

Press Release 20 August 2021

Cooler than gelato: 25hours opens its first hotel in Italy

Florence: The first 25hours hotel in Italy will open on September 13th 2021. The 25hours Hotel Piazza San Paolino occupies a central location in the Santa Maria Novella district at the heart of Florence. This is among the most authentic and lesser-known neighbourhoods in the Italian city and a little off the beaten track. Just a stroll away from the train station, at the back of the Museo del Novecento, the 25hours Hotel San Paolino fills an



entire block between the elegant Via de Fossi with its numerous antique shops and the popular Via Palazzuolo, connecting two neighbourhoods that have been largely insular until now. The 25hours Hotel San Paolino is situated in the former premises of Monte de 'Pegni – the lending company of the Cassa di Risparmio di Firenze – and has its central core of 66 rooms in the original monastery next to the eponymous church of San Paolino. These hallowed halls are now imbued with fresh creative energy thanks to controlled demolitions, new building elements and restored areas. Enhancing the historic core is a new annexe boasting another 104 guest rooms with balconies, as well as the Casetta del Giardino, a small apartment with a private garden and pool. All these ingredients have created a modern, cosmopolitan hotel with 171 rooms unlike anything currently available in Florence.

25hours is celebrating the opening of its first Italian establishment with a special offer that guests can book at www.25hours-hotels.com until the end of 2021. Interested guests receive a 25 percent discount on the normal rate for two nights or more, as well as complimentary breakfast.



Created by Milan-based designer Paola Navone and her team, the hotel was inspired by Dante's Divine Comedy and is brimming with light-hearted allusions to this legendary work: scenes from Hell and Paradise are playfully interspersed, offering an illuminating tour through Dante's world of virtues and vices. Situated beneath the vast glass dome, the Restaurant San Paolino is the centrepiece of the hotel in the historical palazzo. Round about are a green courtyard garden, a classic Negroni bar and a typical alimentari – a grocery store for the neighbourhood and lively piazza that serves a small selection of food and drinks to suit the time of day.

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The San Paolino restaurant epitomises Italian cuisine, offering the best produce from all regions of the country, although Tuscany occupies a special place on the menu. Changing with the seasons, there are also a few dishes from designer Paola Navone's personal recipe collection. Guests perusing the wine list will find exclusively curated recommendations from choice wineries in Tuscany. Dining beneath the glass dome at the centre of the impressive palazzo is meant to be fun – and the imaginative design merely adds to this experience. San Paolino is a great place to meet at any time of day, and the hospitality space expands into the playful courtyard garden during the warmer months.



The Companion Bar at 25hours Hotel Piazza San Paolino appears both quintessentially Italian and strikingly international. Its signature products are bitter-sweet classics like Negroni, but include new interpretations that add a playfully seasonal touch to these flavours. The Companion Bar welcomes its guests from the aperitivo to the late-night drink and is establishing itself as a fixed star in the Florentine night life. The traditional 'hole in the wall', the buchetta del vino, allows guests to enjoy their glass of wine on the pavement in front of the establishment. Table bookings are not available, but personal advice from the bar crew certainly is.

Alimentari actually just means 'food' in Italian. But the word is also used 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.

Starting now, bookings for the new 25hours Hotel Piazza San Paolino can be placed at: www.25hours-hotels.com.

Press material about the 25hours Hotel Piazza San Paolino is available [here](#).
For more information about all of the 25hours Hotels, visit 25hours-hotels.com
Videos about 25hours Hotels: youtube.com/25hourshotels
Press material and images [here](#).

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About 25hours Hotels

25hours is a smart, culturally resonant hotel company characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. Every property starts with a story, evoking the ethos of its building and celebrated neighbourhood while a team of architects, designers and local heroes make use of analogue reminders, bespoke furnishings, customized art, vintage finds, and music to envision spaces that create personality, character and soul; when at a 25hours hotel, guests realize that there is a reason—woven throughout the narrative—for every single thing to be part of the story. Gastronomy also plays a central role and 25hours has a proud family of food and beverage partners that help the heart of the hotels beat that much faster. The 25hours Hotel Company currently operates 12 hotels and was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. In 2021, upcoming openings include properties in Florence – the 25hours Hotel Piazza San Paolino – and 25hours Hotel One Central in Dubai. Further hotels in Copenhagen, Sydney and Melbourne are planned. The 25hours Hotel Company formed a strategic alliance with Accor in 2016, and Europe's largest hotel group now contributes a 50 percent stake in the group with sights for a collective expansion.

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