

Starhotels E.c.ho. - Ecological contemporary hotel



In one of Milan's most strategic locations, just 100 meters from the Stazione Centrale and conveniently close to the skyscrapers of the new Porta Nuova skyline, the historic city center and the main venues of culture, shopping and entertainment, stands one of the jewels of contemporary *hôtellerie*.

The **Starhotels E.c.ho. - Ecological contemporary hotel**, one of the first examples of 100% green hotel architecture in Milan, is a revolutionary 'case study' of sustainable architecture and design, as evidenced by the prestigious awards and certifications earned in just a few years.

Result of the 'responsible conversion' of an existing structure (the Starhotels Splendido) and strongly advocated by Starhotels, it opened its doors in 2011, attracting a cosmopolitan and ecologically-oriented clientele who recognize and appreciate E.c.ho.'s unique blend of contemporary elegance and **cutting-edge environmentally friendly technology**.

With **143 rooms**, 5 meeting rooms and a wide range of services, E.c.ho is perfect for those who wish to experience Italy's capital of fashion, design and finance in high style, while providing a concrete contribute to lower carbon footprint.

At Starhotels E.c.ho. every detail is designed to guarantee guests a relaxing and enjoyable stay with amenities such as room service, electric bikes and e-scooters. Additionally, in keeping with the hotel's eco-friendly mission, the concierges can provide tips not only on traditional Milanese cultural and shopping itineraries, but a full range of **100% green services and activities**, including car-sharing, sustainable shopping and itineraries.

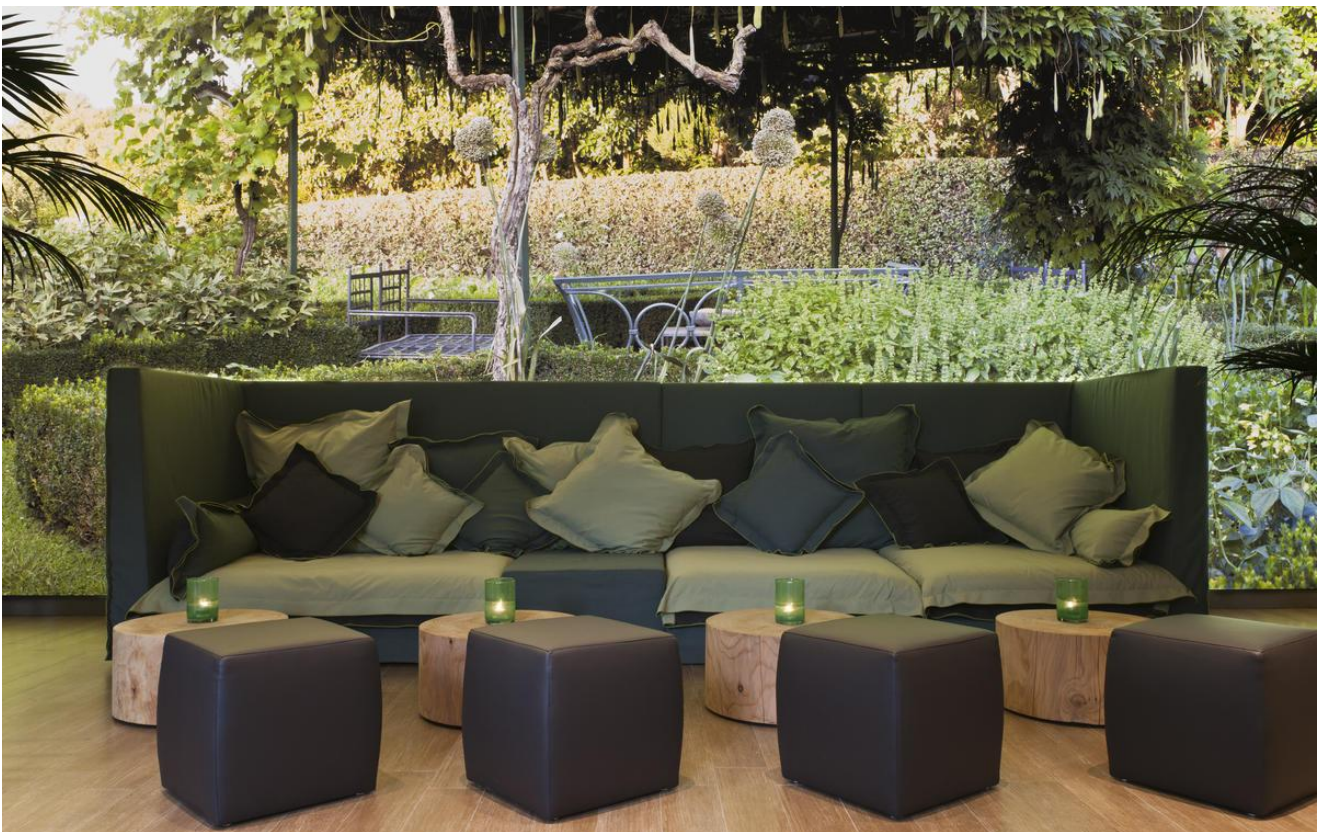
Window onto nature



What strikes one immediately upon entering in the hotel is the **natural light** that saturates the common areas of the ground floor, an open space delimited by a sequence of glass doors which can be opened in the warm season to create a continuum between the lobby, the lounge, the bar and the veranda. The latter looks out onto a peaceful internal garden, a rarity in Milan, all the more exceptional thanks to a charming Renaissance chapel with

a **Bramante style portico** dating back to the late 15th Century, originally adjacent to the *palazzo* of the Pozzobonelli family.

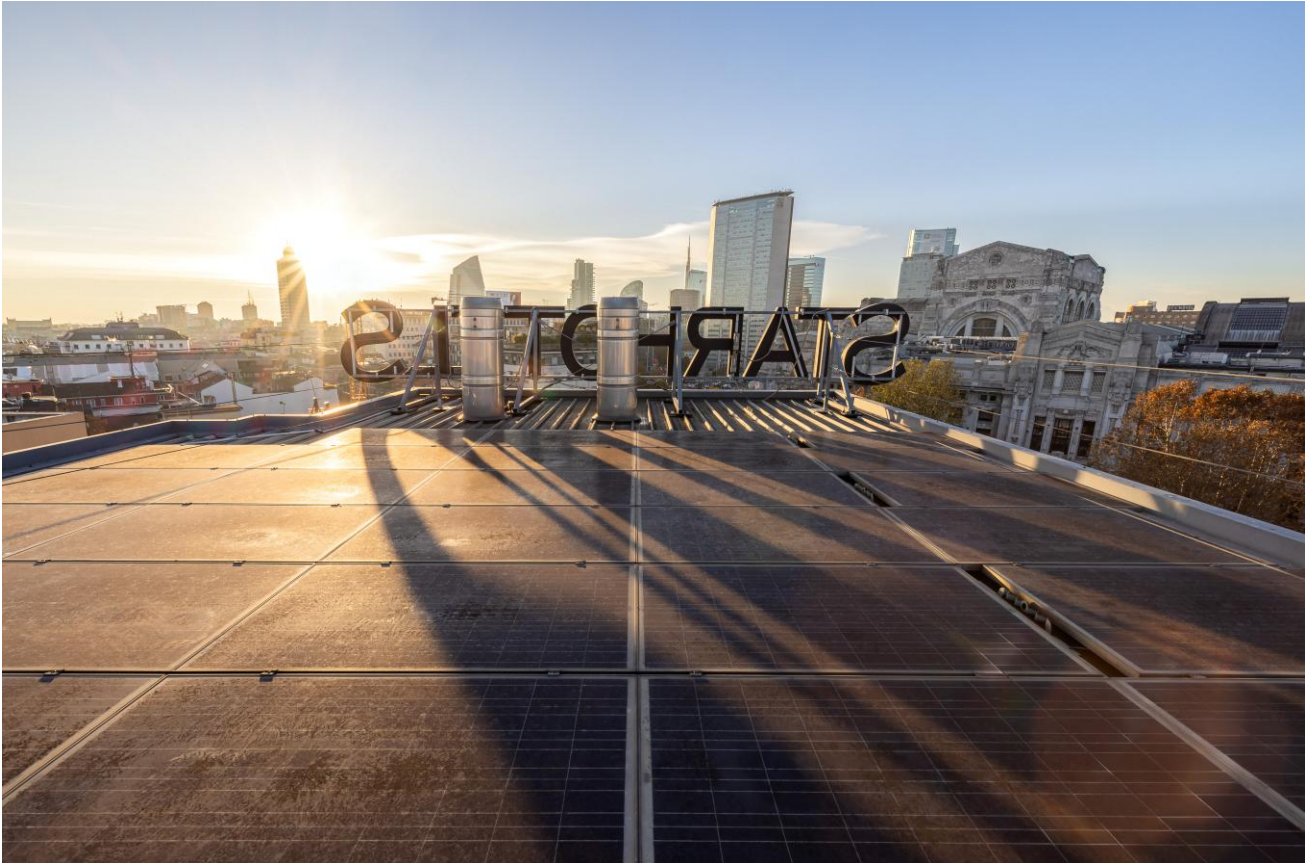
The garden, whose view dominates the lobby, brings guests into a dimension of absolute tranquility, despite the hotel's position in the center of the bustling metropolis. The feeling of being outdoors while actually indoors is amplified by a series of backlit PVC panels, recycled and 100% biodegradable, printed with elegant images of luxuriant vegetation, which run along the entire open space of the lobby like a contemporary tapestry, continuing to the spaces of the restaurant, where they evoke a lush vegetable garden, in keeping with the restaurant's name, 'Orto Green Food & Mood' and its green philosophy.



The building materials, all rigorously certified eco-friendly or recycled, the furnishings and even the works of art are the result of the meticulous research of interior designer **Andrea Auletta**, who sought to create a refined and essential contemporary mood, further accentuated by the color palette that dominates the common areas and the guest rooms, ranging from soft neutral tones to greens and various shades of brown. In the reception area, an artfully backlit ceiling simulates the hours of the day, following the

rhythms of natural light. All these details come together to create the feeling of being in an ‘eco-chic’ oasis.

100% green soul



The totality of the architectural and design elements that make Starhotels E.c.ho. a true jewel of eco-friendly construction has earned the hotel not only the **2012 European Hotel Design Award** for sustainable design, but also the **Green Globe** certification, a prestigious recognition given only after a strict auditing process.

With a compliance score of 95% recently achieved, Starhotels E.c.ho. obtained in 2019 and maintained the **Green Globe Gold Status**. In 2025, the certification was again confirmed with a compliance score of 99%, demonstrating a concrete commitment to ensuring high sustainability standards.

Here are some of the technical specifics that characterize the ‘green heart’ of E.c.ho.:

- 1- Air conditioning controlled by an automated system with presence detection;
- 2- Recovery of soapy water for use in toilet flush tanks and plant irrigation; low consumption faucets;
- 3- Energy-efficient water heaters for the reduction of combustible fuel consumption and the reduction of 75 tons of CO₂ emissions;

- 4- Ecological gas conditioning for maximum energy savings;
- 5- LED lighting system throughout the hotel;
- 6- Use of condensed water from the air conditioning elements for preheating water;
- 7- Presence detection for the activation of lights in the common area bathrooms;
- 8- Computerized management of the lighting system for the entire hotel;
- 9- Photovoltaic roof panels (125 m²) which collect energy to illuminate hallways and common areas.

The result is a saving of **25% on natural gas, 15% on electricity, 20% on water**, and an annual reduction of **130 tons of CO₂**.

The hotel's environmental awareness can also be found in the interior design solutions. In the lobby, the cedar blocks come from **sustainable forests**, the porcelain stoneware flooring with a parquet effect is recycled, as are the placemats and accessories of the restaurant. The carpeting in the common areas and hallways is **Eco Solution Q** certified, while the guest room wallpaper is **Nordic Ecolabel** certified, the upholstery is from the **Greenguard** and **E.U. Ecolabel** brands, and the flooring in the guest rooms and bathrooms bear the **Live Green** seal. The common areas feature the works "**Il volatore**" and "**Tappeto rosso**" by the artist Emy Petrini, created exclusively with woven branches and plant material, while the veranda hosts the installation entitled "**Constellation Bonsai**" by Josh Harder, a tree whose branches are home to 110 LED bulbs that turn on at sunset using the solar energy accumulated during the day.

Rooms and suites

143 rooms, starting from the Superior category up to **7 Junior Suites** and **6 Suites**: at Starhotels E.c.ho. Guests can experience the hospitality of a grand hotel combined with the tranquility and discretion of the most refined boutique hotel, thanks to the unmistakable touches of design, such as the blown-up images of flowers on the walls, one for each floor.

Warm natural tones create a relaxing and welcoming atmosphere; the materials, furnishings and fabrics are elegantly rustic; and abundant natural light illuminates all the rooms, bringing out their freshness. Every room features **Starbeds** with ecological mattresses, plus the exclusive **Pillowmenu** service that allows guests to choose the pillows that best suit their ergonomic needs.



The rooms are designed in accordance with the “**Green Room**” model: certified carpeting, wallpaper and upholstery, beds built with recycled materials and “FSC” wood; bed linens in natural fibers; a minibar with a transparent door so guests can choose their drinks and snacks, some of them organic, without wasting energy; low-consumption lighting, partly powered by solar panels; hot water from the heat given off by the refrigeration units; recovered shower water for toilet flush tanks; insulated windows and exterior facing.

At the moment of check-in, guests receive a keychain illustrating the features of the Green Rooms, and through www.myclimate.org they can calculate the carbon footprint produced during their stay, as well as the strategies for reducing it further. Furthermore, guests staying multiple nights at Starhotels E.c.ho. can join the “Green Choice” initiative. By choosing to forgo daily room cleaning on selected days, guests actively contribute to reducing the hotel's energy consumption and environmental footprint. This conscious choice fosters a positive collaboration between guests and the hotel for more sustainable tourism.



Suites

The Suites measure 32-38 sqm, all are equipped with balconies and, like the Junior Suites, offer breathtaking views of the **Milan skyline**, from the Pirellone to the UniCredit spiral, from the Diamond Tower to the Bosco Verticale, the iconic silhouettes of the Duomo and the Torre Velasca.

Family Room

Spacious and comfortable, the Family Room is a cozy refuge for those who travel in style and demand the finest hospitality not only for themselves, but also for their children. With Starhotels's "V.I.K. Very Important Kids" service, the youngest guests (under 16 years) will receive their own welcome kit featuring amenities, surprises and tips. For babies and toddlers, our hotels can provide cribs, cots, changing tables, strollers, bathtub trays, bottle warmer, highchairs and more amenities, upon request.

Orto Green Food & Mood: the triumph of quality ingredients

At the **Orto Green Food & Mood** restaurant, surrounded by ample windows and backlit walls that reproduce a garden of fruit, flowers and vegetables, the philosophy of Starhotels E.c.ho., respectful of both the environment and the well-being of its guests, is reflected in the guarantee of the finest ingredients selecting the best producers of seasonal products, privileging co-ops and members of the Slowfood association.

Here that the chef weaves inspirations from his gastronomic memory, strongly rooted in the territory and traditions, with suggestions drawn from street food and international cuisines: the compass is always firmly focused on lightness and well-being, as shown by the many vegetarian and vegan options, and the focus on organic and gluten-free products.



During the day, thanks to Chef Aldo Vrana's creations, guests can have an immersive experience in the world of the most authentic Italian flavors, interpreted with attention to sustainability.

Orto Green Food & Mood is open every day from 6:30 to 10:00 am (from 07:00 to 11:00 on the weekend) for breakfast, from 12:00 to 2:30 pm for lunch and from 7:00 to 10:30 pm for dinner.

Orto Green Food & Mood Bar



The **Orto Green Food & Mood Bar**, strategically positioned in the lobby with a view of the veranda and the private garden, is furnished with stone and natural materials in warm colors. Luminous and peaceful, it is the ideal spot to relax with a coffee or a cocktail, or to enjoy a quick bite. In summer, the glass walls are opened and the space expands and merges with the veranda for an experience of perfect elegance and relax.

The **Orto Green Food & Mood Bar** is open every day from 9:00 am to midnight.

Meeting Rooms

Elementi (Elements), *Acqua* (Water), *Fuoco* (Fire), *Aria* (Air), *Terra* (Earth): these are the five meeting rooms of Starhotels E.c.ho., all designed in compliance with the **canons of green construction** and equipped with latest-generation technology, with a total capacity of **100 people**. Furnished in soft tones and organic materials, they are reachable by elevator or by a scenic staircase that simulates a volcanic wall, echoing the elemental theme. The meeting rooms are ideal for organizing corporate events, work meetings, press conferences or receptions. Supporting every event is a dedicated team capable of satisfying any need and suggesting solutions to ensure an optimal result.

Wellness



At Starhotels E.c.ho. the well-being of guests is the top priority, which is why the hotel offers guests a **panoramic gym**, compact and naturally illuminated by 360° glass walls with spectacular views of the Milan skyline and a lovely terrace for a post-workout break.

Awards and Recognitions

In 2025, obtained the GSTC Industry Criteria for Hotels certification, issued by Dream&Charme. In the same year, the hotel was awarded with **Tripadvisor Travelers' Choice Awards**.

In 2025, E.c.ho. won the **Italian Mission Awards** as “*Best business hotel for business travelers*”, while in 2023 as “*Best hotel for business travelers up to 150 rooms*”.

Starhotels E.c.h.o.'s commitment to environmental sustainability was also awarded by **Touring Club Italiano**, which reported the hotel among the Electric Friendly certified

accommodations and delivered a special award for energy efficiency in the Touring Club Italiano 2023 Guide. Touring Club Italiano also awarded the hotel in 2022 as “*Best sustainability culture*”.

In 2019, **Green Globe** gave the hotel an international certification for sustainable tourism “*Gold Status*”, confirmed again in 2025 achieving an extraordinary compliance score of 99%. In 2018, **Trivago** awarded the hotel as “*Best Chain Hotel in Italy*”.

Starhotels E.c.ho. is part of Beyond Green.

Starhotels E.c.ho

Viale Andrea Doria, 4

20124 Milan

Telephone: +39 02 67891

Email: reservations.echo.mi@starhotels.it

Starhotels

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

Press Office

Email: pressoffice@starhotels.it

Tel: +39 055 3692251

starhotels.com

collezione.starhotels.com



[#starhotels](https://www.facebook.com/starhotels) [#starhotelscollezione](https://www.instagram.com/starhotels)