

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 aware clientele who immediately recognized and appreciated E.c.ho.’s unique blend of contemporary elegance, attention to wellness and **cutting-edge environmentally friendly technology**.

With **143 rooms**, including 7 Junior Suites and 6 Suites, 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 also contributing in a concrete way to improving the environment.

At Starhotels E.c.ho. every detail is designed to guarantee guests a relaxing and enjoyable stay with amenities such as WiFi, room service and car rental with driver at affiliated rates. 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 bike and car-sharing, sustainable shopping and organic restaurants.



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 by Eataly' 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 spaces 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

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 strict auditing process.

With a compliance score of 95% recently achieved, Starhotels E.c.ho. obtained in 2019 the **Green Globe Gold Status**.

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 ecological conscience of the hotel 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.

Suites



The Suites measure 32-38 m², 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 by Eataly: the triumph of quality ingredients

At the **Orto Green Food & Mood by Eataly** 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, thanks to the partnership with **Eataly**, which has developed a procedure exclusively for Starhotels for selecting the best producers of seasonal products, privileging co-ops and members of the Slowfood association.

It is here that the young Milanese chef **Alessandro De Matteis** weaves inspirations from his culinary memory, strongly rooted in Lombardy's tradition, with suggestions drawn from international cuisines and street food. His compass is always firmly fixed on lightness and wellness, as demonstrated by the many vegetarian and vegan options and the attention devoted to organic and gluten-free products.



The day begins with **breakfast**, a gourmet buffet with handmade croissants from master pastry Chef Luca Montersino filled with a premium cocoa cream and Piedmont IGP hazelnut; cakes made with wheat, rice and corn flour, free of preservatives;

delicious fruit purees and a wide selection of raw and cooked vegetables; select cheeses and cured meats, not to mention a section of gluten-free options. Not to be missed is the **three-milk yogurt** produced by a small cheesemaker in Piedmont.

For lunch, those looking for a quick, light meal will find the unique **Salad Bar**, where they can make their own salad, choosing from a wide range of fresh vegetables, light and nourishing protein options, seeds and nuts, or alternatively, order a tasty and balanced dish from the **Wok Menu** that exploits fast cooking at high temperature, searing the surface of the vegetables, trapping their precious juices and preserving their freshness and crunch, accompanied by rice, shrimp and chicken.

The full menu (which includes a tasting menu) is a journey among the most distinctive Milanese and Lombard flavors, such as **mondeghili**, the classic Milanese meatballs, velvety **risotto giallo alla milanese**, creamy **minestrone** with rice, **ossobuco** and **cotoletta alla milanese**, along with the great classics that speak more of Italy than of any single region, like **paccheri with fire roasted tomato**, **tagliolini with squid ink**, **chitarrucci alla carbonara** and sliced **filet of beef 'La Granda'**.

The chef has also developed a series of dishes that reinterpret Italian flavors and aromas with contemporary freshness and great attention to balance: appetizers of **mixed greens** and different types of **carpaccio**, main courses of fresh **fish**, grilled or delicately stewed, and dishes featuring **garden vegetables**, sautéed or steamed, served with **tofu** or **seitan**. And to finish, desserts masterfully designed by Luca Montersino for Eataly, as well as those that spring from the imaginations of the restaurant's pastry chefs.



Orto Green Food & Mood by Eataly is open every day from 7:00 to 10:30 am (11:00 on Saturday and Sunday) 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 by Eataly Bar



The **Orto Green Food & Mood by Eataly 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 by Eataly Bar** is open every day from 10:30 am to 1:00 am.

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.

Starhotels E.c.ho

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Starhotels

Starhotels, a private, Italian hotel company operating in the upscale and upper scale & luxury sectors, is a market leader in the hospitality industry. The Group vaunts 30 hotels located in the heart of the top Italian destinations, London, Paris and New York, for more than 4,200 rooms.

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