

# DEEPER LUXURY

## "E.c.ho Milan: Pioneering Eco-Luxury in the Heart of the City"

In the bustling heart of Milan, just steps away from Central

Station, stands E.c.ho Milan, a pioneering example

sustainable architecture in the

cosmopolitan landscape. E.c.ho, which stands for

'Ecological Contemporary Hotel', is the

Starhotels group's visionary response to the

growing demand for eco-conscious travel options in

an era increasingly defined by slow tourism. Conceived by the

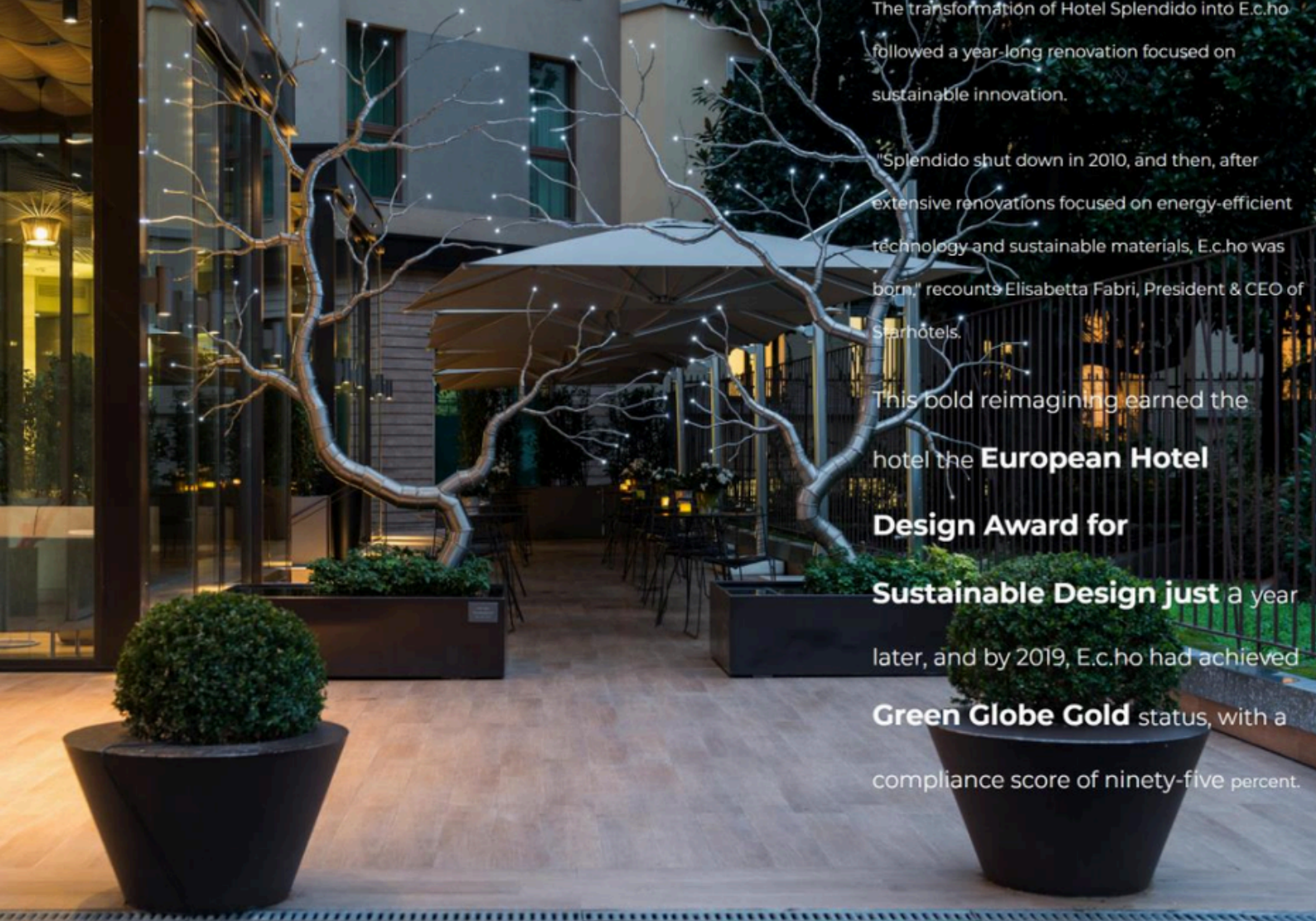
insightful architect Andrea Auletta, E.c.ho was

brought to life in 2011, at a time when sustainability was

beginning to gain traction as more than just a trend.







The transformation of Hotel Splendido into E.c.ho followed a year-long renovation focused on sustainable innovation.

"Splendido shut down in 2010, and then, after extensive renovations focused on energy-efficient technology and sustainable materials, E.c.ho was born," recounts Elisabetta Fabri, President & CEO of Starhotels.

This bold reimagining earned the hotel the **European Hotel Design Award for Sustainable Design** just a year later, and by 2019, E.c.ho had achieved **Green Globe Gold** status, with a compliance score of ninety-five percent.



#### Sustainable Stays

### E.c.ho Milan's Journey to Eco-Friendly Excellence

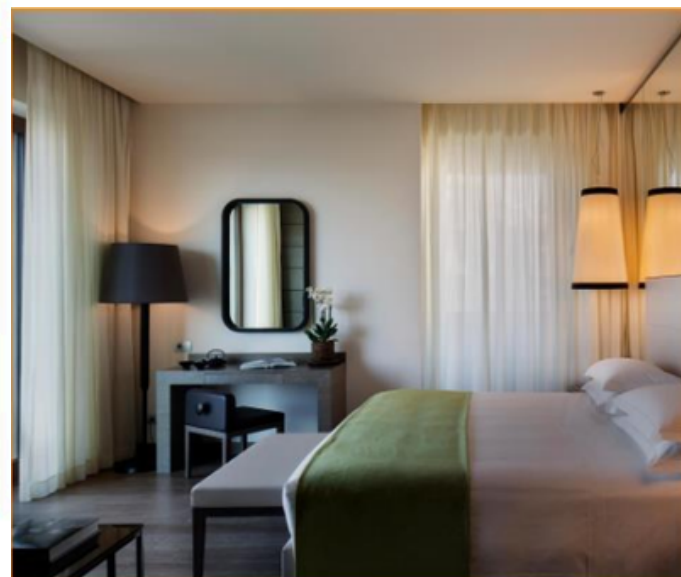
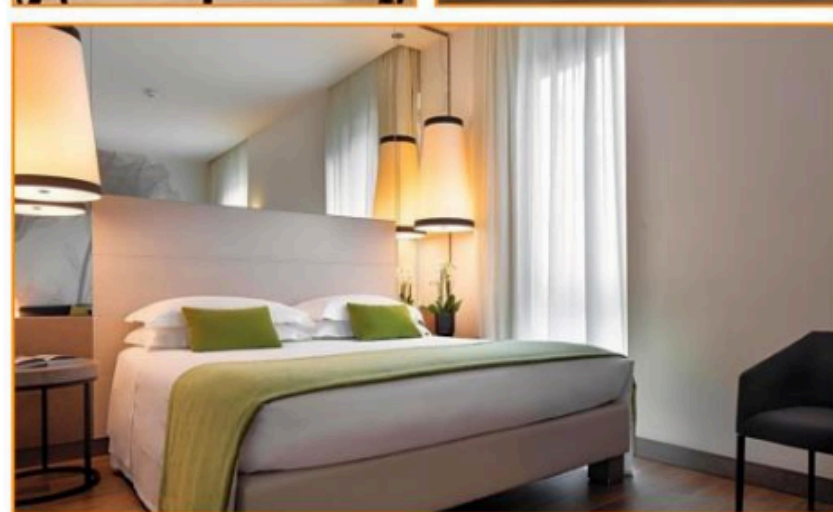
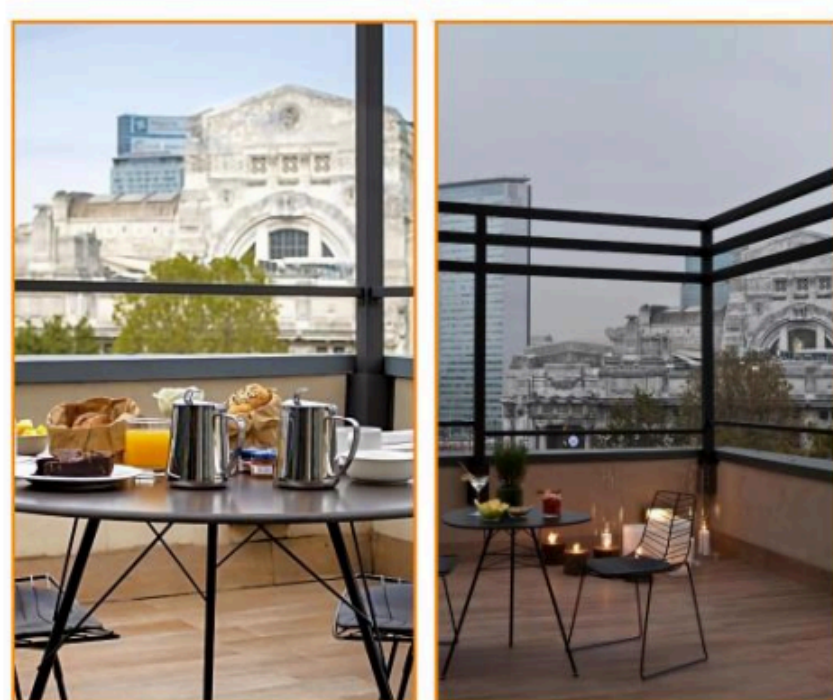
In the bustling heart of Milan, just steps away from Central Station, stands E.c.ho Milan, a pioneering example of sustainable architecture in the cosmopolitan landscape. E.c.ho, which stands for 'Ecological Contemporary Hotel', is the Starhotels group's visionary response to the growing demand for eco-conscious travel options in an era increasingly defined by slow tourism. Conceived by the insightful architect Andrea Auletta, E.c.ho was brought to life in 2011, at a time when sustainability was beginning to gain traction as more than just a trend.

Spanning 3,500 square feet and accessible via the corner of Viale Andrea Doria, E.c.ho's design maximizes natural lighting in its lobby through expansive glass walls that open up to serene garden views, home to a historic Renaissance chapel. This chapel, part of the remnants of Cascina Pozzobonelli, adds a touch of historical intrigue to the modern eco-hotel.

E.c.ho's 143 rooms, spread across seven floors and various categories from superior to deluxe, including junior suites and suites, are a study in understated elegance. Decorated in soothing beige and cream tones with floral motifs, the rooms offer balconies that provide sweeping views of Milan's iconic skyline—from the Pirellone to the Bosco Verticale.

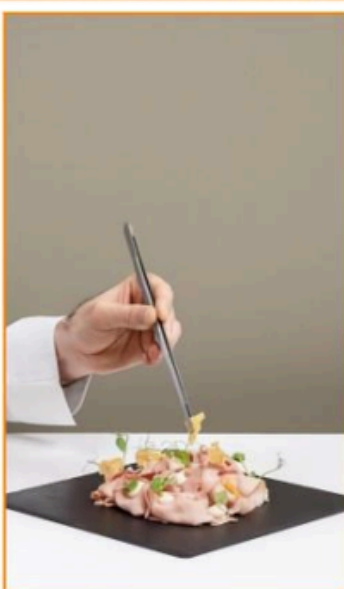
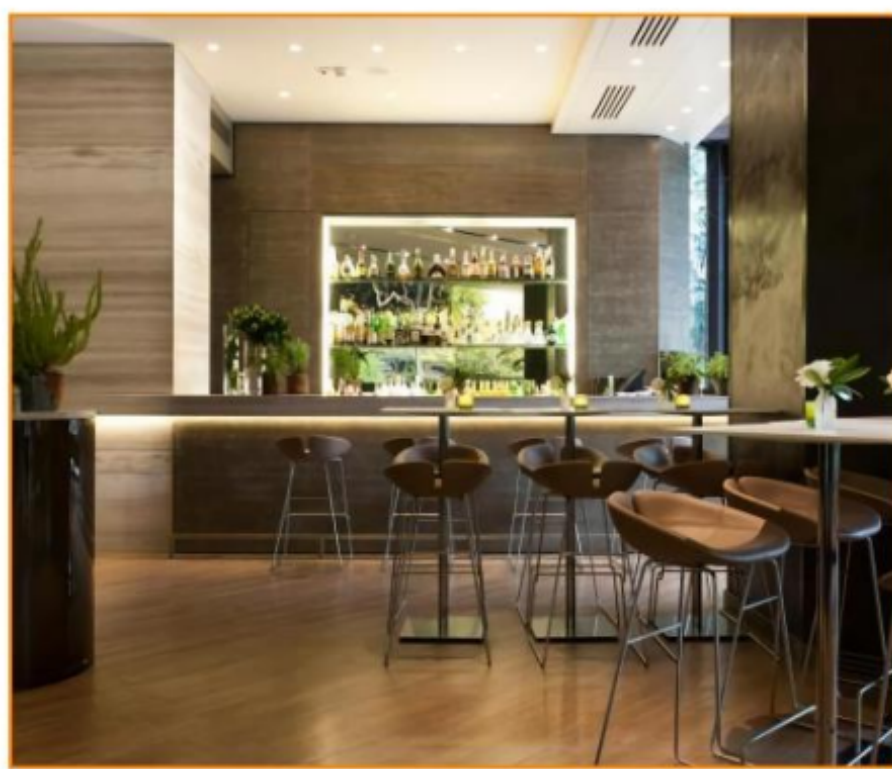
Andrea Auletta, who has worked with the Starhotels group since 1995, oversaw the eco-design of E.c.ho, ensuring that every element from the porcelain stoneware flooring to the Nordic Ecolabel-certified wallpaper adhered to rigorous ecological standards. "The aim was to reduce energy consumption, choose recyclable materials, manage waste efficiently, and minimize room cleaning times," explains Auletta, highlighting the comprehensive approach taken to ensure the hotel's sustainability.





On the top floor, the fitness room, designed like a greenhouse, offers panoramic views of the city, enhancing the workout experience with a visual connection to the urban landscape. Additionally, E.c.ho promotes low-carbon travel with pedal-assisted bikes and electric vehicle charging stations, furthering its commitment to sustainability. Andrea Auletta, who has worked with the Starhotels group since 1995,

oversaw the eco-design of E.c.ho, ensuring that every element from the porcelain stoneware flooring to the Nordic Ecolabel-certified wallpaper adhered to rigorous ecological standards. "The aim was to reduce energy consumption, choose recyclable materials, manage waste efficiently, and minimize room cleaning times," explains Auletta, highlighting the comprehensive approach taken to ensure the hotel's



The hotel's restaurant, in partnership with **Eataly**, focuses on sustainably sourced Italian ingredients, with dishes that celebrate the richness of Italy's culinary heritage.

The bar complements this with a selection of natural and biodynamic wines, alongside innovative cocktails like the 'P31 Green Spritz', which align with the hotel's green philosophy.

E.c.ho's commitment to sustainability extends beyond its operations to community engagement, including

partnerships with the Too Good To Go app to minimize food waste and collaborations with the Arca Foundation to support local charitable efforts.

E.c.ho Milan not only sets a precedent for sustainable luxury in hospitality but also serves as a vibrant testament to how hotels can lead in the fight for a more sustainable future while offering a luxurious and deeply engaging guest experience.





Urban  
E.C.H.O. Jungle  
in Milano City Centre