



NH COLLECTION

FIRENZE • PORTA ROSSA

Media Kit - NH Collection Firenze Porta Rossa



The Hotel and its historical heritage

Six centuries of history come to life in one of the oldest hotels in Europe. Initially home to a silk business and later the residence of some of the most powerful families of the Middle Ages – as well as a haven for writers such as **Stendhal**, **Byron**, and **Lamartine** – the building that today houses **NH Collection Firenze Porta Rossa** has evolved over time, embracing various purposes. Crossing its emblematic red door means stepping into the Italy of the Grand Tour and medieval Florence, where craftsmanship, elegance, and refinement blend harmoniously with contemporary hospitality.

NH Collection Firenze Porta Rossa is one of Florence's most treasured gems – a window into Italy's history where the charm and allure of past eras, from the Middle Ages to the Renaissance and the Modern Age, remain palpable. Its strategic location, just a few steps from Florence's architectural masterpieces such as the Cathedral, the Uffizi Gallery, and the Ponte Vecchio, makes it one of the city's most desirable hotels, enhanced by its proximity to design boutiques and renowned restaurants.

Located just minutes from Florence's Peretola International Airport and about a 5-minute walk from Santa Maria Novella train station, the hotel is the perfect starting point for exploring the city.



NH COLLECTION

FIRENZE • PORTA ROSSA

Crossing the Arno via the Ponte Vecchio, in less than 10 minutes you can reach Palazzo Pitti, the former Medici and Napoleonic residence, today a museum hosting an outstanding art collection and overlooking the Boboli Gardens, one of Florence's most celebrated landscapes. The hotel is also close to the bohemian Santo Spirito district, where antique shops stand alongside artisan workshops, art galleries, street markets, and modern oyster bars. In 1386, Francesco Datini, one of the most prominent merchants of the time, mentioned in his letters the "Albergo Porta Rossa", built in typical Florentine style around a courtyard. Its iconic red door gave the building – and the street it faces – its name. Nearby stood the property of the noble Monaldi family, recognizable by the Torre Monalda, one of the city's oldest towers, built in the 13th century as a symbol of status and prestige. Less than a century later, the prosperous merchant family Bartolini acquired nearly all the surrounding properties, turning this area into the main reference point for craftsmen and traders of the historic "Via Porta Rossa".

In 1555, the Bartolini family moved elsewhere and the "palazzo" in Via Porta Rossa passed to the Dati family, before being purchased by the Torrigiani family, who lived there until the 19th century. It was thanks to them that the building returned to its original vocation as a place of hospitality, transforming into a hotel.

The restoration

After years of work, the property reopened its doors during the Grand Tour era, adapting to the needs of the most sophisticated travelers of the time, as well as young European aristocrats in search of art and beauty. Since then, Hotel Porta Rossa has become an international icon, a meeting place for Europe's high society and the ideal setting for an unforgettable stay.

The restoration was carried out under the supervision of the BAPSAE (Fine Arts and Landscape Office) of Florence, responsible for the protection of the city's monumental and artistic heritage. The architectural



vision was guided by a desire to preserve, enhance, and reveal the building's historical features, integrating original elements – from ancient frescoes to period furnishings belonging to the families who once lived here.

Renovations began in the 18th century, when the walls were decorated with murals inspired by botanical motifs, historical scenes, and noble coats of arms. Over time, exquisite pieces of Florentine craftsmanship were carefully restored and incorporated into the hotel's interiors. Notable features include the polychrome coffered ceiling in the reception area, created in 1900 by artist Ulisse De Matteis; a winter garden inspired by Renaissance aesthetics; and a stained-glass window recalling the Basilica of Santa Maria Novella. In the lobby, floral patterns evoke the works of Botticelli and the history of the Bartolini family. Wood, fine marble, and noble materials enhance the warm and welcoming atmosphere. Throughout the hotel, guests can admire restored original frescoes and historic pieces, particularly in the common areas and breakfast room.



NH COLLECTION
FIRENZE • PORTA ROSSA

Services and facilities

The hotel's 72 rooms stand out for their elegance and refinement, equipped with all modern comforts while preserving their historic character. A monastic yet sophisticated atmosphere pervades every space, enriched by antique family furniture – chests, mirrors, and wardrobes – alongside contemporary design touches, such as ivory-colored tables inspired by Louis XV, velvet armchairs in deep red, and reinterpreted period chandeliers. Some rooms feature original frescoes by prominent Italian artists, decorating ceilings and walls. Among these, the standout is “Il Mosè salvato dalle acque del Nilo”, by Italian painter Tommaso Gherardini, which has transformed the hotel into a destination for art and history enthusiasts. On the ground floor, the Porta Rossa Bistrot and the bar offer intimate and stylish spaces for both guests and locals.



Highlight of the hotel is the **Torre Monalda Suite**, located in the medieval Monalda Tower, today hosting the Presidential Suite. Perched at the top of the tower, it offers a 360-degree view over Florence's rooftops, allowing guests to experience the city from a truly unique location. The suite's original wooden floors, centuries-old beams, and distinctive circular plan are paired with modern comforts, creating a stay that blends history and exclusivity. The hotel also boasts other unique spaces, including a room converted from a deconsecrated chapel, now a peaceful and intimate retreat. NH Collection Firenze Porta Rossa also holds has also been chosen as a filming location for some of the most renowned Italian movies, including *Amici Miei*. The room named after the film, now one of the most requested by Italian guests, features a commemorative plaque celebrating its role in the production.



Gastronomy

Porta Rossa Bistrot, open daily from 7:00 pm to 10:30 pm, offering a delightful selection of dishes inspired by Tuscan and Italian traditions. Under the direction of Chef Enrico Lo Presti, the menu blends authenticity and creativity, using high-quality ingredients to take guests on a modern reinterpretation of local flavors.





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Meeting and events

The hotel features two impressive historic ballrooms, fully equipped with the latest technology for hosting meetings, presentations, and events. These versatile and captivating spaces are outfitted with state-of-the-art audiovisual equipment and private areas ideal for work sessions and networking.

