



Milan, 2023 Salone del Mobile, from April 18th to 23rd

La Grande Bellezza by Starhotels debuts at Fuorisalone

The Starhotels project dedicated to high Italian craftsmanship brings the Cloris tableware collection and the Phoenix *frangenziere* to Palazzo Litta, a spectacular installation expressing the cross-fertilisation of craftsmanship and hospitality

For **2023 Salone del Mobile**, **Starhotels** is presenting the **CLORIS** tableware collection, an homage to the self-perpetuating beauty of nature, and the **PHOENIX** fragrance diffuser, a sculptural item that symbolises vital energy, in the baroque treasure trove of Palazzo Litta. The two creations come courtesy of designer Sara Ricciardi, Art Director of the project **La Grande Bellezza – The Dream Factory by Starhotels**.

With a spectacular installation in **Palazzo Litta's, Sala Esedra**, **Starhotels'** Italian know-how initiative for the first time takes to the stage of an unrivalled international showcase for creativity, showing the world the products of a successful partnership of culture and high craftsmanship.

"It is a source of great satisfaction for me that the products created as part of our La Grande Bellezza project are among the highlights of Fuorisalone" commented **Elisabetta Fabri**, Starhotels President and CEO *"There could not be a better confirmation of the value of cross-fertilisation between craftsmanship and the art of hospitality. What guided us in choosing this project is a conviction of the ethical value of beauty and of creative activity that takes shape in objects that pass from hand to hand on a journey of sharing. I am convinced that beauty is a source of further beauty. This is why our project will continue over time and we confirm that we will remain ambassadors of this exciting Italian Grande Bellezza."*

As of 18 April, the *Cloris* and *Phoenix* collections will be available for purchase in a limited edition and on request at <https://www.starhotels.com/en/la-grande-bellezza/>

CLORIS, the inspired tableware collection: an attainable dream

Designer Sara Ricciardi has conceived a blown glass collection comprising plates, glasses, vases and stands, for composing an engaging Spring table. A high-quality tablecloth

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embroidered with multi-coloured linen petals completes and sets off the beauty of the pieces.

Linked to the world of excellent craftsmanship from the beginning, Ricciardi involved two jewels of high Italian craftsmanship in production.

Vetrarti is a Treviso-based company with an international reputation for making high-quality Murano glass. Thanks to its founder's extensive experience in Murano, it has inherited a wealth of secret formulas that enable the production of beautiful and exclusive colours, completely mastering every glassworking technique as well as creating unique pieces in the furnace according to the instructions of major designers.

Tessilarte is a historic Florentine fine household linen company: after more than seventy years, the "hundred" colours of linen are still to be found in its collections, updated in keeping with fashion trends, in just the same way as the historic looms, which bear witness to a rare manual skill which is constantly renewed in enthusiasm for tradition and the culture of craftsmanship, in which the land of Florence takes special pride.

PHOENIX, the *fragranziere*: a sculptural container, an obtainable desire

To celebrate the major milestone of its 40th anniversary, Starhotels also chose to entrust Sara Ricciardi with creating a special object: *Phoenix*, a high-quality room *fragranziere*, a fragrance diffuser.

The result is a sculptural, high-quality item laden with meaning and symbolic allusions, which triumphantly represents the cyclic rebirth of artistic inspiration.

The Phoenix is the mysterious mythological bird that is reborn from its ashes every 500 years: the one that Starhotels wanted has been reincarnated as a captivating creation resulting from the know-how of three outstanding Italian studios.

The Turin perfume house Diletta Tonatto has created a rich and varied exclusive fragrance for Starhotels: it opens with the notes of Italian citrus fruits, bergamot and orange, paired with pepper and thyme. Its heart expresses its identity and most potent message, a prophetic blossoming of fruit, a symbol of fertility. A full-throated floral chord is built on a crescendo of jasmine, rose, magnolia and orange blossom. The resolution employs softening almond notes as well as incense and woods for a decisive, sacred essence.

The refined blown glass container is the work of the Mian furnace in Murano: here the ancient Phoenician technique has lent the glass the amber evanescence of the sacred bird's plumage.

With the Silver Tre metal workshop based in Milan, on the other hand, Sara Ricciardi created the satin brass halo, which recalls the solar disc responsible for its rebirth.

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The master craftspeople involved in the project, in Turin, Venice and Milan, were able to bring out the creativity of the project with inimitable know-how and sensitivity.

Silver Tre, Milan

The famous Milanese workshop brings imagination and creative freedom to bear on everyday objects. The Traviganti family has been masterfully producing extraordinary, valuable creations for generations, in silver, brass, copper and steel, often unique pieces of the highest quality in bold, original forms.

Fornace Mian, Murano

The historic furnace perpetuates the great Murano art of glassworking in a constant search for shapes and colours, creating exclusive lights and items, bearing witness to a cultural and artistic heritage capable of endless renewal, characterised by both tradition and the most contemporary creativity.

Diletta Tonatto, Turin

The Turin house represents Italian excellence in perfumery worldwide, in a perfect fusion of tradition and the cutting edge. All the creations are produced using first-rate raw materials and the oldest and most traditional techniques of high perfumery, cultivating and diffusing an authentic olfactory culture.

The installation in Palazzo Litta, under the direction of Sara Ricciardi, draws on the special collaboration of some examples of Italian artisanal excellence: Viabizzuno for the lighting; Karpeta+Texturae for wallpapers and carpets; Broggi for cutlery; TC Group for the audiovisual system.

La Grande Bellezza

This extraordinary initiative results from a successful encounter between Starhotels, OMA-Osservatorio dei Mestieri d'Arte di Firenze, Fondazione Cologni dei Mestieri d'Arte and Gruppo Editoriale, an initiative of contemporary patronage, greatly desired and promoted by President and CEO Elisabetta Fabri, which sees Starhotels at the forefront in protecting and promoting the great national heritage of talent and know-how.

The project involves a series of positive activities to support the sector, with a highly active and wide-ranging conception of patronage: involving outstanding master artists in meetings and events promoted by Starhotels in its spaces; exhibiting works by the best master artists in some of the Group's hotels, an outstanding showcase for the finest Italian artisanal production; creating Starhotels-branded high craftsmanship product lines, under the guidance of well-known designers, in collaboration with the best Italian craftspeople; instituting the biennial Starhotels Award dedicated to craftspeople, for creating works based on contests related to hospitality; supporting training for young master craftspeople; various actions of supporting and sponsoring specific initiatives and events related to the world of high craftsmanship and its leading lights.

Starhotels has the ambitious goal of giving a voice, space and concrete opportunities to the masters and enterprises of Italian craftsmanship, offering an extraordinary spotlight on the key figures in this Italian "Great Beauty", and many genuine opportunities not only for visibility and communication, but also for work: collecting the invaluable baton of the enlightened patronage that has protected Italian art and high craftsmanship and allowed it to flourish.

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Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group vaunts 30 hotels with more than 4,200 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris and New York. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious Starhotels Collezione - icons of style in the most beautiful destinations in the world - stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza.

Starhotels Premium, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

Sara Ricciardi

Sara Ricciardi is Art Director of La Grande Bellezza by Starhotels project.

Born in Benevento in 1989, she lives and works in Milan. A multifaceted designer, she studied between Milan, Istanbul and New York, graduating in 2015 at NABA - Nuova Accademia di Belle Arti, in the Product Design department. Today, she teaches Social Design and Digital Design there.

She opened her own studio in Milan 5 years ago, where she designs products for companies, unique pieces for galleries, performances, interiors and installations.

Her approach is characterised by deep narrative exploration: every aesthetic emerges as the result of a specific story. The form follows the message. Great poetic and formal research underpin her method. Materials and manufacture are defined each time with support from great masters of Italian craftsmanship. Among the brands for which she has collaborated are: Visionnaire, Houtique, Coin Casa, Culti, Giorgetti, Venini, LuisaViaRoma.

The Triennale di Milano paid homage to her by including her among the women of Italian contemporary design in the exhibition "Women in Design" (2017).

Starhotels Press Office

Email: pressoffice@starhotels.it

Phone: +39 055 3692236

www.starhotels.com

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