

MEDIA KIT



25h

florence / piazza san paolino
twenty five hours hotel

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Facts & Figures

25hours Hotel Piazza San Paolino Piazza di San Paolino 50123 Florence	p +39 055 29 66 911 sanpaolino@25hours-hotels.com
Opening	13 September 2021
Investor & Developer	Art-Invest Real Estate
Owner	Invesco
Operator	KNSA Hospitality
Manager	Ennismore
General Manager	Bart Spoorenberg
Architecture	GLA - Genius Loci Architettura
Interior Design	Paola Navone, Studio Otto/Mailand
Concept & Original Inspiration	25hours Hotels
Location	The 25hours Hotel Piazza San Paolino is located in the historic centre of Florence, close to Ponte Vecchio, the Duomo of Santa Maria del Fiore and the main train station.
Hotel	<p>170 rooms, townhouse with spacious private areas, private garden, pizza oven, grill and private pool.</p> <p>The building complex, consisting of three properties, covers an area of 10,750 square meters and offers space for a total of 170 rooms. The restaurant Cecchini in Città is located on the covered patio of the historic eighteenth-century Bank of Italy building. A quaint café enlivens Piazza San Paolino and the sophisticated mixology culture is celebrated in the intimate adjacent COMPANION Dolceamaro Bar.</p> <p>While the Florentine architects of GLA - Genius Loci Architettura were entrusted with the renovation of the building complex, the design and development of the surprising spaces was curated by the interior designer Paola Navone. With her distinctive style in combining the traditional with the contemporary, she followed the story of Dante Alighieri's "The Divine Comedy" and played with the tension between inferno and paradiso, giving the hotel her own design signature. A place to relax divinely and have fun devilishly.</p> <p>The journey through this literary masterpiece begins at reception, where guests can choose between two room types: Bianco and Rosso. Ethereal</p>

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	<p>colours or bold red tones – both colour schemes are an allusion to Dante's Divine Comedy. Guests can decide for themselves.</p> <p>The area around the elevators is enriched by illustrations by the American artist Seymour Chwast, who redesigned scenes characteristic of the Divine Comedy in a playful way. Divine entertainment can also be found in the hotel's cinema: the "Cinema Paradiso" offers a weekly movie night.</p>
Room Designs	<p>Rosso</p> <p>Bianco</p> <p>La Casetta Garden Lounge</p>
Room Categories	<p>170 rooms with the categories Medium Bianco or Rosso (41 rooms), Medium Bianco or Rosso with balcony (84 rooms), Large Rosso with private garden (17 rooms), Extra Large (21 rooms), Gigantic (6 rooms) and one townhouse Casetta del Giardino.</p>
Prices	<p>Medium Bianco or Rosso from EUR 189 per room / per night</p> <p>Medium Bianco or Rosso with balcony from EUR 219 per room / per night</p> <p>Large Rosso with private garden from EUR 249 per room / per night</p> <p>Extra Large from EUR 279 per room / per night</p> <p>Gigantic from EUR 309 per room / per night</p> <p>Casetta del Giardino: on request</p> <p>(prices include VAT but exclude breakfast)</p> <p>Breakfast: EUR 24 per person</p>
Meetings & Events	<p>Breakout-area with two multifunctional rooms</p>
Facilities	<p>Sauna with relaxation room, gym, 25hours things shop, La Casetta Garden Lounge with co-working corner, terrace, barbecue area and pool</p>
Gastronomic Offer	<p>Tuscan restaurant Cecchini in Città and lounge/outdoor area with 60 seats</p> <p>COMPANION Dolceamaro Bar with 50 seats</p> <p>Alimentari with café and 50 seats</p>

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Overview

The 25hours Hotel Piazza San Paolino is located in the centre of Florence in one of the most authentic and undiscovered neighbourhoods – Santa Maria Novella – a little off the beaten track. Situated within walking distance of the railway station, at the rear of the Museo del Novecento, it occupies an entire block between the elegant antiques street Via dei Fossi and the popular Via Palazzuolo and connects two districts which previously had little contact with each other. The hotel occupies the spaces of what was once the Monte de' Pegni: the historic Loan Company of the Cassa di Risparmio di Firenze. Its central nucleus of 66 rooms is located in the original convent adjacent to the homonymous Church of San Paolino. A spectacular design and architectural intervention oversaw the controlled demolition and renovation. Ancient spaces and annexes have been converted into a place of strong contemporaneity and dynamic creative energy. In addition to this nucleus, a new residential wing hosts another 104 rooms plus the La Casetta Garden Lounge, an elegant apartment with a cosy co-working corner for 20 people, terrace, barbecue area and swimming pool as well as an analogue area featuring card and board games such as backgammon and chess. Additional common areas in the hotel are dedicated to relaxation and conviviality of guests and locals.

For the project, 25hours collaborated with the acclaimed international designer Paola Navone, who with her Milan-based Studio OTTO developed the entire Interior Design project. The design of the spaces is inspired in an eclectic and punctual way by elements and references derived from Dante's "Divine Comedy", in an alternation of scenarios that "play" between hell and heaven, leaving the corridors the task of leading the guest towards the choice between one or the other destination.

The Florentine architectural firm GLA, Genius Loci Architettura, which has extensive experience with international groups in the hotel industry, was responsible for the restoration of the buildings and found innovative solutions for the preservation of historical monuments. Thus was born a contemporary and cosmopolitan hotel of 170 rooms: a game changer for the Florentine and Italian hospitality scene.

25hours founder Christoph Hoffman is enthusiastic about the property and the idea of developing the potential of this "urban vacuum" and, more generally, of establishing "a new model of strong connection between the hotel and the local community", as happened in Berlin with the 25hours Hotel Bikini Berlin, which has "regenerated" a controversial area such as that of the Berlin Zoo.

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Cecchini in Città

The gastronomic offer at 25hours Hotel Piazza San Paolino was renewed in September 2024 with the opening of the restaurant Cecchini in Città by the famous butcher Dario Cecchini. The internationally renowned “King of Beef” has chosen the 25hours Hotel in Florence as his first location in the Tuscan capital. The focus here lies on the masterful preparation of meat. The spectacular interior of 25hours Hotel Piazza San Paolino provides the perfect backdrop for Dario’s grilling ritual with a large grill positioned within the great fireplace at the heart of the restaurant.

Cecchini in Città is the newest outpost of Dario’s internationally renowned Antica Macelleria butcher shop and the restaurants Solociccia and Officina della Bistecca. Both the restaurants and the butcher’s shop are located in Cecchini’s home town of Panzano in the heart of Tuscany, just under an hour outside Florence. Dario Cecchini represents the eighth generation of a family of butchers from Chianti. He is a talented artisan who seeks and promotes quality, ethics, and professionalism as he chooses, raises, and works with meat. The “CECCHINI GRIGLIA” tasting menu now brings the famous Panzano experience to Florence, with seatings twice a day, at 1pm and 8pm, at one long table. The convivial feast starts with a glass of wine and Dario’s so-called “burro del Chianti,” a whipped lard seasoned with herbs and light enough to fool even unsuspecting vegetarians. Next come the courses that illustrate Dario’s dedication to offering the best of traditional Tuscan cuisine while honoring every part of the animal. Guests are served beef tartare (or, as they say in Panzano, Chianti Sushi), beef carpaccio, and Bistecca alla Panzanese (beef round). The steak cuts are served with the traditional side dishes of cannellini beans and potatoes baked in foil. At Cecchini in Città, diners also have an à la carte option, offering a number of vegetarian dishes, including traditional Tuscan antipasti and hand-made pasta served with sauces from the Cecchini family recipe book.

“Dario is a world-famous icon of Tuscan culinary tradition, and we are thrilled to finally welcome him to our hotel, where he will offer the best of his cooking,” says Bart Spoorenberg, General Manager of the 25hours Hotel Piazza San Paolino. “His mastery in preparing meat, like the incredible amount of attention paid to the choice of the various cuts and to the animals themselves, exalts the history of Tuscan cuisine. Enthusiasm, dedication, and a deep passion for this region are things that Dario Cecchini and the 25hours Hotel Piazza San Paolino share, and we are excited to become THE place to try the cuisine of the ‘Maestro of Panzano’ in the city of Florence.”

The wine list focuses on Tuscany, Italy’s wine region par excellence, and features recommendations curated exclusively by the “wine partners” of 25hours Hotel Piazza San Paolino. In the wine cellar, connected to the adjacent Bacchus Room, guests can choose their own wine and be served at the table.

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COMPANION Dolceamaro Bar

Florence is the very place that gave birth to the “Negroni” and the city of the most famous Italian cocktail week – the “Florence Cocktail Week”. For this reason alone, the **COMPANION Dolceamaro Bar** offers a comprehensive range of drinks. It has a classic, Italian and international atmosphere at the same time. Particular attention falls on bittersweet classics such as the Negroni, but also new interpretations that play with these flavours every season. The **COMPANION Dolceamaro Bar** accompanies guests from aperitif to late night drinks and seeks to establish itself as an integral address for Florentine nightlife. Table bookings are not available, but personal advice from the bar crew certainly is. The concept was entrusted to the iconic bartender Jörg Meyer of Hamburg, who managed to transform the Boilerman Bar and Monkey Bar references of the mixology community in just a few years. At the **COMPANION Dolceamaro Bar** guests can experiment with new interpretations of beloved classics or try signature cocktails using local ingredients, spirits, and infusions, such as Bitter, Vermouth or Gin born under the Italian sun.

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Alimentari

Alimentari actually just means ‘food’ in Italian. But the word is also used in Italy to describe neighbourhood corner stores selling groceries and everyday items. The 25hours Hotel in Florence has its own Alimentari on the small Piazza San Paolino. Besides paninis, sandwiches, and salads, it also includes a traditional-style wine shop offering a selection of local products and specialities for gourmets – ideal for a culinary tour through the world of Italian delicacies. The range was curated by S. Forno, a legendary local bakery, and all of the freshly baked products come straight from their ovens, of course.

Opening Hours

Cecchini in Città	Mon-Sun 11.30 a.m. – 11 p.m.
COMPANION Dolceamaro Bar	Mon-Sun 6 p.m. – 2 a.m.
Alimentari	Mon-Sun 7.30 a.m. – 10 p.m.

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Interior

Guests enter 25hours Hotel Piazza San Paolino through the imposing doors on Via Palazzuolo and are welcomed there by a huge, bright portico which serves simultaneously as an axis and an open space. It opens towards the reception – a fluid space bordered by displays in antique suitcases. This is where you will find the hotel shop, where a selection of design objects – curated or personally designed by Paola Navone – are available to buy. A large wall illustrates the traditional marbled Florentine paper which serves as a backdrop, almost like a theatrical scenography.

Heading right out of the entrance, you arrive at the large outdoor terrace with tables on Piazza San Paolino. This is where the Alimentari is situated. The shop has all kinds of surprises and products in store – a modern fusion of a grocery store and a theatre stage.

The beating heart of 25hours Hotel Piazza San Paolino – in the centre of the building – is a sort of enchanted green courtyard, covered by a spectacular glass dome that fills the scenic greenhouse with light. This is where the restaurant Cecchini in Città is located with its large grill positioned within the great fireplace at the heart of the restaurant, where guests will feel as though they're in a theater dedicated to the art of perfectly preparing meat. This area, which transforms throughout the course of the day, is furnished with tables on octopus bases and tabletops made from Breccia marble – perfect for social gatherings and private conversations. Through the windows of the open kitchen, you can get a sense of the energy and magic of the busy armada here who prepare the substantial breakfast as well as lunch, aperitifs and dinner at any time of the day under the spectacular glass roof. On the northern side of the central inner courtyard there is also a lounge with a fireplace and comfortable red seats.

The COMPANION Dolceamaro Bar with its opulent look is based on the Viennese fin-de-siècle style and has been given a careful Central European interpretation by Paola Navone. The exquisite materials – tiered basalt flooring and satin brass elements – provide an effective contrast with the petrol-coloured walls.

Diagonally opposite the reception is the Stanza di Bacco, offering a very intimate atmosphere with a large communal table in the centre which is ideal for smaller meetings, shared culinary pleasures and Italian wine tastings.

When guests go through the central inner courtyard, they reach the bright and fragrant Giardino Aromatico in the outdoor area. This is the perfect place to relax amongst large emerald-coloured glazed terracotta vases filled with fragrant plants – an oasis of calm far away from the hustle and bustle of the city. The ideal way to unwind and round off a day spent discovering the delights of Florence.

On the far end of the secret garden, inside the complex, lies the La Casetta Garden Lounge. 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. The cosy co-working corner offers seating space for 20 people. A full-day selection of snacks and drinks makes it 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.

For fans of the big screen, the Cinema Paradiso is a real cinema set in a living room with sofas and coffee tables, where a dedicated weekly film program takes place. It also becomes a transformable event space for up to 60 people

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seated: a location for special occasions such as dinners, parties or meetings. Those who prefer to retreat in privacy will love the Sala delle Celesti Armonie, where one will find a library room with music and a pool table.

25hours Hotel Piazza San Paolino is situated in a restricted traffic area and offers a multitude of parking opportunities, something that is unusual in Florence. Here, in the heart of the city, there is a parking garage with 40 spaces as well as charging stations for electric cars.

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Story

Paola Navone and 25hours have formed a fruitful symbiotic relationship for the first 25hours Hotel in Italy. “I have known Christoph Hoffman and the 25hours brand for over 10 years and what struck me immediately was the disruptive design approach with which the 25hours Hotels were designed, which is very similar to my approach in the world of design. Each project is unique, a white canvas on which to build a memorable, immersive, and fun experience linked to the city in which you are a guest,” says Paola Navone. The theme for hotel, inspired by Dante's iconic poem, provided an opportunity to play on a curious, creative game made of symbolic references, quotes, and small digressions that cross centuries and continents in the eclectic and unconventional style that is signature to Navone's work. According to the designer, the key is “to create the sum of many details, which are the witnesses of a coherent story. In a city like Florence, fruit of the artisan genius, the challenge of bringing a great creative and manufacturing capacity into the project was even more electrifying. Creating a continuous and eclectic dialogue between the interior concept, the design and the structure itself to obtain an absolutely original result is very, very stimulating! What we have here is a set of applied arts 4.0, interpreted through the ‘paradigm of not having paradigms’: the ideal condition for a designer! So, when the professional opportunity arose to work on the first hotel of the 25hours brand in Italy, I was very inspired and motivated.” This is how Paola Navone, international star of design, summarizes the source codes of her interior design for 25hours Hotel Piazza San Paolino. The project and narrative are articulated through a sequence of large spaces linked together, between courtyards and halls, colonnades, and gardens of an austere monumental complex in the heart of the city that, after years of abandonment, returns to life. The design concept draws inspiration from the city of Florence itself.

Intense reds for the rooms and environments inspired by hell, aligid and ethereal colours for heaven – the story unfolds through an overwhelming exuberance of details. The suggestions multiply like a kaleidoscope between incredible colours and always-changing materials – brocade, mosaic, wallpaper, laminate, mirror – to tickle the senses even at a tactile level with hyper-expressive objects that make you smile and imagine walking through Dante's circles, between vices and virtues. Guests thus become the protagonists of an unforgettable, fun and decidedly experience which is linked to the history and art of Florence.

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History & Architecture

The complex of the building stands on an ancient junction point of what was then the limit of the city – the Via de' Fossi, which marked its border to the West – and where several settlements have overlapped over the centuries, the oldest of which dates back to the area of an unreviewed Roman necropolis, dated by the Superintendence of Archaeological Heritage to the late Empire ca. 350 A.C. The original nucleus of the church of San Paolino – recognized by the ancient apse – is now located under the reception area and is differently oriented than the traditional East-West axis. In fact, it was uncovered during construction under the buildings of the old convent. Today, the “new” church of San Paolino – dating back to 1400 – uses a portion of the old aisle which was transformed into the current façade following 1400. The church and the square were commissioned by the Pandolfini family – evidence of which is found inside the heraldic familial coat of arms bearing the image of three dolphins, the origin of their name. The convent, built in the early 1400s, served the nuns until it was deconsecrated in 1860, when Florence was named the Capital of Italy (1865). It then became the headquarters of the Bank of Italy until 1871. Passed from the Bank of Italy to the Cassa di Risparmio, it became the headquarters of the Monte de' Pegni until the 1990s. Following the acquisition of CRF by Banca Intesa Sanpaolo, the complex was acquired in 2018 by AIRE (Art Invest Real Estate) which is associated with the management of 25hours Hotels.

The architectural project took great care to renovate the historical building – first a former convent, then a former bank – and convert the area which was once used to deposit pawns into a new, comfortable, and modern building of 66 rooms. Two buildings that thus “dialogue” with each other – from an architectural point of view – albeit historically once 700 years apart. In the historic wing, important conservation and recovery was carried out using advanced restoration techniques particularly in the area of the cloister considering its wooden roofing, foundations and sub-foundations.

A key aspect of the project was the renovation of the piazza. In accordance with Public Administration, 25hours managed to clear a concept which aimed to recreate a typical Florentine square, dominated by the presence of a church and churchyard. The piazza seeks to reclaim the heart of the neighbourhood – just like in Santa Croce, San Lorenzo, Santa Maria Novella, and Santo Spirito – bringing it into the forefront as a central place of social life. This idea allows hotel guests a comfortable access point directly from the square, where they can laze outdoors. At the same time, the idea gave the church a real churchyard “in the Florentine way”, as perhaps it had never had before. In this square, as the Italian term “sagrato” indicates, 25hours organises traditional community festivals, known as “sagre”. In this way, the 25hours philosophy can form a harmonious symbiotic relationship with the district, in which the guests of 25hours in Florence are naturally included.

From the renovated and remodelled Piazza San Paolino, one can find access to the historic part of the building – originally built in the eleventh century and remodelled in 1950 – at the centre of which there is a vast colonnaded cloister, covered by a spectacular glass dome structure, originally designed by Büro Eiffel. The glass dome is the largest of any hotel in the city and represents the true beating heart of the San Paolino complex.

A large and vibrant internal courtyard dressed as a lush urban jungle leads directly to the open spaces of the restaurant Cecchini in Città, the exclusive COMPANION Dolceamaro Bar and the Alimentari, which was created in collaboration with the beloved Florentine bakery, S.Forno.

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The hotel thus opens to the city and to the outside, counting on the remodel of the adjacent piazza to mend the historical relationship between the local urban fabric and the main Florentine churches thanks to the construction of a new, accessible and pedestrian hub. And such is how – between the interior and exterior of the 25hours Hotel Piazza San Paolino – spaces arose that can be used at any time of day both by guests and the local community, with new locations for meeting, for widespread conviviality and exchange, as well as for special occasions and cultural events.

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Partner

BART SPOORENBERG	Bart Spoorenberg is General Manager of the 25hours Hotel Piazza San Paolino in Florence. Dutch by birth, Spoorenberg oversaw the entire restructuring process and managed the operation with his new team. After completing a degree in hotel administration at the Hague Hotel School, he gained experience in all corners of the world, including many years as General Manager of various hotels. Through several positions in Italy, he speaks fluent Italian and knows the hotel scene in Florence very well.
PAOLA NAVONE, STUDIO OTTO/ MILAN	Born in Turin in 1950, Paola Navone is one of the most famous Italian designers in the world. Her eclectic career is divided between architecture, scenography and interior and product design: many different fields of action, united by the same creative and design approach. Her studio, Studio Otto, now resides in Milan. With an ever-different yet unmistakable style, Navone and Studio Otto have created the 25hours Hotel Piazza San Paolino project with an interpretation of Dante Alighieri's most famous work "The Divine Comedy".
GENIUS LOCI ARCHITETTURA	Genius Loci Architettura provides architectural, interior design and planning services for both Italian and international clients. With two offices in Milan and Florence its portfolio comprises, amongst others, corporate, hospitality, residential construction, the protection of historical monuments and retail.
SCHINDELHAUER	Berlin's bicycle manufacturer is the epitome of urban mobility in style. Their high-quality bicycles combine technical innovation and sophisticated design. There has been a close friendship between Schindelhauer and 25hours for several years. Thus, hotel guests in all locations can use the Siegfried, Ludwig, Viktor and Lotte models in different frame sizes for a reasonable fee. In addition, Schindelhauer bicycles are available exclusively to guests in certain room categories as part of their stay.
KREAFUNK	Enjoy life with beautiful things, good music and excellent sound – this is the philosophy of the Danish lifestyle brand KreaFunk. The stylishly designed Bluetooth speakers can be easily linked to every smartphone and fill every room with music of choice at the touch of a button.
SOEDER	The Swiss brand Soeder stands for genuine natural soaps and a range of care products with refill options. Only raw materials from natural sources, such as honey from the Zürcher Oberland, wheat proteins and cold-pressed organic oils, are used in the production process. The name 'Soeder,' the Swedish word for 'south,' reflects the Swedish roots of the two company founders.
SAMOVA	Founded by a passion for tea and herbal specialties, samova stands for new taste experiences from the best raw materials, a winning design and exceptional events. All

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	products of the samova collection are created and manufactured with the highest standards of quality and sustainability.
CANVASCO	For over ten years, canvasco has been refreshing the fashion and lifestyle scene with sustainable and creative bag models. Recycling, sustainability and social commitment are still the basic idea for bag making. In the Rosso rooms, they are available to the guests free of charge during their stay.
FREITAG	Inspired by the colorful heavy traffic, the two graphic designers Markus and Daniel Freitag developed a messenger bag in 1993 out of old truck tarpaulins, used bicycle tubes and car straps. That's how the first FREITAG bags came into existence, triggering a new wave in the pocket world. In the Bianco rooms, they are at the guests' free disposal.

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Contact & Material

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