

## **STARHOTELS CELEBRATES CONTEMPORARY ART IN FLORENCE WITH A PACKAGE DEDICATED TO THE BILL VIOLA EXHIBITION**



*Florence, March 8, 2017.* **From March 10 to July 23, 2017**, lovers of contemporary art will have one extra reason to reserve a night in one of the Starhotels properties in Florence: for the important solo exhibition of the works of **Bill Viola**, an indisputable master in contemporary video art, at Palazzo Strozzi, **Starhotels** is offering a special package for those who choose to stay at the **Helvetia & Bristol – Starhotels Collezione**, the **Michelangelo** and the **Tuscany**.

An icon of Florentine Renaissance architecture, a few steps from Helvetia & Bristol – Starhotels Collezione, Palazzo Strozzi will be the scene for “**Electronic Renaissance**,” an original comparison between Viola’s works and masterpieces on loan from the great masters of the past, for an extraordinary dialogue between ancient and contemporary.

The New York artist has always had a special relationship with the city of **Florence**, cradle of the Renaissance and home to the classic works that inspired him. His career in video art started right here in this Tuscan city, between 1974 and 1976.

As a tribute to the exhibition dedicated to Viola, a one-of-a-kind in his field, Starhotels is offering its guests – both those who choose to stay in **Helvetia & Bristol**, a true icon of luxury hotels in Florence’s historical center and part of Starhotels Collezione since July 2016, as well as in the contemporary and elegant **Starhotels Michelangelo** or **Starhotels Tuscany**, an attractive combination of charm and comfort – a package that includes:

- A stay in a Deluxe room (Helvetia & Bristol)
- A stay in a Deluxe or Executive room or a Junior Suite or Suite (Michelangelo and Tuscany)
- Buffet breakfast
- 2 tickets to the Bill Viola exhibition “Electronic Renaissance” at Palazzo Strozzi

# STARHOTELS®

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**Note:**

**Rates starting at 320€ per room at the Helvetia&Bristol, 130€ at the Michelangelo and 100€ at the Tuscany.**

Minimum two-night stay at the Helvetia & Bristol  
Tourist tax not included.

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**STARHOTELS – PRESS OFFICE AND PR:**

Marta Olivari, PR Manager

Cell. 346 4045415

Email: [m.olivari@starhotels.it](mailto:m.olivari@starhotels.it)