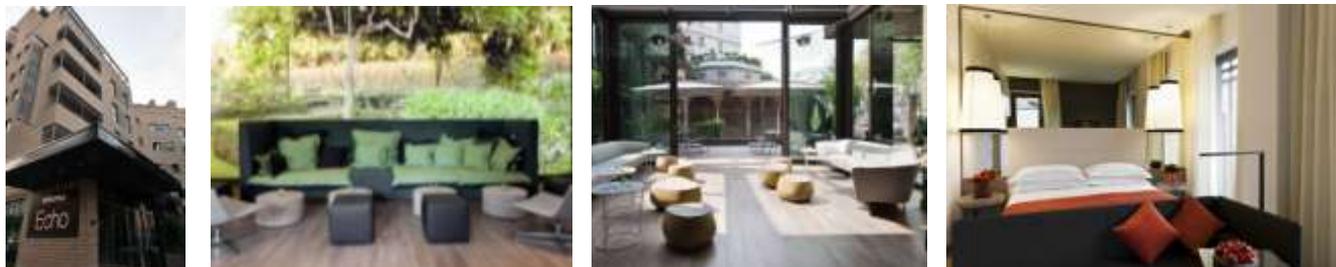


## **E.c.ho. MILAN OPENS** **- The ecological, contemporary hotel from Starhotels -**



November, 2011- The opening of Starhotels' first ecological property, E.c.ho., brings eco-chic to the centre of Milan. The name of this ecological contemporary hotel reflects its core premise – that great design and environmental awareness can go hand in hand.

Speaking of the motivation behind E.c.ho., the CEO of Starhotels Elisabetta Fabri states: "Starhotels is sending the important signal that even in the hotel industry, we can use technologies that respect our ecosystem and help to curb climate change."

Every aspect of E.c.ho's design is mindful of reducing the property's ecological footprint. Examples include the 125 square metres of solar panels that provide energy to light the corridors and public spaces, reducing carbon dioxide emissions by 11 tonnes annually. The high-efficiency condensing boilers reduce emissions by a further 75 tonnes per year, while water recovery systems reduce water consumption by 20%.

Under the direction of designer Andrea Auletta, E.c.ho's stylish interiors employ eco-friendly and recycled materials throughout, from the fragrant cedar-log tables in the lobby – made using wood from sustainable forests - to the energy-efficient glass in the conservatory. The hotel's lighting follows the natural rhythms of daylight, intelligent climatisation systems constantly balance comfort with energy consumption, and even the mattresses in the 143 rooms included 8 junior suites and 6 suites are eco-friendly.

Nature lies at the heart of the hotel literally as well as figuratively. A large terrace looks out onto a central garden and a Renaissance chapel by the celebrated architect of St Peter's Basilica, Donato Bramante, creating an outdoor haven that feels a million miles from city life. Meanwhile, diners at Orto Restaurant will discover menus that change in tune with the seasons and use organic produce wherever possible.

Health-conscious guests can look after body and soul in the panoramic Fitness Suite located on the top floor of the hotel while taking in the views over Milan's skyline. Meanwhile, business travellers will find that environmental awareness doesn't mean compromising on the latest in technology: the Conference Centre's five high-tech meeting rooms have a total capacity of 240.

Room Rates at Starhotels E.c.ho. start at 190 euros per night for a Superior Room. Suites start from 290 euros per night. Special rates are available on [www.starhotels.com](http://www.starhotels.com).

### **About Starhotels**

Starhotels ([www.starhotels.com](http://www.starhotels.com)), a leading family-run Italian hotel group, owns and manages 22 hotels internationally and was founded by Ferruccio Fabri in 1980. His daughter, Elisabetta, with her cosmopolitan vision, managerial flair and determination, took over in 2000. The Collezione consists of the group's top five luxury four-star hotels, located in the heart of New York, Paris, Milan, Trieste and Venice. Each hotel has a distinct charm, embodying the local culture, whilst sharing the Italian spirit, creativity, passion and high level of service that encapsulates the whole group.

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