green courtyard garden. The Cecchini in Città restaurant, run by the internationally renowned 'King of Beef', Dario Cecchini, specialises in high-quality meat dishes. The COMPANION Dolceamaro Bar, a cocktail bar in typical Florentine style with a modern twist, invites guests to enjoy an aperitif or Italian classics, whilst the in-house Alimentari, a small grocery shop selling sandwiches and salads, also offers regional products to take away.



Press- and image material for 25hours Hotel Piazza San Paolino:

<https://25hours-hotels.com/florence/piazza-san-paolino/media-page/>

<https://25hours-hotels.com/florence/piazza-san-paolino/media-page/#images>

<https://25hours-hotels.com/florence/piazza-san-paolino/>

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## About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, which holds a majority shareholding.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that was built from 2005 and today operates 18 hotels in prime European destinations like Hamburg, Berlin, Paris, Copenhagen and Florence as well as in the international metropolises of Jakarta, Dubai and Sydney. 25hours is a smart, culturally resonant hotel idea characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", designs each of its hotels with different designers and unique style. Trieste, Trojena and Cairo are among the future destinations.

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