

sereno.

LAGO DI COMO

FACT SHEET

ADDRESS: Via Torrazza, 10
22020 Torno, Como, Italy
(Village of Torno, Province of Como, Region of Lombardy, Italy)

EXPECTED OPENING: Spring 2016

OWNERSHIP: Contreras Family

ARCHITECTURE AND INTERIOR DESIGN: Patricia Urquiola

EXPECTED SUITE RATES: €600 - €4,500 (approximately \$830 – \$6,210)

OVERVIEW: *Sereno Lago di Como* is a small and intimate ultra-luxury hotel currently being built on the iconic shores of Lake Como, Italy. Respecting its natural and historical surroundings, *Sereno Lago di Como* will join a select group of illustrious lake hotels in this exclusive destination.

Building on the success of Le Sereno St Barth's, the owners joined forces with Milan-based designer Patricia Urquiola to introduce a contemporary and more relaxed interpretation of luxury, design and personalized service to Lake Como. *Sereno Lago di Como* will be positioned as the most stylish and private sanctuary among the lake's prestigious collection of hotels.

LOCATION: Since time immemorial Lake Como has seduced visitors with its natural beauty and dramatic vistas of the southern Italian Alps. Long a destination of choice for European aristocrats and today's glitterati, Lake Como remains the epitome of a glamorous vacation destination.

Situated on a sunny promontory next to the village of Torno and surrounded by peaceful views of Lake Como's natural beauty, lush gardens and idyllic small towns, *Sereno Lago di Como's* lakefront location stretches approximately 140 meters (450 feet) along the eastern shore of Lake Como.

The hotel is less than 6km (4 miles) from the center of Como, just a short 8-minute drive; and approximately 50 minutes from both Milano-Malpensa airport or from the center of Milan.

The hotel features its own private docking facilities and custom boats for ease of lake transport. Guests may arrive by boat and can visit the many beautiful locations the lake has to offer via water-taxi or the hotel's boat services.

ACCOMMODATIONS:

Following the Sereno brand's philosophy of contemporary luxury in an intimate setting, the hotel features just 30 suites, each oversized and just steps from the waterfront with spectacular lake views and private furnished terraces.

Suites range in size from a generous 60m² (600 square feet) to The Penthouse at 200m² (2,150 square feet); which includes an oversized private terrace and garden with a rooftop lap pool.

There will be 23 Lakefront Suites ranging from 60-66m² (645-710 square feet); three Corner Suites of 83m² (893 square feet) and two large Lake Suites with two bathrooms, a dining room, terrace and outdoor hot tub; along with two Penthouse Suites.

HOTEL AMENITIES

- Restaurant serving breakfast, lunch and dinner
- Il Sereno Bar & Lounge
- Pool Club with attendants
- Pool Bar and menu
- Waterfront freshwater infinity pool (heated)
- Full service spa (in-room spa treatments also available)
- Fitness Center (fitness trainers upon request)
- Boutique

ROOM AMENITIES

- Suites with lake views, all with private and furnished lake-view terraces
- Room furnishings and design by Patricia Urquiola
- Custom robes and towels by D. Porthault
- Ex Voto Paris bath amenities
- 24-hour room service
- Private bar
- Twice-daily maid service
- Cutting-edge technology including complimentary wi-fi, cordless telephones, flat screen TV's and blue-tooth music systems)
- King size down pillows and duvets
- 220v outlets (110v in the bathrooms)
- Air Conditioning

DESIGNER:

One of the most celebrated designers of her generation, Milan-based Patricia Urquiola designs for some of the most important Italian and international furniture and design houses, including B&B Italia, Alessi, Kartell, Baccarat, Rosenthal, Axor, BMW, Molteni, Flos, Boffi, Louis Vuitton and Moroso. Her recent projects include the Mandarin Oriental in Barcelona, Milan's Missoni store (intended as the template for all Missoni stores) and the Four Seasons's SPA in Milan. Some of her products are featured in museums including the permanent collection of MoMA in New York, Museo della Triennale Milan, Fonds National D'Art Contemporain in Paris and die Neue Sammlung in Munich. She has won several international prizes and awards including the Order of Isabella the Catholic, awarded by His Majesty The King of Spain, and "Designer of the Year" from *Wallpaper*, *Ad Spain*, *Elle Decor International* and *Architektur und Wohnen* magazines.

Urquiola and her team have dedicated their energy and talents to *Sereno Lago di Como* because although the project is relatively small, it is of special importance to them because of its location near Milan, their home town.

DESIGN BRIEF:

Urquiola created a contemporary look at *Sereno Lago di Como* with understated décor; a new vision and contrast to the classic designs that can be found around Lake Como. The spacious design of the suites is intended to maximize views and seamlessly integrate the interior and exterior of the accommodations.

The first decision the owners made when conceiving the hotel was to reject the idea of creating a faux renaissance or neoclassic design, which is so popular in Lake Como. With Lake Como just 50 minutes away from Milan, one of the most important cities in Lombardy, the owners wished to take a new direction celebrating Milan's reputation in the design-world. Most of the furniture workshops that have made Italy the world's capital for furniture design in the 20th and 21st centuries are actually located on the hills surrounding Lake Como. Thus, *Sereno Lago di Como* is born in the tradition of the grand lake hotels, but with a contemporary view both in design and service.

Sereno Lago di Como had the fortune of benefitting from the creativity and design sensitivity of Milan-based Patricia Urquiola, without a doubt one of the leading designers of her generation. At *Sereno Lago di Como* Urquiola's uses natural materials (stone, wood, wools and other fabrics) to create an aesthetic with a lot of personality, while remaining timeless.

Key to the design was to instill the same principles that have made *Le Sereno, St. Barthelemy* a huge success. The *Sereno* guest expects a hotel that has a strong sense of place, very well developed design sensitivity and one that solves the contradiction to provide exclusive, sophisticated and very high-end services in a relaxed and simple manner. As in *St Barth's*, to achieve this, the hotel must have only a small number of rooms; all of them large, with terraces and water views; beds with frontal lake views, great design and attention to detail; and personality married with timeless design (never trendy); while generous and creative with guest amenities.

GARDENS AND POOL

The hotel will have a sunny garden overlooking the lake plus several *secret* passageways for calm strolls along the garden. To better blend the building with its beautiful and lush green surroundings, the hotel will also have two large vertical gardens.

At the center of the gardens will be a 60ft long infinity pool placed length-wise in front of the lake and surrounded by a large sun-deck where guests can relax (drink and food are served on the deck.) Next to the pool will be a small beach that will give guests direct access to the lake.

Because of its western exposure, the pool will have direct sunlight that last until well past 9pm in the summer months.

As part of the gardens, *Sereno* commissioned Patrick Blanc, a celebrated French botanist and vertical garden designer, to create a majestic vertical garden on the hotel's main façade and various other *Vegetal Sculptures* on the grounds of the hotel.

LAKE - BOATS:

Everyone in the Sereno team agrees that no matter how great the gardens and design of the hotel are, the real outstanding feature is its location on the shores of Lake Como. As such not only the architecture and design are focused on the water. The service and guest experience will also be centered on enjoying the lake.

As such, *Sereno Lago di Como* has commissioned traditional wooden boats to be custom made for the hotel. Both small boats that can be used by guests without a license, as well as a larger *vaporina* that will be used to ferry guests through the lake will be available. The boats are built by *Cantiere Ernesto Riva*; who has been building boats in Lake Como since 1771. The interior of the *vaporina* was conceived by Studio Urquiola.

RESTAURANT:

Also designed by Patricia Urquiola, the hotel's main restaurant is located on the water and has three distinct areas: an indoor air conditioned dining section, a roofed but open air area next to the lake and the terrace restaurant, which will become one of the most desirable destinations on the lake. In the summer months the restaurant will enjoy natural light until approximately 10:00pm.

The chef has not yet been announced, but it has been defined that the restaurant will serve simple and classic northern Italian food in a relaxed yet refined atmosphere. The restaurant's excellence will come from the quality of the execution and the freshness of its ingredients, which will be sourced from nearby locations like Valtellina and the Piemonte region.

Because of the expected excellence of its cuisine, it's incomparable location on the lake, the sunny exposure and Patricia Urquiola's design; the hotel's restaurant will become popular not only with hotel guests, but also people from the design and fashion world from nearby Milan and Como; infusing an additional layer of Italian design and sophistication.

The pool and other hotel areas will remain for the exclusive use of hotel guests.

ADDITIONAL SPACES

In addition to the main restaurant, there will be a light-fare menu available to hotel guests served in pool-deck area.

The hotel has a very large and comfortable lobby, designed by Urquiola as a series of lounges and living rooms where light refreshments will be available. Surrounding the lobby there is a spectacular outdoor terrace right on top of the lake and over the historic *darsena* (boathouse) where food and drinks will also be available. Anchoring the lobby, will be the hotel's main bar.

Weddings in Lake Como are, deservedly, very famous. Patricia Urquiola designed a special tent to allow covering all of the pool-deck area to host parties and weddings. Parties of this type can be done only if the organizer privatizes the hotel. The hotel also has a small area that can be privatized for small conferences.

MEDIA CONTACTS:

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