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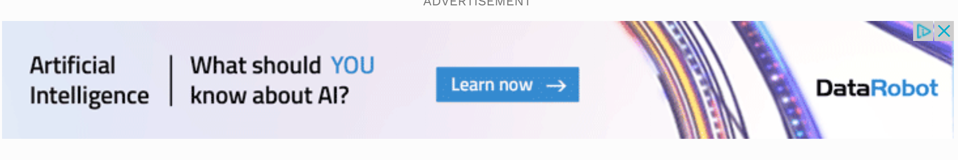

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The Best New Hotels In Florence: Where To Stay In 2022

Livia Hengel Contributor
Travel
Founder of "The Italy Edit" digital & lifestyle magazine.
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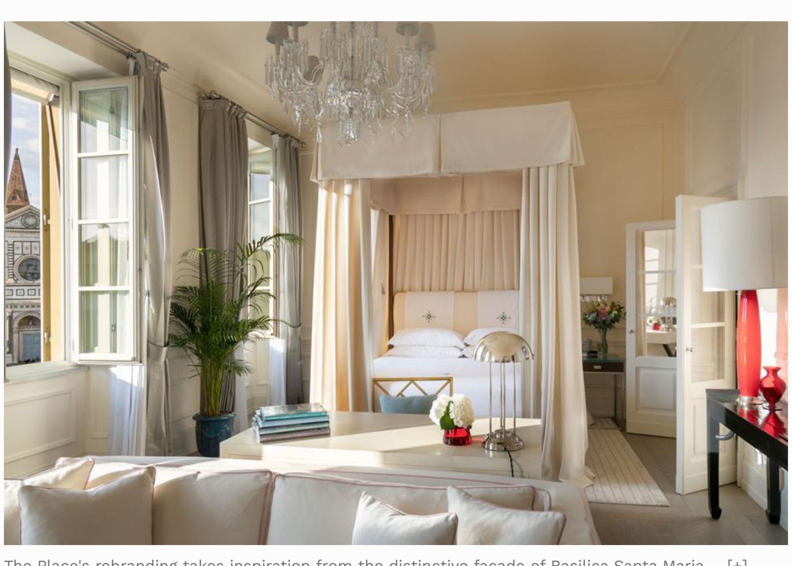
Florence needs little introduction. A veritable open-air museum home to fabled works of art, atmospheric wine bars and scenic views of the Arno River everywhere you look, this vibrant city is one that is worth visiting over and over again. Now a slew of new boutique art hotels are giving travelers another reason to return ASAP. Offering avant-garde designs, inventive cuisine and curated local activities, these four new addresses serve as the perfect base to experience a modern Renaissance in the streets of Florence.



The Place's rebranding takes inspiration from the distinctive façade of Basilica Santa Maria ... [+] DARIO GAROFALO

The Place

A clever name for one of the city's chicest addresses, The Place (formerly J.K. Place Firenze) is the new *it* place to stay after an ambitious renovation and rebranding. Set within the central Piazza Santa Maria Novella, The Place is outfitted like a friend's luxurious townhouse. Guests enter by pulling a velvet tassel outside the front door to ring a bell and step into a sage-green sitting room with a cozy fireplace with frescoed ceilings and mid-century armchairs. The concierge is located down the hall in a study lined with books where attentive receptionists greet you like old friends.

The hotel's upgraded aesthetics take inspiration from the distinctive façade of Santa Maria Novella, the Renaissance basilica which is visible from numerous rooms and suites. White and green arches, geometric patterns and Florentine marbles are present throughout The Place - from its airy interiors to its decor, including the elegant Richard Ginori place settings at the restaurant. Open from morning till night, the hotel's outdoor terrace is incredibly picturesque and serves excellent dishes by chef Asso Migliore who has offers elevate like comfort food, like gnocchi with gorgonzola, spinach pesto and hazelnuts, alongside innovative dishes like avocado tartare made with green apples.

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The Place also seeks to connect visitors with local experiences in Florence through its initiative "The Place of Wonders" which offers visits to the historic Pineider paper workshop, a behind-the-scenes tour of the Ginori 1735 flagship store and complimentary tickets to the Marino Marini Museum to admire works by one of Italy's greatest 20th-century sculptors.

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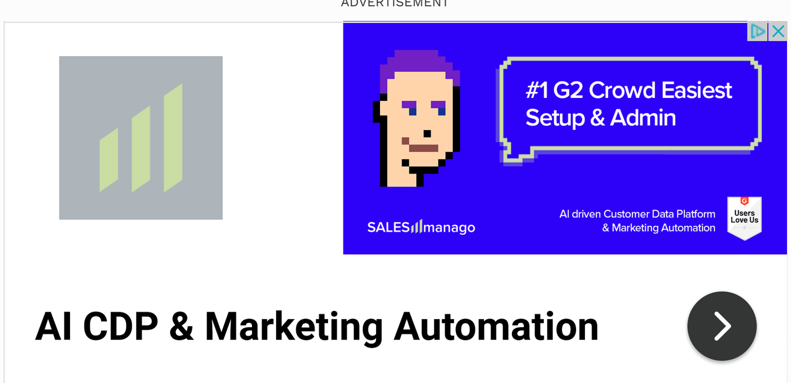
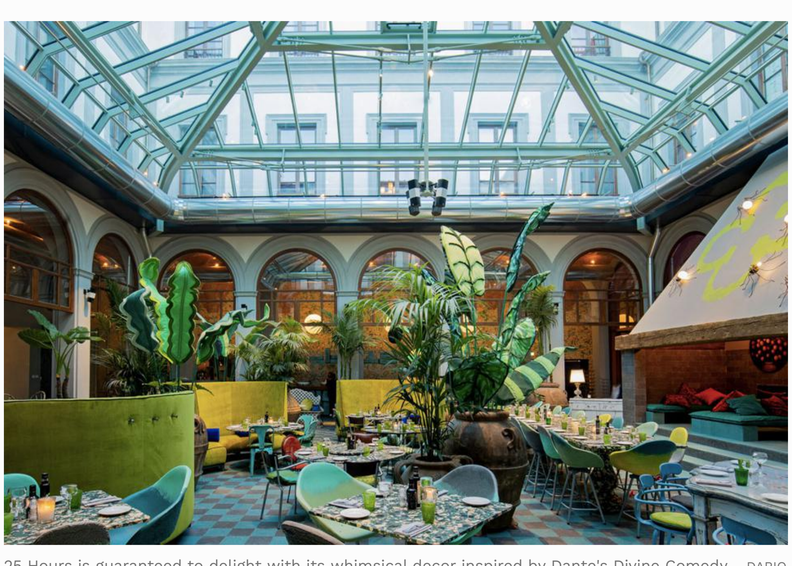


The Place: Piazza di Santa Maria Novella 7



25 Hours is guaranteed to delight with its whimsical decor inspired by Dante's Divine Comedy. DARIO GAROFALO

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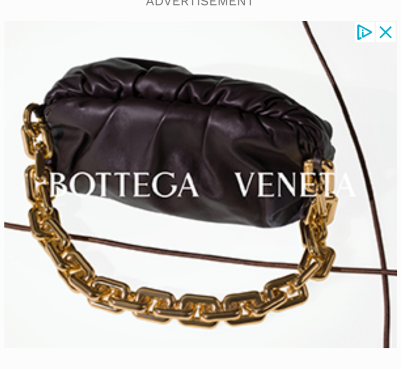

25hours Hotel Piazza San Paolino

The first 25hours hotel to open in Italy, 25hours Hotel Piazza San Paolino brings youthful energy and eclectic design to the Renaissance city. Designed to bring guests on a visual journey through Dante's Divine Comedy, the hotel is an explosion of color and design that recreate heaven and hell in playful ways - most notably in the fire-red Inferno bedrooms and the bright Paradiso celestial rooms (featuring conch-shell sinks).

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Thoughtfully styled with theatrical elements throughout, 25hours is guaranteed to delight with its whimsical decor and shared spaces. The property is billed as "a place to heavenly relax and be infernally amused" and it is much more than a hotel. 25hours Hotel Piazza San Paolino is a community hub that beckons guests to mix and mingle while sipping on cocktails at the Companion Bar, watching a film in the Cinema Paradiso or dining at the San Paolino restaurant located in the central atrium.

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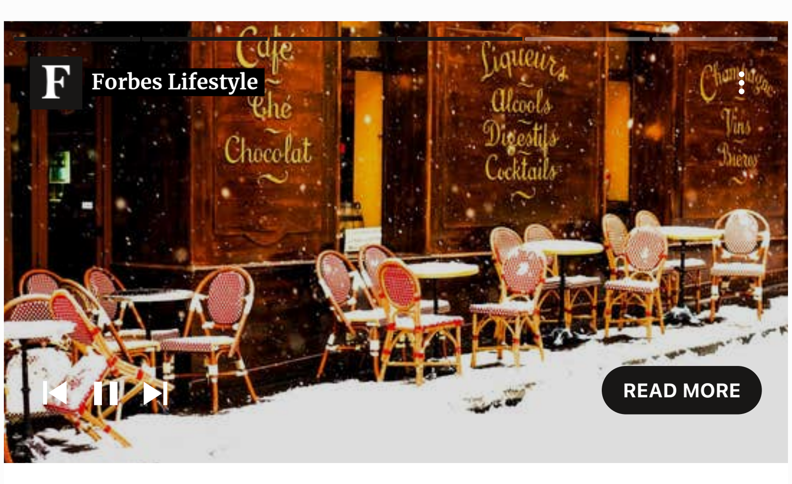

Moving through spaces in the hotel feels like being on an elaborate film set with neon signs leading the way to the gym, stuffed salami toys hanging in the "Alimentari" deli and other eclectic props. In addition to 171 rooms, the property also includes a private 4000ft² Casetta del Giardino in the back with its own private terrace, pool and pizza oven - an ideal setting for parties or events.

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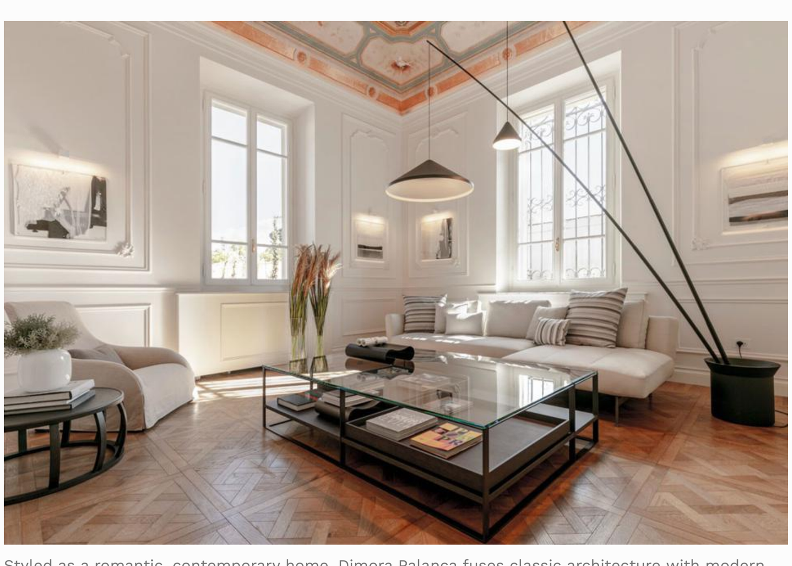
25hours Florence: Piazza di San Paolino, 1



Styled as a romantic, contemporary home, Dimora Palanca fuses classic architecture with modern art. LORENZO MENNONNA

Dimora Palanca

An impeccably restored 19th century villa, Dimora Palanca feels like a suburban refuge just steps from the Santa Maria Novella train station. Originally owned by the noble Palanca family, the private home was a vibrant cultural hub that hosted painters, musicians and poets, before being converted into a fashion design workshop and eventually a hotel. Dimora Palanca still retains its identity as a residence for artists and its neutral color palette of cream, gray and blue creates a reposing atmosphere that lets the property's craftsmanship sing.

Styled as a romantic, contemporary home, Dimora Palanca is bright and airy, fusing classic architecture with modern art. In each bedroom, neoclassical stucco wall designs provide an elegant frame to showcase abstract works by young Florentine artist Paolo Dovichi who was commissioned to create 40 site-specific artworks for the hotel. Marble bathrooms feature Jacuzzi tubs or sensory showers with chromotherapy for a fun, modern touch.

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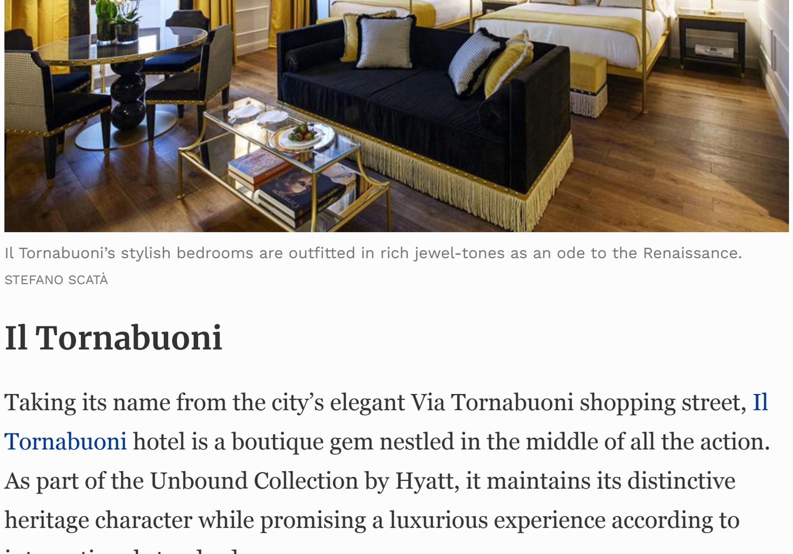
The hotel's foyer features a spacious drawing room, a grand hall with staircase and a luminous bistro that looks out onto a private garden. Enclosed in a quiet courtyard, it's the perfect place to enjoy breakfast al fresco or an evening aperitif before enjoying dinner at Mimesi, Dimora Palanca's gourmet restaurant which elevates seasonal produce into delectable, edible works of art.

Dimora Palanca: Via della Scala 72



Il Tornabuoni's stylish bedrooms are outfitted in rich jewel-tones as an ode to the Renaissance. STEFANO SCATÀ

Il Tornabuoni

Taking its name from the city's elegant Via Tornabuoni shopping street, Il Tornabuoni hotel is a boutique gem nestled in the middle of all the action. As part of the Unbound Collection by Hyatt, it maintains its distinctive heritage character while promising a luxurious experience according to international standards.

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Located within the 14th century Palazzo Minerbetti, the property notably hosted the Grand Duke of Tuscany, Cosimo de Medici III, in 1767 and the hotel has been styled to reflect his contributions to the cultural heritage of Florence. Il Tornabuoni's 62 stylish bedrooms are outfitted in rich jewel-tones - red, blue and gold - as an ode to the Renaissance. Luxurious finishes with golden trims and tassels complement the velvet furniture and patterned wallpaper to create a warm, opulent setting. The suites are spacious and many feature 2 queen or king-sized beds, a rarity in Italy. A few also include private wine and champagne cellars.

Il Tornabuoni has five venues for wining and dining, including the Butterfly rooftop terrace, the Cave wine cellar and Lucie Gourmet Restaurant, styled to resemble a chic luxury train car. The hotel hosts weekly culinary experiences, including afternoon tea and an indulgent Sunday Brunch.

Il Tornabuoni: Via de' Tornabuoni 3

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