

**Helvetia & Bristol Firenze unveils “Beyond the Fragment”:
inspired by fragments of history, created for moments of balance and
well-being**

*An exclusive stay inspired by Palazzo Strozzi’s new exhibition
Broken. The power of the Fragment*



Florence (ITALY), August 25, 2026 – Helvetia & Bristol Firenze – Starhotels Collezione celebrates one of Florence’s most anticipated cultural events this fall with ***Beyond the Fragment***, a new experience bringing together art and wellness, inspired by *Broken. The Power of the Fragment*, the exhibition on view at Palazzo Strozzi from September 25, 2026.

Conceived in dialogue with the exhibition, ***Beyond the Fragment*** takes guests on a journey that begins at Palazzo Strozzi and continues through the hotel and LA SPA, where traces of Florence’s ancient Roman heritage – still visible within the spa’s wet area – become part of a contemporary wellness ritual.

Organized in collaboration with the National Gallery of Art in Washington, D.C., the exhibition explores the timeless fascination of the fragment throughout the history of sculpture, from antiquity to contemporary art, bringing together more than 80 masterpieces from leading international institutions. No longer viewed simply as remains of a lost whole, fragments emerge as works in their own right, capable of taking on new meanings and creating an ongoing dialogue between past and present.

A legendary address in the heart of Florence, **Helvetia & Bristol** has been part of the city’s cultural life for more than a century, welcoming generations of artists, intellectuals and international travelers. Its location just steps from Palazzo Strozzi makes this connection with Florence’s artistic scene all the more natural, turning a stay at the hotel into an opportunity to experience the city beyond the exhibition itself. This dialogue finds its fullest expression at **LA SPA**.

Built on the site once occupied by the ancient Capitoline Baths of the Roman-era Florence. LA SPA creates a tangible connection between fragments that preserve the stories of the past and wellness rituals inspired by the city’s Roman heritage. Remains of the ancient walls remain visible along the spa journey: here, archaeological traces are integrated into spaces designed for contemporary well-being, while

history is transformed into rituals conceived to bring body and mind back into balance – much as the fragments presented at Palazzo Strozzi transcend their original form to take on a new identity.

Inspired by the exhibition's exploration of the relationship between the fragment and the human body, Helvetia & Bristol also introduces the new signature treatment “**Fragments of the Body**”. Drawing on the proportions of Leonardo da Vinci's Vitruvian Man, the ritual focuses on the head, hands and feet, areas often overlooked in traditional full-body treatments, yet particularly important for helping release built-up tension.

The *Beyond the Fragment* package includes:

- A stay at Helvetia & Bristol Firenze – Starhotels Collezione, available for bookings in a Junior Suite category or above
- Daily breakfast featuring creations by Italian pastry chef Iginio Massari
- Tickets to *Broken. The Power of the Fragment* at Palazzo Strozzi
- Access to LA SPA's Roman Baths (wet area)
- The signature *Fragments of the Body* treatment

For guests wishing to further enrich their stay, the hotel's Concierge can arrange, upon request and subject to availability, a selection of tailor-made cultural experiences, including private guided visits and exclusive access to the exhibition outside regular opening hours, offering a different perspective on Palazzo Strozzi.

For information and reservations, please visit the [Beyond the Fragment page](#).

Helvetia & Bristol Firenze – Starhotels Collezione

Helvetia & Bristol Firenze - Starhotels Collezione is a historic residence a few steps from Palazzo Strozzi and via Tornabuoni and the first luxury hotel in the heart of Florence since 1885. A masterful restoration of the historic wing and its subsequent expansion, with 25 new rooms and suites designed by renowned interior designer Anouska Hempel, have restored the hotel to its full grandeur, further enriched by the craftsmanship of great Florentine master artisans.

The dining experience signed by Cibrèo, a symbol of Florentine gastronomic tradition, and LA SPA, the new wellness retreat located where the ancient Roman Baths once stood, make the hotel experience such an incredible journey.

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Starhotels

Starhotels, primo gruppo privato alberghiero italiano, è leader nell'ospitalità a 4 e 5 stelle. Il gruppo conta 34 strutture per un totale di oltre 4.500 camere e residenze di lusso situate nel cuore delle migliori destinazioni italiane oltre a Londra, Parigi e New York.

Da oltre 45 anni, Starhotels rappresenta l'eccellenza dell'ospitalità italiana e incarna i valori del Made in Italy, anche all'estero, in ogni suo gesto. Questa vocazione si esprime anche attraverso *La Grande Bellezza – The Dream Factory*, il progetto di mecenatismo contemporaneo fondato nel 2019 e dedicato alla valorizzazione dell'alto artigianato italiano.

I prestigiosi **Starhotels Collezione** - icone di stile nelle più belle destinazioni del mondo - si distinguono come dimore storiche e boutique hotel dall'identità unica, capaci di riflettere l'anima autentica delle città in cui sorgono. Gli Starhotels Collezione si trovano in posizioni privilegiate a Firenze, Forte dei Marmi, Londra, Milano, New York, Parigi, Roma, Saturnia, Siena, Trieste, Venezia e Vicenza.

Gli **Starhotels Premium**, situati nel cuore delle più belle città italiane – a Bergamo, Bologna, Firenze, Genova, Milano, Napoli, Parma, Roma, Saronno e Torino – si distinguono per la loro posizione strategica e lo stile contemporaneo, una perfetta sintesi di eleganza e comfort, e per un servizio eccellente e accogliente capace di trasmettere un intangibile senso di familiarità e benessere al cliente.

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