

**Helvetia & Bristol Firenze - Starhotels Collezione presents**  
**“The Art of Stay: Your Rothko. Your Room.”**

*Step into an immersive experience celebrating Mark Rothko’s retrospective at Palazzo Strozzi*



*Florence, 20 February 2026* – **Helvetia & Bristol Firenze – Starhotels Collezione** celebrates the arrival of the major **Rothko exhibition in Florence**, promoted and organized **from 14 March to 23 August 2026** at **Palazzo Strozzi**, with *The Art of Stay: Your Rothko. Your Room*: an exclusive experiential package designed to transform a stay into a natural extension of the emotional power of the exhibition. Bringing together approximately 70 works from leading international collections, the retrospective becomes the starting point of a seamless immersive journey that continues within the hotel’s spaces, where art, atmosphere and hospitality engage in an intimate and personal dialogue.

A historic landmark in the heart of Florence, Helvetia & Bristol has been a vibrant crossroads of culture for over a century, welcoming artists, intellectuals and international travelers. Today, this legacy lives on in its interiors, where artisanal mastery, material research and chromatic sensitivity define an authentic and timeless elegance.

Its proximity to Palazzo Strozzi strengthens a natural bond with the city’s artistic scene, placing the exhibition experience within a broader narrative and fostering an ongoing dialogue between city and hotel.

With *The Art of Stay*, art does not end with the visit but becomes a hospitality experience. The artist’s intense fields of colour, evoking deep emotions through hue alone, find a spontaneous resonance in Helvetia & Bristol’s suites. Each space, unique in palette, materials and atmosphere, expresses a distinct identity: enveloping tones, refined contrasts and artisanal details echo the contemplative dimension and the emotional intensity of the exhibition.

Guests are invited to experience art both within the exhibition as well as in the more intimate dimension of their stay. After the visit, returning to one’s suite becomes a moment of quiet continuity, where the energy of the artworks gives way to personal reflection. The rich chromatic variations of the interiors, captivating and vibrant, recall the intensity of the canvases on display, extending the sensory experience beyond the museum walls.

The result is a journey that brings together artistic wonder and Florentine craftsmanship, contemporary vision and historical memory.

**The package includes:**

- Two-night stay at Helvetia & Bristol Firenze – Starhotels Collezione for all Junior Suites and Suites Categories.
- One admission ticket per person to the Mark Rothko exhibition at Palazzo Strozzi
- Daily breakfast
- An introductory brochure to the exhibition

With *The Art of Stay*, Helvetia & Bristol renews its cultural vocation, offering an experience in which art is not merely observed, but truly lived: both inside and outside the hotel.

Find more Information and Bookings at the following link: [The Art of Stay](#)

**The rebirth of an icon of hôtellerie in the heart of Florence**

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. Reopened after a masterful restoration of the historic wing, which marked its rebirth, the recent expansion enriched the hotel with 25 new charming rooms and suites conceived by the famous interior designer Anouska Hempel. The project expresses the authentic soul of the city by creating an intimate connection with the territory. Great Florentine master craftsmen have enriched the hotel with tailor-made works. The dining experience signed by Cibrè, 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.

**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 34 properties with more than 4,500 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Lugano, Paris and New York.

Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating 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, Forte dei Marmi, London, Lugano, 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.

**Press Office**

Email: [pressoffice@starhotels.it](mailto:pressoffice@starhotels.it)

Tel: +39 055 3692251

[www.starhotels.com](http://www.starhotels.com)

[www.collezione.starhotels.com](http://www.collezione.starhotels.com)



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