

Starhotels Brings La Grande Bellezza Italiana to the Forefront of the Most Prestigious Fine Craftsmanship Events

On the occasion of Homo Faber and Venice Glass Week in Venice, the finalist works of the La Grande Bellezza Award and the historic artistic chandeliers of Hotel Gabrielli will be on display; in Florence, at Artigianato e Palazzo, the exhibition “Natura Aurea” by master ceramic artist Antonietta Mazzotti Emaldi.

Florence, 29 July 2026 – **La Grande Bellezza – The Dream Factory**, the contemporary patronage initiative that **Starhotels** has championed since 2019 alongside outstanding partners such as Fondazione Cologni dei Mestieri d'Arte and Gruppo Editoriale, returns to the spotlight at three leading events dedicated to fine craftsmanship: Homo Faber and Venice Glass Week in Venice, and Artigianato e Palazzo in Florence.

"With the La Grande Bellezza project, we aim to carry forward the precious legacy of enlightened patronage that has protected and allowed Italian art and fine craftsmanship to flourish. It is a treasure trove of beauty and savoir-faire that has shaped who we are and that the whole world admires and desires," comments **Elisabetta Fabri**, President and CEO of Starhotels. "I am particularly pleased that Starhotels is taking part in events of such high standing, capable of bringing together and showcasing some of the greatest interpreters of Italian craftsmanship. Offering them opportunities to meet and new stages on which to present their work is part of the cultural responsibility we embrace as a Group and of the patronage vision that guides La Grande Bellezza."

On the occasion of Homo Faber, the ten finalists of the La Grande Bellezza Award on display at Hotel Gabrielli Venezia – Starhotels Collezione | Venice, 1 September – 16 October 2026

Following the success of the third edition, dedicated to the theme *Souvenir of the Grand Tour*, the Jury has selected the ten finalist works of the **fourth edition of the La Grande Bellezza Award**, centred on the theme *The Beauty of Utility*. Chaired by Elisabetta Fabri, President and CEO of Starhotels, and composed of leading figures from the fields of applied arts, design, lifestyle, art and culture, the Jury selected the projects that will be exhibited throughout **Hotel Gabrielli Venezia – Starhotels Collezione**, the historic and charming Venetian hospitality destination, during the new edition of the internationally renowned **Homo Faber event on the Island of San Giorgio Maggiore**.

During the exhibition, the winner will be announced and awarded a **€10,000 cash prize**, providing tangible support for their creative journey. The exhibition will be open to the public free of charge until 16 October 2026.



The Beauty of Utility, the evocative theme of this year's competition, invited Italian artisans to present objects in which aesthetics and functionality merge harmoniously, drawing inspiration from Italy's rich cultural and natural heritage. Inspiration arises from materials and tradition to create functional solutions that meet real needs through intelligent and effective forms. The aim was to create products that are functional and useful while also being aesthetically refined—not by replicating forms of the past, but by reinterpreting them to respond to contemporary needs and tastes, always maintaining the highest standards of craftsmanship.

The Beauty of Utility shifts the focus, emphasising that **beauty is not an end in itself but is fully integrated into function**. This is a defining feature of high-quality contemporary Italian craftsmanship, where an object is not only beautiful but also exceptionally well made and thoughtfully designed for everyday use. The common thread is the harmonious combination of functionality, aesthetics, quality materials—often with references to Italian tradition—and intelligent design capable of addressing practical needs.

The design challenge launched by Starhotels attracted submissions from 14 Italian regions, confirming the La Grande Bellezza Award as **an established and eagerly awaited event within the sector**: a benchmark capable of identifying the finest expressions of contemporary craftsmanship while offering Italian artisans a concrete opportunity for dialogue, visibility and recognition. Particularly noteworthy is the strong presence of **glass**, with works created by master glassmakers from Murano alongside other leading figures in contemporary artistic research.

The exhibited works range from furniture and lighting to textile accessories, bedroom and writing desk accessories, as well as tableware and serving pieces. Cabinets, chests of drawers, wardrobes, coffee tables, seating, lamps, decorative wall panels, mirrors, vases, sculptures and clocks engage in dialogue with teapots, cups, trays, centrepieces, decanters, plates, glasses, candleholders and other functional objects, offering a rich and wide-ranging overview of contemporary Italian craftsmanship.

The Historic Chandeliers of Hotel Gabrielli at Venice Glass Week | Venice, 12–20 September 2026

On the occasion of Venice Glass Week, Starhotels opens the doors of Hotel Gabrielli Venezia – Starhotels Collezione for a special visit dedicated to its extraordinary **collection of artistic glassworks**. More than 700 chandeliers and wall sconces, including precious pieces created by renowned Murano masters such as Archimede Seguso and the historic artistic glassmaker Pauly & C., illuminate the interiors of the historic hotel overlooking Riva degli Schiavoni, bearing witness to the property's deep connection with Venetian culture and craftsmanship.

These works have undergone a **meticulous restoration and conservation programme** as an integral part of the extensive enhancement project that accompanied the reopening of Hotel Gabrielli on 25 August 2025, marking a new chapter in the history of this iconic Venetian hospitality destination. Restored to their original splendour, the chandeliers now interact with the hotel's newly renovated interiors, transforming them into an exceptional showcase for the art of Murano glass.





Starhotels Presents “NATURA AUREA. Ceramics by Antonietta Mazzotti Emaldi” at Artigianato e Palazzo in Florence | Florence, 11–13 September 2026

Within the geometric elegance of one of Florence's most enchanting Italian gardens, Artigianato e Palazzo, the historic event dedicated to excellence in craftsmanship, returns from 11 to 13 September. In the Limonaia Grandi Maestri, Antonietta Mazzotti Emaldi, **the doyenne of Faenza ceramics**, presents “*Natura Aurea*”, an exhibition exploring some of the most representative bodies of work from her artistic research.

The selection includes works from the *Menadi* collection, crafted in maiolica and pure gold leaf, inspired by symbolic and mythological themes: wheel-thrown vases with pure forms enriched by sculptural gold elements evoking the female body and the drapery of fabric. With *Garofano – Faience Garden*, in white clay, glaze and pure gold leaf, tradition becomes living matter, capable of transforming and regenerating over time. Also on display are pieces from the Proserpina collection, inspired by the classical goddess and the pomegranate—a symbol of cyclical renewal, fertility and transformation—which brings together iconic objects for the table and interior design. Completing the exhibition is *Survival*, created in clay, glass, oxides and gold, a reflection on the resilience of nature and its ability to endure through time, withstand adversity and continue generating beauty.

Today Antonietta Mazzotti Emaldi “represents in an exemplary way,” writes Ugo La Pietra, “the role of the artisan-artist. Looking at her works, we recognise an original expressive language in both technique and poetic representation. From her passion for the traditional ceramics of Faenza to her ‘transgressive’ creations, Antonietta Mazzotti, an artist-artisan fascinated by the magic and mysteries of nature, creates evocative works of extraordinary beauty and suggestion.”

La Grande Bellezza – The Dream Factory

This extraordinary initiative results from a successful encounter between Starhotels, 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 and in the most prestigious craftsmanship events; 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 home decor lines; the institution of 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.

<https://lagrandebellezza.starhotels.com/en/>

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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 counts 34 properties, with more than 4,500 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris, and New York. For over 45 years, Starhotels has represented the excellence of Italian hospitality, embodying the values of Made in Italy, even abroad, through every detail. This vocation is also expressed through *La Grande Bellezza – The Dream Factory*, a contemporary patronage project founded in 2019 dedicated to promoting Italian high craftsmanship.

The prestigious **Starhotels Collezione** – icons of style in the world's most beautiful destinations – stand out as historic residences and boutique hotels with a unique identity, capable of reflecting the authentic soul of the cities in which they are located. Starhotels Collezione properties can be found in prime settings in Florence, Forte dei Marmi, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice, and Vicenza.

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La Grande Bellezza

THE DREAM FACTORY

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 strategic locations and contemporary style, providing the perfect blend of elegance and comfort, an intangible sense of well-being through excellent and welcoming service.

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