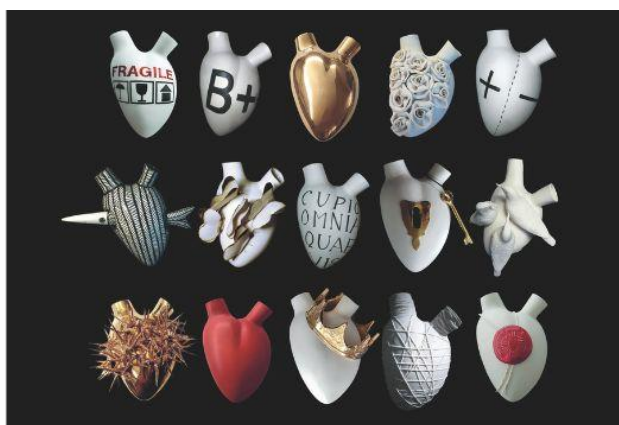


Starhotels presents the latest news for *La Grande Bellezza – The Dream Factory*, its project supporting high-end craftsmanship

La Grande Bellezza showcases the treasures of craftsmanship, announcing its participation in Milan's Design Week and MIDA in Florence, along with the introduction of new and exclusive Craft Experiences



Florence (Italy), 8 April 2025. Starhotels' ongoing patronage project, **La Grande Bellezza – The Dream Factory**, launched in 2019, continues its dedication to promoting and celebrating Italy's rich heritage craftsmanship. The project supported by two significant institutions dedicated to preserving fine Italian craftsmanship: **Associazione OMA** - Osservatorio dei Mestieri d'Arte and **Fondazione Cologni dei Mestieri d'Arte**, as well as **Gruppo Editoriale**, will feature at two major



events in Italy dedicated to applied arts: Milan Design Week and the International Handicraft Exhibition in Florence.

These high-profile events aren't just a celebration of the great beauty, but also represent a crucial spotlight for the incredible talent of master artisans. In its role as a modern-day patron of the arts, Starhotels is committed to empowering Italian artisans by providing them with a significant platform to showcase their talent to an international audience. Furthermore, Starhotels is launching new **Craft Experiences**, a range of immersive visits to artisan workshops in Italy's main cities, enabling Starhotels Collezione guests to truly experience artisan workshops.

Milan Design Week 2025: "L'Italia nel Cuore" Exhibition at Rosa Grand

After its debut in Venice during Homo Faber in Città, Starhotels is set to unveil the "**L'Italia nel Cuore**" (Italy in the heart) exhibition at Milan's prestigious Design Week. This stunning selection of porcelain hearts, by Elica Studio, will be presented at the **Rosa Grand Milano – Starhotels Collezione**, right near the iconic Milan Cathedral.

This showcase, part of Elica Studio's renowned "In alto I cuori" collection, by master Italian ceramicists Carlo Pastore and Elisabetta Bovina (both recognized with the MAM-Maestro d'arte e Mestiere award), delves into the theme of the heart through a series of porcelain hearts rich in figurative and cultural meaning. Born from a long-standing ceramic tradition and a perfect marriage of design and high craftsmanship, between refined and popular, holy and the worldly, this collection celebrates life in all its forms, a tribute to the beauty and uniqueness of being. For Milan's annual design extravaganza, over 40 exquisitely handcrafted hearts from the collection will be showcased, each a unique artwork celebrating the spectrum of life, from profound love to subtle irony.

"Amphora", La Grande Bellezza Award winner at The International Handicraft Exhibition in Florence

Starhotels is making its debut at the 89th **International Handicrafts Trade Fair** in Florence, a prestigious event that has celebrated artisan excellence for nearly a century, drawing visitors and enthusiasts globally. From April 25th to May 1st, Florence will transform into an inspiring space where creativity takes center stage, blending traditional skills with cutting-edge innovation and giving prominence to the ideas of emerging talents.

At this prestigious event, Starhotels will exhibit "**Amphora**" by **Cecilia Rinaldi**, the celebrated winner of the most recent La Grande Bellezza biennial award. Visitors can discover this piece within the "CON•TE•NE•RE dall'oggetto al corpo" (to contain from the object to the body) section, a project by Fondazione CR Firenze and curated by OMA – Observatory of Artistic Crafts Association, in partnership with the Tuscan branch of the Associazione per il Disegno Industriale (ADI). The exhibition will explore the diverse aspects of containment, from its practical uses to its symbolic meaning, tracing the evolution of craft and design objects. "Amphora," with its embracing form

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designed for carrying liquids and its unique leather weaving using the Legàmi technique, fits seamlessly into this theme, becoming a powerful metaphor for the exhibition's central concept.

Born in 1992, Cecilia Rinaldi is a textile designer and artist, the founder of Atelier Nuanda, known for her design vision that pushes beyond conventional boundaries.

Discover the secrets of Italian craftsmanship with new Craft Experiences

Following the success of their initial offerings, Starhotels is enriching its **Craft Experiences** with a variety of new and exclusive visits to artisan workshops in Italy's iconic art cities. Guests of Starhotels Collezione are offered a special chance to delve into the world of prestigious workshops in Venice, Trieste, Vicenza, Milan, Florence, Rome and Siena through exclusive, tailor-made experiences guided by the skilled artisans of both traditional and contemporary workshops.

The visits include the intricate art of goldsmithing at Milan's renowned *Scuola Orafa Ambrosiana*, a long-standing incubator for Italy's top gold artisans for Rosa Grand guests, and exploring unique floral artistry for home décor at *Il Fiorificio* in Trieste for guests visiting Savoia Excelsior Palace. In Rome, the renovated Hotel d'Inghilterra, a stone's throw from the Spanish Steps, connects guests with the elegant craft of tailoring at *Sartoria Ripense*. In the heart of Venice, guests of the Splendid Venice and the upcoming Hotel Gabrielli can experience the age-old art of glassmaking at *Berengo Studio*, favored by some of the biggest names in contemporary art. For a personalized souvenir, guests of the Grand Hotel Continental in Siena can visit *Sandra Kern's* atelier to customize silk scarves and tapestries.

Workshop experiences can be booked at the hotel and in advance of your stay by contacting the Concierge or Guest Relation Manager.

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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 31 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.

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