



SINA VILLA MEDICI
FIRENZE

AUTOGRAPH COLLECTION®
HOTELS



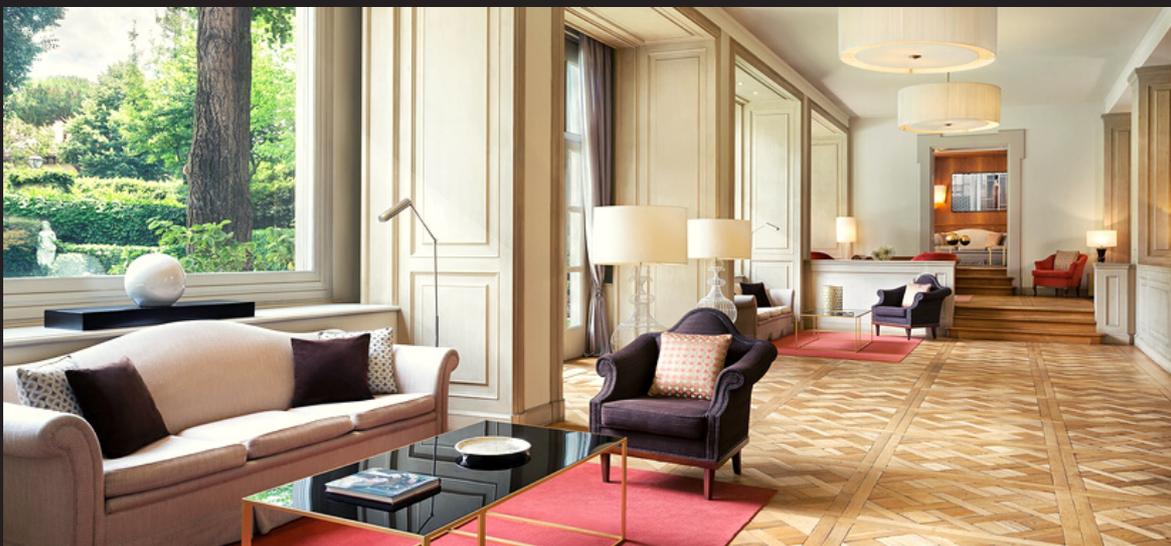
- THE HOTEL -



This handsome heritage 18th-century residence was converted into luxury hotel in 1960, respecting the charm and the history of yore. The Sina Villa Medici continues to attract illustrious visitors as it has done during the years.

On the ground floor the hall, the gallery and the lounge bar now have many 20th-century objets d'art, like the beautiful photographs representing Catherine de' Medici and some details of paintings of the Uffizi Gallery created by the artist Marco Lanza for the Sina Villa Medici.

The hotel, set in an incomparable lush oasis, boasts a private garden and swimming pool right in the heart of Florence.



- ROOMS AND SUITES -



The property has a wide range of rooms and suites, from those with garden views to those on the top floor with views on the dome of the Cathedral, the Bapistry and the surrounding hills appearing like framed paintings. The 99 rooms and suites are in both classical and contemporary style and have different types of furnishings with great attention being paid to even the smallest detail.



- THE ROYAL SUITE -



The 1291 square foot Royal Suite, furnished in Imperial style with precious antiques and valuable artworks, is protected by the Fine Arts Academy. It is located on the noble floor and has a balcony overlooking the square in front of the hotel. This Suite has high ceilings, a large living room with a fireplace and a study, a deluxe bedroom with a king-sized bed and a precious marble bathroom. Possibility to connect with other rooms.



- HARRY'S BAR THE GARDEN -



Globally well renowned, Harry's Bar Firenze doesn't require much of an introduction: its name recalls an inimitable stylish atmosphere made by its signature dishes and iconic cocktails, all served with class. The Harry's Bar Firenze has been in Florence, located on the Lungarno Vespucci, since 1953. For nearly 70 years the international Jet Set has visited this gastronomical temple, gaining notoriety during the Dolce Vita days! A fascinating history, that peaks in 2021 thanks to an important news. Harry's Bar Firenze opens a second restaurant & bar, landing in the spacious and elegant poolside garden at the Sina Villa Medici hotel. Not just an American Bar nor a Restaurant, with its elegant furniture and green setting right next to the pool, which is a unique feature in the center of Florence, has already become a must-visit destination of the city.





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FACT SHEET

Hotel Name: Sina Villa Medici, Autograph Collection

Company: Sina Hotels

Category: ***** De Luxe

Opening: 1960

Latest renovation works: 2021

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Location & nearby attractions:

An historical residence located in the center of Florence at walking distance from all major art sites and shopping locations. Near the Arno River, the Opera Theatre and the most important monuments.

History:

Built in the 19th century, the Sina Villa Medici, occupies the premier location in the city, and features exquisit vaulted ceilings, marble columns, gilt-framed mirrors and authentic antique furniture. It is the only city hotel to offer an outdoor garden with swimming pool. The hotel's grand interiors feature a Royal Apartment now completely restored to its former splendor and a recent complete renovation of the suite floor featuring white Carrara marble bathrooms, silk wall coverings, and a selection of antique furnishings.

Rooms & Suites:

Each accommodation presents original antique furnishings and tapestries. The wide windows framing the hill of Florence and the typical Tuscany landscape add a special touch to the 99 rooms and suites, featuring also contemporary style to the Sina Villa Medici. The Royal Suite and Florence suite with a private hot tub on the terrace deserves also a special notice for the sophisticated ambiance.

Restaurant & Bar:

"Harry's Bar The Garden" will provide an excellent dining experience while in Florence, set in the veranda leading out into the garden and pool.

Meeting & Event Facilities:

The meeting center is ideal for any conference need and provides two large halls overlooking the city of Florence. The Royal Hall, on the first floor is especially suited for high level business meetings. The meeting rooms include following equipments:

- Microphones
- Overhead projectors
- Slide projector
- Screen
- Flip chart
- Wi-Fi connection

Exclusive Services & Features:

- Located in the centre of Florence and close to the Opera House and the Arno River.
- 99 rooms and suites, many offering terraces with spectacular views of Florence and the surrounding hills
- Private lush garden with a refreshing swimming pool
- New "Harry's Bar The Garden" by the swimming pool open for breakfast, lunch and dinner
- Exquisite original antiquities decorate the public areas and room
- Summer garden terrace
- Sina Fitness Club with aerobic and weight machines, steam room and sauna
- Garage with valet services
- Dry-cleaning and laundry services

Distances:

5 minutes from rail station walking distance

10 minutes from Florence airport by car

58 miles from Pisa airport

Attractions:

Uffizi Gallery, housing the world's greatest collection of Renaissance paintings, Bargello Museum housing Donatello's "David", The Duomo of Florence with its radical design by Brunelleschi, Opera House Maggio Musicale Fiorentino.



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SINA HOTELS: THE LONGEST STANDING COLLECTION OF LUXURY HOTELS IN ITALY, FOUNDED AND RUN TO THIS DAY BY THE SAME ITALIAN FAMILY

Steeped in tradition but with an eye to modernity: this is the new face of the leading Italian hotel group Sina Hotels, headed by the President of Federalberghi Bernabò Bocca and his sister Matilde Bocca, who is Executive Vice President of the group. The brand's story is reflected in the symbol of the shell which embraces the values on which the company is founded: passion, family traditions, sobriety, style and elegance. Sina throws open its doors to an international clientele with its highly personal style of welcome which is an endorsement of the excellence of Italian hospitality.

The Sina Villa Medici has a particular significance for the company because it was here that the SINA - Società Internazionale Nuovi Alberghi was born, thanks to Count Ernesto Bocca whose aim it was to offer the art of hospitality to an elite clientele. So Florence was chosen for the group's first luxury property: an hotel with the ambience of a patrician 18th-century residence which once belonged to the Renzis Sonnino barons who lived in the palace named after them. Scrupulous structural alterations turned it into a grand hotel, the Villa Medici, a luxury 5-star property that welcomed among its first guests the Shah of Persia and his wife Farah Diba who were followed by crowned heads, celebrities and artists from all over the world.

A glittering gem in the heart of the city, the hotel opens onto central streets from which it is easy to reach the Piazza della Signoria, the Ponte Vecchio, the Uffizi Gallery and one of the most elegant stretches of the Arno river. The hotel is a backdrop for the stunning square opposite which it stands, a privileged position that allows the beautiful garden, which has a stunning swimming pool - a unique feature in the historic centre of Florence - completely renovated in 2021. Magical hues and nuances of a timeless place where ancient and modern entwine in an intriguing play of colours and furnishings that were carefully selected and coordinated during the recent major renovations.

The attention to harmony and to details creates warm and elegant interiors, an added value the owners like to transmit to their clients in all the hotels in the group: making the visitor feel at home, with all the comforts of a luxury setting. And this is what they find in the 99 rooms and suites in the Sina Villa Medici which are in both classical and in contemporary style to satisfy the tastes of visitors and tourists. Precious antiques and design pieces bring to life the rooms in a skilful play of light in soft pastel colours. With televisions that go from 42 inches and USB outlets, parquet flooring and refurbished design bathrooms, most of the rooms have charming balconies overlooking the gardens and the monuments of Florence.

The hall and gallery are strikingly elegant and the lounge bar is flooded with light from the luxuriant garden. No details have been left to chance in these areas which are richly decorated with photographs of Florentine characters and views.

The owners also paid special attention to the gastronomy making the Sina Villa Medici a benchmark when it comes to fine dining at the Harry's Bar The Garden, launched in June 2021.

Open to the public every day from 11:00 to 22.30, Harry's Bar The Garden offers, according to the time of day, a rich, varied menu: not just an American Bar nor just a Restaurant, ranging from iconic burgers and sandwiches to gourmet pizza and a full menu à la carte ranging from starters, first courses, second courses and desserts. Legendary dishes such as Harry's baked thin fettuccine with parmesan cheese and ham, Harry's steak tartare, Harry's classic curry served with pilaf rice and mango chutney, flambéed crêpes with Grand Marnier must be tasted to be believed.

All with the common denominator of the excellence and refinement in terms of the ingredients and impeccable service that have made Harry's Bar Firenze an institution that needs no introduction. Harry's Bar The Garden embraces the exclusive atmosphere with an international air that has made this name an undisputed reference point, and with its elegant rooms and the lush garden and swimming pool it is already the place to go in town.

The hotel has areas for meetings and events, in all some 300 square metres with five rooms all of which have natural light, and two of which have breathtaking views over the city of Florence.

Sina Hotels is expanding fast and now has 11 prestigious hotels: the Bernini Bristol in Rome; the Villa Medici in Florence; the Centurion Palace and the Palazzo Sant'Angelo in Venice; the De la Ville and The Gray in Milan; the Villa Matilde in Turin; the Brufani in Perugia; the Astor in Viareggio; the Maria Luigia in Parma; the Sina Flora on the golden island of Capri. Each hotel is a world unto itself which interacts with its location, offering visitors and tourists its own unique style of hospitality. But the hotels also work in synergy, thanks to the accomplished and experienced leadership of the ownership and to a brand which reflects the vocation of a family that has always nurtured the cult of hospitality.