

Indagare®

March 1, 2024

THE PLACE Firenze

By Lizzie Eberhart



At a Glance

Located on the Piazza Santa Novella, THE PLACE Firenze is a sleek, boutique hotel with just twenty rooms that feels like a very stylish friend's elegant European home.

Indagare Loves

- The property's culinary program, THE KITCHEN & THE BAR, features an artisanal Tuscan restaurant with an elegant outdoor terrace overlooking the Piazza di Santa Maria Novella and an intimate cocktail lounge with dining and drinking experiences from a thoughtfully curated selection of seasonal menus featuring locally sourced ingredients
- Central to the hotel's ethos is its philanthropic foundation, The Place of Wonders – a project dedicated to the protection, sustainment, and promotion of centuries-old traditions of Italian creativity and artistic craftsmanship
- The Negroni Masterclass, which is an opportunity to learn, experience, and create a legendary cocktail whose history began in Florence in 1919

Review

One might easily walk by THE PLACE Firenze without realizing it's a luxury hotel, which is its primary charm; it's a cozy, intimate refuge in the center of Florence, Italy overlooking the iconic Piazza Santa Maria Novella. Guests ring the bell to enter the front hall where you find a sitting room and fireplace, cocktail lounge, Glass Yard, and restaurant and library instead of a formal reception area. The beautifully restored palazzo—at just twenty rooms—evokes a residential feel as if you're relaxing in a friend's chic abode. Each morning you can sit down in the hotel's sitting room and restaurant for breakfast, lunch and dinner or for treats and drinks and feel as if you're truly in a private home. Hotel guests can also enjoy libations at the private rooftop terrace, The Alcova, in the late afternoon with the Duomo backlit against the sunset and also receive complimentary vouchers to the local fitness center conveniently located near the property.

The hotel's zen-like atmosphere is enhanced by dim lighting cast from nineteenth-century copper lanterns, a beautiful, grey sandstone central staircase complete with wrought-iron railings and soft music playing in

<https://indagare.com/lodging/the-place-firenze>

Indagare®

March 1, 2024

the lounge. The accommodations are plush and contemporary with elegant boiserie's and bespoke textiles throughout by Rubelli inspired by the curves of the Piazza. Decorated in a calm color palette of green & neutral tones each room boasts fantastic linens and spacious bathrooms. Guests may request a room with views of the beautifully intricate Santa Maria Novella church façade across the square, or the duplex penthouse suite with a view of Brunelleschi's cupola from the bathtub.

Who Should Stay

This property is luxurious, sexy and extremely intimate, but while some visitors love the discreet entrance and townhouse ambiance, those who require the twenty-four-hour services, gym and lobby scene of a larger property may want to consider the Four Seasons Florence, Hotel Savoy or Hotel Lungarno. Those seeking more spacious rooms but a similar vibe would feel more comfortable at the Portrait.