

Teatro Luxury Apartments Firenze – Starhotels Collezione

A new contemporary hospitality concept for guests who wish to experience the city with a renewed and more mindful approach



A new chapter in Italian hospitality begins in the heart of Tuscany with **Teatro Luxury Apartments Firenze – Starhotels Collezione**: a high-end residential offering designed to encourage extended stays and promote a tourism that is more integrated with the local area and the authentic rhythm of Florence. The property is set in an elegant district close to the Arno river, originally developed in the late 19th century to celebrate Florence as the Capital of Italy.

The project is part of **a major urban regeneration initiative looking towards the future**, restoring value and beauty to an entire city block in a strategic area that had remained unused for years following the closure of the former Teatro Comunale. Highlighting the dialogue with the city's historical memory, the original façade of the Teatro del Maggio Fiorentino has been preserved and restored.

Ensuring excellence in authentic Italian hospitality is **Starhotels**, the Florence-born leading hospitality Group, selected for its ability to combine tradition, strong local roots, and a distinctive style under the banner of Made in Italy. An exceptional player synonymous with genuine hospitality, elegance, and meticulous service, Starhotels brings to the apartments the same care and quality that distinguish its hotel properties.

The apartments, available in various layouts and sizes, offer an authentic and flexible experience with a refined residential atmosphere, ideal for those wishing to experience Florence at a slower pace and immerse themselves in its everyday rhythm, contributing to a more conscious and sustainable model of tourism. Accommodation ranges from Studio Flats for two guests (40–55 sqm) to Deluxe Three Bedroom Apartments of approximately 130 sqm, designed to accommodate up to six guests.

What also makes the Teatro Luxury Apartments experience truly unique is the warmth of its hospitality: every guest is looked after by a dedicated team, always on hand to provide support and personalized assistance throughout every stage of their stay. Attentive, discreet and genuinely human, the service is designed to make guests feel part of a community rather than simply temporary residents. The team is made up predominantly of professionals with strong ties to Florence, many of whom have chosen to return to the city to contribute to the development of this new project. With an average age of around 30-35, they embody a new generation of hospitality: dynamic, highly skilled and deeply connected to the local area.

Design details: timeless elegance and theatrical references

The interiors have been conceived with a design narrative that weaves together heritage and modernity, drawing inspiration from Florentine elegance. Solid wood is the common thread throughout: light oak in the Studio Flats and Canaletto walnut in the other apartments, a refined nod to the city's artisanal tradition and the antique furniture of its historic workshops. Classic wall paneling, a hallmark of Florentine interiors, evokes the city's storied past reimagined in a contemporary key, while the carefully measured use of brass and soft, luminous tones adds a subtle touch of brilliance.

The reference to the world of theatre is constant yet never overstated. Paintings depicting details of the best Italian theatres and images of precious stage costumes adorn the apartments and the convivial areas, while on the ground floor a large high-definition screen plays a video installation by **Felice Limosani**, alternating images of major performances – from ballet to opera – and creating the delightful

sensation of sitting in **front row**. Rich draperies with contemporary lines, light velvet and leather-upholstered pieces, bookcases and ergonomic seating complete the spaces, which combine a warm residential feel with understated sophistication.



A soft, pastel palette characterizes the Studio Flats, One-Bedroom and Two-Bedroom apartments, while the larger Three-Bedroom residences feature bolder accents, with peacock blue and vibrant orange sofas paired with coordinating lamps that echo the tones of the fabrics.

Among the **artisanal Italian brands** enriching the interiors are **Lumis** for lighting, **Badari** for consoles, **Rubelli** for cushions and **Meridiani** for chairs and sofas. Generous windows, often floor-to-ceiling, flood the interiors with natural light and frame exclusive views over the heart of Florence: from historic rooftops and Brunelleschi's dome to the riverside lungarni and the hills that embrace the city. Light thus becomes an integral part of the project, enhancing materials and volumes and creating an ongoing dialogue between interior spaces and the urban landscape.

Particular attention has been paid to comfort and functionality: generously sized wardrobes, fully equipped kitchens – ideal both for extended stays and for guests wishing to enjoy the city independently even for shorter periods, with all the pleasure and practicality of a real home. Kitchens can disappear from sight, enhancing the fluidity and refinement of the living area, while rotating panels transform the television into a work of art, ensuring spaces that are both versatile and discreet.

Bathrooms echo the same wood used in the living areas, with Calacatta Vagli Oro-effect porcelain stoneware on the walls – also chosen for the kitchen countertops – while the larger apartments feature Saint Laurent black surfaces with gold veining. In some apartments, bathrooms are further enhanced by steam showers or dedicated steam rooms, for a wellness and relaxation experience even away from home. All apartments feature oak parquet flooring, while light natural stone distinguishes the ground floors. Canaletto walnut doors reinforce the aesthetic unity of the overall design.



A New Piazza for Florence

At the symbolic and functional heart of the redevelopment lies the **new Piazza Maria Callas**, a fully renovated space open to the neighborhood and the city, set to become a meeting point for residents and visitors alike. The piazza opens at the center of three buildings – named *Puccini*, *Rossini*, and *Verdi* – paying tribute to the cultural heritage of the former Teatro del Maggio.

The development forms part of a broader urban regeneration program encompassing the redevelopment of the surrounding area and the remediation and removal of hazardous materials. The wider vision for the district extends beyond Teatro Luxury Apartments to include a range of services open to the local community, such as outdoor dining venues, a wellness centre with a fitness area, and an underground car park – complementary amenities designed to enhance the offering of the new neighborhood. Launched in 2020, the project was developed by Hines and Blue Noble, two leading players in the international real estate sector, through the “Future Living” real estate fund managed by Savills Investment Management SGR S.p.A.

Thanks to an integrated approach to environmental sustainability and energy efficiency, Teatro Luxury Apartments has achieved **LEED Gold certification**. During construction, more than 75% of building materials were recovered for recycling, while 97.5% of demolition waste was recycled. Water management has been optimized for both indoor and outdoor use, with efficient irrigation systems and rainwater harvesting solutions. The apartments have achieved an A1 energy rating, while the commercial units are rated Class B, ensuring high levels of energy performance.

The underground car park is equipped with an advanced ventilation system designed to ensure safety in the event of an emergency, while the heating and cooling system uses heat pumps powered by groundwater. Energy efficiency is monitored through a digital Building Management System (BMS), further enhancing the building’s sustainability credentials and technological innovation.

LA SPA Teatro

LA SPA Teatro, with its own private entrance and open to both residents and external guests, occupies a space once devoted to the stage, now transformed into an intimate, sensory retreat where wellbeing takes centre stage and every gesture becomes a ritual. Amid warmth, steam, aromas and silence, **LA SPA Privé “Behind the Scenes”** invites guests to enjoy an experience of complete privacy and relaxation, while the **“Take Care of Yourself”** alcoves offer face and body treatments designed to restore balance, tone and relaxation, alongside a selection of signature massages. Completing the experience, **“On-stage Movement”** is a space dedicated to mindful movement and the body’s energy, helping guests rediscover strength, posture and harmony. Whether as a moment of respite in the middle of the day, a way to draw the curtain on fatigue, or the opening act of a bright new day, every guest can find their own time, their own space and a new way to step back into the spotlight.

Treatments feature products by two prestigious skincare brands: **Miamo**, the Italian functional skincare specialist combining pharmaceutical expertise with scientific innovation, and **Cinq Mondes**, the French spa and skincare brand inspired by beauty rituals from around the world. Each has been carefully selected to offer guests an exclusive and highly personalised wellness experience.

Ditta Artigianale

Ditta Artigianale is one of Italy’s leading specialty coffee roasters, founded by **Francesco Sanapo** and **Patrick Hoffer** with the aim of elevating coffee as a high-quality agricultural product through direct relationships with producers, careful sourcing at origin, and artisanal roasting in Florence. Blending craftsmanship with a contemporary hospitality approach, the brand has become a reference point for specialty coffee culture in Italy, with eight cafés across Florence and Milan. **Financial Times recognized Ditta Artigianale as one of the 30 best independent coffee shops in the world**, and the company was also officially included in the prestigious “The World’s 100 Best Coffee Shops” 2026 ranking.

The new Via Solferino location in Florence introduces a **refreshed design direction** for Ditta Artigianale: a clean, urban space defined by industrial materials, minimal lines, and a contemporary metropolitan atmosphere. Conceived for a new generation of coffee lovers, the space reflects the brand's evolving identity while continuing to place quality, community, and coffee culture at the center of the experience.

J Firenze

J Contemporary Japanese Restaurant, founded in 2014 and developed by the JCo Group, has established itself within Italy's contemporary dining scene with a concept that combines culinary research, a strong focus on the guest experience and a distinctive aesthetic identity.

Following openings in Campania, between Naples and Sorrento, the brand makes its first move beyond the region with J Firenze, located within the former Teatro Comunale, a prestigious architectural setting now at the heart of a major urban regeneration project. Here, the interior design explores the dialogue between contemporary design and the building's heritage, combining bespoke furnishings and artisanal craftsmanship with pieces by renowned design brands. Lighting is by Viabizzuno, while the seating includes designs by Tom Dixon and Poltrona Frau. Deep hues, burgundy-toned fabrics and soft lighting define the atmosphere, complemented by striking features such as a five-metre-high wooden bottle display and bathrooms clad in Cardinal Red marble.

The culinary offering centres on **contemporary Japanese cuisine**, reinterpreting traditional techniques through a modern lens and complemented by attentive service and an overall experience carefully considered in every detail. An integrated mixology programme completes the concept, conceived in dialogue with both the cuisine and the atmosphere of the restaurant, creating a seamless identity between bar and dining experience.

J Firenze thus brings together gastronomy, design and a strong sensory dimension, enriching its urban setting with an international, distinctive and contemporary offering.

Teatro Luxury Apartments are part of **Preferred Residences**.

Teatro Luxury Apartments Firenze – Starhotels Collezione

Via Magenta 6

50123 – Florence, Italy

Telephone: +39 055 01721

Email: reservations.teatro.fi@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 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, 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.

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Press Office

Email: pressoffice@starhotels.it

Tel: +39 055 3692251

www.starhotels.com

www.collezione.starhotels.com



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