

Starhotels Introduces the New Teatro Luxury Apartments in The Heart of Florence

From Iconic Theatre to Luxury Residences: Teatro is Reimagining Florence Living



Florence, Italy (September 18, 2025) – [Starhotels](#) announces the debut of [Teatro Luxury Apartments Firenze - Starhotels Collezione](#), a flagship of a wider urban-regeneration initiative that has reimagined the former Teatro Comunale di Firenze. Today, after a thoughtful redevelopment, the building reopens as a contemporary collection of 156 luxury apartment-style residences that blend historical grandeur with modern Italian design. Located on Via Magenta, it sits just steps from the *Lungarni* - Florence's scenic riverfront promenades along the Arno - and Santa Maria Novella, and with the city's main attractions close by.

Originally inaugurated in 1862 as the Politeama Fiorentino, the theatre - later relocated in 2014 to a new venue nearby - was a cultural beacon that hosted legends including Maria Callas and Franco Zeffirelli. Now the building, which has just undergone a regeneration project, restores value and beauty to a strategic area that had stood idle for years. **Starhotels**, born in Florence and recognized for its Made-in-Italy hospitality, has been selected to manage the property, **opening next October 1, 2025**, bringing the brand's signature style and service to a contemporary residential setting.

"The Teatro Luxury Apartments bring a new chapter to Florence's cultural story. By reimagining this historic theatre as a place to live, we invite residents and visitors alike to experience the city's art, history, and architecture in an entirely new way," said **Elisabetta Fabri**, **Starhotels' President and CEO**.

The regenerated complex now hosts the Teatro Luxury Apartments across three buildings - *Verdi*, *Rossini* and *Puccini* - named in homage to the former theatre's cultural legacy; at their center, a newly created square open to the community, **Piazza Maria Callas**, established by the City of Florence, provides an open civic space that reconnects the site with the neighborhood for residents and visitors alike.

Design & Living

The apartments, offered in a range of sizes and typologies, are designed for flexible stays, from short visits to extended periods, with a warm, residential atmosphere that encourages guests to experience Florence at a gentler pace and in closer connection with local life.

Drawing inspiration from Italy's great theatres, interiors are defined by Art Deco influences, rich materials, and sweeping layouts. High floors feature panoramic city views, while balconies, terraces, designer showers, and Turkish baths elevate everyday living. Thoughtful storage, flexible layouts (studios to three-bedrooms), and fully equipped kitchens adapt to both short-term travelers and long-term residents.

Family Program

Starhotels also extends its renowned **V.I.K. – Very Important Kids** Family Program to Teatro Luxury Apartments, making it easy for families to experience Florence together. With spacious, multi-bedroom apartments and thoughtful amenities such as baby gear, toys, and exclusive partner perks, families of all sizes can find the ideal home base. From personalized welcome gifts to curated city experiences designed with little travelers in mind, the Family Program ensures every generation feels at home.

Lifestyle & Amenities

Guests benefit from a full suite of services, including 24-hour reception, concierge, housekeeping, luggage storage, laundry facilities, and secure digital connectivity. Highlights include:

- **A collection of social spaces**, such as communal lounges and co-working areas, designed for connecting, collaborating and meeting with friends and colleagues;
- A panoramic terrace with solarium and hydropool;
- **A Guest Relations team with [Signature Experiences](#)**, offering curated activities to enrich your stay in Florence, including hot air balloon rides over the Tuscan hills, Ferrari drives along scenic routes, private wine tastings in charming estates, and more
- **Exclusive access to the Circolo del Tennis Firenze 1898**, including clay tennis and padel courts, an outdoor swimming pool, a restaurant, and private club facilities

In addition to the residences, the broader project includes a new wellness and lifestyle hub to Florence's community: a Wellness Center with fitness area and dining venues – managed by external operators – will serve the neighborhood and guests of Teatro Luxury Apartments.

Sustainability & Community

On track for **LEED Gold certification in 2025**, the redevelopment recycled 97.5% of demolition waste and incorporates rainwater harvesting, smart energy management, and advanced climate control. Italian-made finishes and infrastructure improvements reflect Starhotels' commitment to sustainability and neighborhood revitalization.



TEATRO LUXURY APARTMENTS FIRENZE

With its unique combination of history, design, sustainability, and lifestyle, the Teatro Luxury Apartments Firenze – Starhotels Collezione marks a new era in Florence's hospitality landscape. The property offers residents and visitors a cultural landmark reimagined for modern living.

Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group boasts 32 properties with more than 4,300 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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