

## The Franklin London – Starhotels Collezione marks Easter with Elephant Family for a Botanical Art and Dining Experience

*The Franklin will host artist Ruth Davis' floral sculpture  
"Eden, in an Eggshell":  
a collaboration that blends art, gastronomy and philanthropy*



London, March 24, 2026 – This Easter, The Franklin London – Starhotels Collezione brings together art, gastronomy and philanthropy through a special collaboration with wildlife conservation charity Elephant Family, as part of Starhotels' wider cultural patronage platform, **La Grande Bellezza – The Dream Factory**.

Running from 23 March to 19 April 2026, the four-week botanical-inspired programme places craftsmanship and creativity at its heart. At the centre of the activation will be the magnificent artwork "Eden, in an Eggshell", a striking decorative egg sculpture crafted by the artist and florist, All for Love London, artistic Director, Ruth Davis that celebrates the beauty and renewal of spring. The exquisite egg, painted in a vibrant chartreuse yellow, is painstakingly decorated with hand-applied dried and pressed flowers, sealed beneath a polished layer of epoxy resin. The result is a captivating fusion of fragility and strength, preserving a miniature garden in eternal bloom.

The sculpture will be exhibited in The Franklin's Emerald Parlour, transforming the space into an immersive, garden-like setting that celebrates renewal, beauty and craftsmanship.

The initiative forms part of Starhotels' *La Grande Bellezza – The Dream Factory*, its cultural patronage platform dedicated to celebrating and supporting contemporary craftsmanship and artistic excellence.

### **A Spring Menu Inspired by Art**

Drawing inspiration from the egg's botanical beauty, The Franklin will introduce a series of limited-edition, design-led culinary experiences curated by **Head Chef Roberto Roncolato**, bringing the artwork to life through flavour, craftsmanship and storytelling.

Drawing directly from the egg's delicate florals and palette, Roncolato will develop a bespoke dessert – the *Eggshelled Garden* – available throughout the four-week activation, with 100% of proceeds donated to Elephant Family.

Complementing this, a signature cocktail from The Franklin Bar's menu will be designated as a charity pour, with proceeds also supporting the charity, creating a cohesive food and beverage narrative that reflects the spirit of the installation.

Guests will also find an optional £1 discretionary donation added their bill during the activation period, offering a simple and inclusive way to contribute. Visitors arriving through Elephant Family's own channels will be offered a 30% food and beverage discount, encouraging broader engagement with the activation.

### **Supporting Wildlife Conservation**

All funds raised through the activation will support Elephant Family, the charity dedicated to conserving Asia's most endangered wildlife and the precious habitats they depend on. The charity powers its work on the ground through spectacular events and campaigns that celebrate nature while shining a light on the biggest threats to Asian wildlife: habitat loss and human-wildlife conflict. Founded in 2002 by Her Majesty The Queen's late brother, the adventurer Mark Shand, Elephant Family has raised more than £22 million to support Asia's magnificent wildlife their habitats, and the people who share these landscapes. Their Majesties, King Charles III and Queen Camilla are Joint Royal Presidents of Elephant Family

#### **The Franklin London – Starhotels Collezione**

Tucked away on a quiet residential street in Knightsbridge overlooking Egerton Gardens, The Franklin London – Starhotels Collezione is one of London's most stylish luxury boutique hotels, designed by international interior designer and hotelier Anouska Hempel. The 35-bedroom hotel has her signature style throughout, having drawn her inspiration from her own lifestyle and love of travel, masterfully combining sensual Eastern influences with echoes of Italy and Morocco. With the spirit of a glorious bygone era, she has created a property that feels more like a warm and inviting private townhouse than a hotel.

#### **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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