



PORTA ROSSA

HOTEL FIRENZE



For Softly Flourishing
Florentine Stays

COLBERT
COLLECTION



Porta Rossa Hotel Firenze, Colbert Collection

FLORENCE, ITALY

Porta Rossa Hotel Firenze is Colbert Collection's most historic address – a quietly extraordinary property at the heart of one of the world's great cities. Thought to be the oldest hotel in Italy, the building has stood on Via Porta Rossa since the 12th century, absorbing the ambitions of silk merchants, the strokes of Renaissance painters and the footsteps of Grand Tour travellers. Tucked away in the heart of the city, it awaits guests as a sanctuary rich with stories.

Part of the Colbert Collection – a global portfolio of distinctive hotels united by a passion for authentic culinary moments and visual arts – Porta Rossa Hotel Firenze is deeply influenced by Florence's talent for softly flourishing. Raw and textured, storied and glamorous, the hotel entices guests with understated confidence and a hint of Florentine mischief, offering an experience that is defined by feeling.

The Hotel At A Glance

CLASSIFICATION	5-Star Hotel
TOTAL ROOMS:	69
ADDRESS	Via Porta Rossa 19, 50123 Florence, Italy
TELEPHONE	+39 055 271 0911
EMAIL	portarossa@colbert-collection.com
WEBSITE	portarossahotelfirenze.com
CHECK-IN / CHECK-OUT	15:00 / 12:00

Location

Porta Rossa Hotel Firenze, Colbert Collection sits in Florence's historic centre, on Via Porta Rossa – a medieval street named after the small red gates in the city's earliest walls.

The Ponte Vecchio, known for its jewellery shops, art dealers and souvenir sellers, is 350 metres away. The Piazza della Signoria, Florence's great civic stage and home to the Palazzo Vecchio, is a direct walk from the hotel's red door. Steps beyond lie the Uffizi Galleries, one of the world's oldest and most celebrated art museums. The Duomo complex is within comfortable walking distance, as is Via de' Tornabuoni, the city's most elegant shopping street, lined with the ateliers of Italian fashion houses.

The hotel occupies an ideal position for guests who want to experience Florence at its most enchanting – on foot, unhurried, with artistry always within reach.

Key Distances

LANDMARK	DISTANCE	WALKING TIME
Ponte Vecchio	350 m	~4 min
Piazza della Signoria	450 m	~5 min
Uffizi Galleries	560 m	~7 min
Duomo Complex (Santa Maria del Fiore)	580 m	~7 min
Via de' Tornabuoni	~200 m	~2 min
Firenze Santa Maria Novella Station	690 m	~13 min
Arno River	~300 m	~3 min



Duomo Complex (Santa Maria del Fiore), Florence

Travelling here

BY AIR

Florence is served by Amerigo Vespucci Airport (Peretola / FLR), located approximately 6.5 km from the hotel. Journey time to the property by taxi or private transfer is approximately 20 minutes, depending on traffic. The hotel's signature chauffeur transfer service is available to book ahead of arrival. Guests are received with a welcome bag including water and a red wax-sealed envelope.

Pisa International Airport (PSA), approximately 1 hour's drive away, provides an alternative entry point with direct connections to a wider range of international destinations.

BY RAIL

Firenze Santa Maria Novella station is the city's main rail hub, served by high-speed Frecciarossa and Italo services connecting Florence to Rome (approximately 1.5 hours), Milan (approximately 1 hour 45 minutes) and Venice (approximately 2 hours). The station is a 13-minute walk from the hotel, or a short taxi journey.

BY CAR

Florence's historic centre is a Limited Traffic Zone (ZTL). Guests arriving by car are advised to contact the hotel in advance to arrange access authorisation and parking.

CHAUFFEUR & TRANSFER SERVICE

For both arrivals and departures, private airport and station transfers are available, offering a seamless and chic welcome to and farewell from Florence.



History

The story of Porta Rossa Hotel Firenze, Colbert Collection is the story of Florence itself: ambitious, layered, occasionally mischievous, and always beautiful. The building's roots reach back to the 12th century, when an inn first occupied this stretch of Via Porta Rossa, which was then a medieval trade route running through the heart of the city. The street took its name from the Porta Rossa, a small gate in Florence's earliest defensive walls, and the hotel has carried that name and its symbolism ever since.

In the 13th and 14th centuries, the Monaldi family raised the Torre Monalda on this site – one of the fortified towers that once punctuated Florence's skyline. The tower earned the nickname 'La Rognosa' (the troublesome one) for cheekily exceeding the height limits imposed by city authorities. A taller tower meant a more powerful family. Rules, it seems, were always a suggestion.

In 1477, the merchant Bartolomeo Bartolini acquired part of the tower and the surrounding block. By the early 1500s, the Bartolini family had left their mark in more ways than one: their motto, *Per non dormire* – 'Not to sleep' – is said to derive from a story of commercial cunning, in which a Bartolini served his rivals poppy-laced wine, left them slumbering, and rose at dawn to secure a prized wool shipment. The motto appears in the hotel's stained glass to this day.

The Torrigiani family, who later owned the property, were silk merchants – members of the *Arte della Seta*, one of the most powerful of Florence's seven major guilds. The connection is seen in the hotel's 1900 reception skylight. This magnificent multi-coloured glass ceiling by artist Ulisse De Matteis echoes the Silk Guild emblem, linking the hotel to centuries of mercantile craft and aesthetic ambition.

By the 18th century, during the era of the Grand Tour, the property was operating as *Albergo Porta Rossa*, welcoming the European intelligentsia passing through Tuscany. Major upgrades in the 19th and early 20th centuries brought it into the modern era of hospitality. In 1975, the hotel appeared on screen in Mario Monicelli's beloved Italian comedy *Amici Miei*, cementing its place in cultural memory.

Today, Porta Rossa Hotel Firenze reopens as part of Colbert Collection – a new chapter written in the same spirit of ambition, craft and just a little audacity that has defined this address for nine centuries.



Architecture & Design

To experience Porta Rossa Hotel Firenze, Colbert Collection is to explore centuries of craft, layered one over another, that reveal themselves with elegance and mischief. The building is an icon of Florentine history, and the approach to its restoration has been guided by a single principle: conserve everything.

The entrance on Via Porta Rossa sets the tone immediately. The iconic red door opens onto an extraordinary lobby. Here, a chequered marble floor stretches beneath Corinthian columns and vaulted ceilings. The walnut wood panelling that lines the walls dates back centuries and was preserved in full during the hotel's restoration, with support from the Soprintendenza BAPSAE. The original key rack still stands at The Foyer, now holding the hotel's brass keys, each attached to a red tassel.

Above the indoor courtyard, the glass ceiling commissioned in 1900 from Ulisse De Matteis creates a canopy of coloured light that shifts through the day. In the stained glass windows of the public areas, the Bartolini family emblem and the *Per non dormire* motto are preserved.

Throughout the building, frescoes from the 19th century survive on the walls and ceilings of select guest rooms – floral stencils and large portraits of famous Florentines whose stories are woven into the guest experience. Mosaics, hand-carved architectural details and original decorative objects belonging to the building's previous owners have all been retained, creating interiors that feel genuinely inhabited rather than assembled.

Guest rooms blend heritage with a refined contemporary sensibility: natural wood tones, ivory-cream linens, deep red accents in velvet and leather, and quietly luxurious materials. Acqua dell'Elba amenities complete the in-room experience.



Lobby Lounge Area



Amici Mieì Junior Suite

Accommodation

Porta Rossa Hotel Firenze, Colbert Collection offers 69 rooms and suites across seven categories, each reflecting different facets of the building's character. All rooms feature natural wood floors, cream furnishings with deep red accents, Acqua dell'Elba amenities, an espresso machine, a rain-effect shower, a flat-screen television, and complimentary WiFi. A bespoke pillow menu, including scented pillow sprays inspired by the Tuscan hills, is available on request.

Select rooms feature original 19th-century frescoes on the walls and ceilings. Every room is oriented towards the city, with higher rooms offering enchanting views across Florence's terracotta roofs.



Superior Room

SUPERIOR ROOM

Intimate and carefully considered, the Superior Room features natural wood tones and ivory-cream linens with chic deep red accents to create a space that feels genuinely restful rather than merely comfortable. A beautiful base from which to explore Florence.

PREMIUM ROOM

With a little more space and character, the Premium Room welcomes travellers with warm wooden floors, considered furnishings and city views. The hotel's signature palette of cream and red makes these rooms a place guests return to willingly at the end of a day spent in Florence.



Gran Deluxe Room

GRAN DELUXE ROOM

For those who appreciate space, the Gran Deluxe offers generous proportions with an extra welcoming lounge area adorned in warm, natural hues. As guests enjoy views over the rooftops and streets of Florence's historic centre, the city's energy becomes part of the room.

FAMILY ROOM

The hotel welcomes families as it welcomes everyone – with warmth, a little mischief and careful attention. Accommodating up to three guests, Family Rooms offer flexibility for groups of different sizes and may be connected with an adjacent room, subject to availability at the time of booking.



Family Room

JUNIOR SUITE

The Junior Suites introduce a separate seating area – a room within a room, where guests can work, lounge, or linger with a glass of something Tuscan amid rich textures and bespoke furnishings. The grey marble bathroom continues the theme of refined Italian elegance.

SUITE

With a fully separate living room alongside the sleeping quarters, a Suite offers enough room to feel truly at home at one of Europe's most storied addresses. Elevated finishes, luxurious textures and an unhurried atmosphere define these spaces for stays that deserve a little more room to unfold.

AMICI MIEI FRESCOED JUNIOR SUITE

In 1975, Mario Monicelli chose this room to shoot one of the most memorable scenes in Italian cinema: the moment in *Amici Mie* when Count Mascetti discovers his lover with another, and she offers the immortal defence: "Didn't I swear to you that you were the only man in my life?" Monicelli was not the last director to find inspiration here; Dario Argento and Philip Haas both followed. And before them, Stendhal, Byron and Lamartine slept in these rooms, adding to its legendary history.

TORRIGIANI JUNIOR SUITE

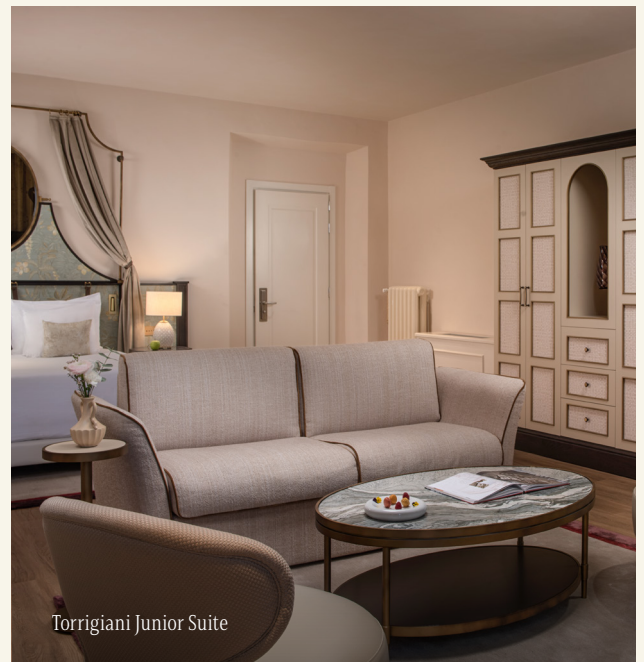
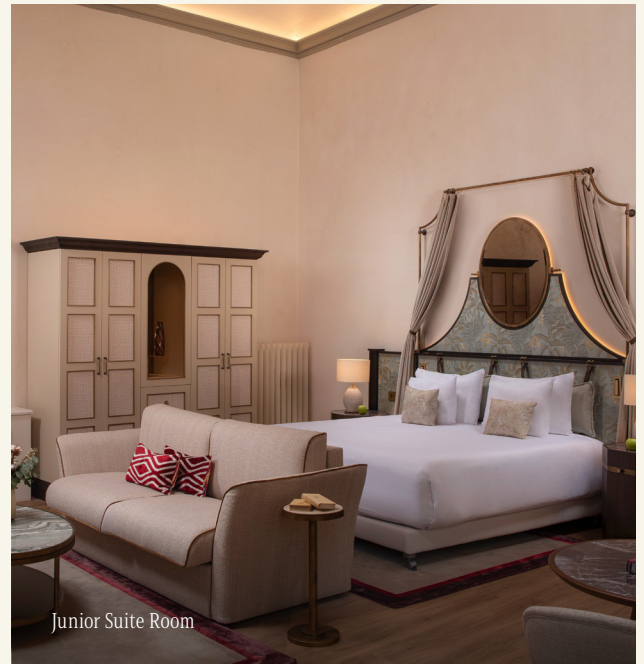
The private chapel of the Torrigiani family is lovingly preserved in the en-suite bathroom of this singular suite. The high oculus window, which once cast sunlight over a space reserved for prayer and reflection, remains. As the space's purpose transformed over the centuries, the atmosphere has remained peaceful and reflective, inviting truly contemplative stays.

SALIMBENI JUNIOR SUITE

There is something different about this suite. Its unique atmosphere dates, in part, to the late 19th century, when a young Tuscan writer named Alessandro Salimbeni – precociously talented, enigmatic, balanced between genius and melancholy – was among its most frequent occupants. Florence in those years was alive with culture and ideas, and this room was at the quiet centre of it.

GHERARDINI FRESCOED JUNIOR SUITE

On one wall, Moses is lifted from the waters. On the ceiling, the winged figure of Zephyrus – the spring wind – is painted in the fluid classicism that characterises the work of the Florentine school in the mid-18th century. The frescoes in this suite are attributed to the circle of Tommaso Gherardini, court painter to the Grand Ducal family. They are fragmentary in places, which only adds to their beauty.



BARTOLINI FRESCOED SUITE

This is not simply a frescoed suite; it is an 18th-century narrative, painted from floor to ceiling, with details that reveal themselves through soft, luminous colours and illusionistic perspectives. The ceiling parts to reveal an ideal sky inhabited by allegorical figures, their gestures delicate and deliberate. The space rewards those who pause, look up, and listen.

TORRE MONALDA SUITE

The crown jewel of the hotel – and one of the most distinctive suites in Florence – the Torre Monalda Suite occupies the upper floors of the 13th-century tower that gave the hotel its medieval character and mischievous reputation. The suite is set beneath original exposed timber beams, with windows on all sides for a 360-degree panorama that includes the Duomo, the Palazzo Vecchio, the Arno and the hills beyond. An aperitivo corner invites guests to craft pre-dinner delights; alternatively, a dedicated aperitivo hour can be requested, featuring light bites and the hotel’s signature Per non dormire cocktail to be enjoyed at the top of the tower.



Rooms & Suites

ROOM TYPE	BEDS	ROOM SIZE (sqm)	CAPACITY	ADDITIONAL DETAILS
Superior Room	Queen	19	2	An elegant, well appointed base
Premium Room	Queen or Twin	23	2	Wooden floors, warm tones
Gran Deluxe	Queen/King or Twin	30	2	Marble bathroom, views over Florence’s rooftops
Family Room	Queen + Sofa bed	41	3 adults or 2 adults + 1 child	Sofa bed in addition to the main bed, subject to availability
Junior Suite	Queen or Twin	36 – 42	2	Relaxing seating area, marble bathroom
Suite	Queen or Twin	43 – 46	3	Separate living room, elevated finishes
Amici Mieì Frescoed Junior Suite	Queen or Twin	53	2	The setting for the legendary movie
Torrigiani Junior Suite	Queen or Twin	57	2	The bathroom preserves a historic private chapel
Salimbeni Junior Suite	Queen or Twin	52	3	A favourite haunt of enigmatic Tuscan writer, Alessandro Salimbeni; small balcony
Gherardini Frescoed Junior Suite	Queen or Twin	30	2	Adorned with 18th-century frescoes by the Ducal family’s court painter
Bartolini Frescoed Suite	Queen or Twin	46	3	Painted from floor to ceiling with 18th-century frescoes
Torre Monalda Suite	King	56	2	Set within the 13th-century tower; 360° rooftop views



Dining

In keeping with Colbert Collection's philosophy of culinary curiosity and community connection, every drinking and dining experience at the hotel is rooted in the flavours, traditions and ingredients of Florence and the wider Tuscan region, handled with care and delivered with the kind of warmth that turns a meal into a memory.

BREAKFAST

Mornings begin with a generous spread in the hotel's dedicated breakfast room. Alongside a full buffet of fresh juices, pastries, cheeses and cold cuts, yogurt and fruit, the kitchen offers à la carte hot dishes, including focaccia filled with prosciutto or finocchiona and Florence's beloved flatbread. The red berry tower is a nod to the city's abundance, while red strawberry bellini invites guests to get into the spirit of mischief before they set off on their city adventure.

Cuisine	Buffet: Tuscan and Italian
Opening Hours	7:00 am - 10:00 am – Monday - Saturday 7:00 am - 11:00 am - Sunday & Bank holidays
Notes	Includes Schiacciata Toscana and regional specialities; à la carte hot options with Italian twists



PORTALE BY PAULO AIRAUDO

For a new kind of portal into Florentine flavour, Chef Paulo Airaudó – whose restaurants have earned eight Michelin stars so far – invites you to take your seat at Portale by Paulo Airaudó, a modern Italian bistrò rooted in local ingredients and Tuscan craft. Expect warmth, precision and a quietly daring spirit. Local roots. Italian soul.

The star of the bar is the *Per non dormire* cocktail, a smoky, deep red creation built around the legend of the Bartolini family, served from a red leather-bound menu that, for the curious, also contains a hidden guide to the best bars and late-night venues in the city.

Cuisine	Tuscan / Italian / Bar
Notes	Lunch, dinner, cocktails; signature <i>Per non dormire</i> cocktail; red leather-bound menu





THE SECRET TEA STATION

One of the hotel's quiet delights, the Secret Tea Station is a small, intimate space where guests can help themselves to iced teas and hot infusions sourced in partnership with *La Via del Tè*, Florence's celebrated tea house. Cantucci biscuits from the Antonio Mattei factory – whose historic shop sits just doors away on Via Porta Rossa – are served in their original cardboard tin, as they have been since 1858.

Cuisine	Infusion / Cantucci
Opening Hours	Lobby hours
Notes	In the lobby; La Via del Tè partnership; cantucci served in original Antonio Mattei tin



A MATTER OF TASTE: THE FLORENTINE DIP

The hotel's signature culinary ritual is deceptively simple and entirely Florentine. Guests are invited to break a cantucci, dip it slowly into a glass of Vin Santo, and allow the almond and honey to soften in the wine. As the Colbert Collection's Matter of Taste moment at Porta Rossa, it honours the provenance of the ingredients, the character of the place, and the pleasure of a ritual best shared.



Portale by Paulo Airaud



Meetings & Events

Porta Rossa Hotel Firenze, Colbert Collection offers an intimate and characterful setting for meetings, private events and small-scale corporate gatherings. The hotel's historic interiors, with their frescoed ceilings, vaulted arches and walnut panelling, provide a unique backdrop for conversation and connection.

Two dedicated meeting rooms accommodate boardroom-style gatherings of up to 20 guests each, with coffee break services available from the bar. For receptions, cultural gatherings and evening events, the Lounge – a room dedicated to the seven guilds of Florence, with a particular focus on the silk trade – provides a unique setting for up to 30 guests. The hotel's team works closely with event organisers to tailor food and drinks, room dressing and programming to the occasion.

The hotel team works closely with event organisers to tailor food and drinks, room dressing, and programming to each occasion, with ad hoc proposals available on request.

For groups seeking a more residential experience, the hotel's guest relations team is available to build bespoke itineraries incorporating the hotel's full programme of cultural experiences, craft workshops and Tuscan excursions.

Meeting Spaces

VENUE	AREA	HEIGHT	CAPACITY	DETAILS
David	45 m ²	4.10 m	30 pax	Natural light; historic interiors
Trinità	37.5 m ²	4.10 m	12 pax	Elegant, intimate playroom with chess; ideal for private dining

Experiences

The knowledgeable team at Porta Rossa Hotel Firenze, Colbert Collection curates a programme of cultural, culinary and craft experiences that go beyond the usual itinerary, offering guests not a tour of the city's past, but participation in its living present.

CANDLE EXPERIENCE IN TORRE MONALDA

An intimate and atmospheric experience set inside the historic Torre Monalda. Guests are welcomed with an aperitivo and gourmet bites before enjoying a private candlelit bathing ritual in the master bathroom, accompanied by wine and breathtaking 360° views over Florence. A truly romantic and unforgettable moment suspended above the city.

PERSONALISED ITINERARY – BUCHETTA DEL VINO

A tailor-made journey into Florence's lesser-known traditions, curated by our Guest Relations team. From off-the-beaten-path discoveries to unique tastings through historic wine windows, this bespoke experience offers a more authentic and deeply felt encounter with the city.

GOLD LEAF WORKSHOP – BOTTEGA D'ARTE MASELLI

A hands-on immersion into a centuries-old Florentine craft. Guided by master artisans, guests learn the traditional gold-leafing technique once used during the Renaissance on frames, sculptures and decorative objects, gaining rare insight into one of Florence's most prized artistic legacies.

MASTERSTEAK - FLORENTINE COOKING CLASS

A refined culinary experience dedicated to Florence's most iconic dish. Under the guidance of a professional chef, guests learn the art of grilling the perfect Florentine steak, mastering techniques to recreate an authentic and unforgettable barbecue experience at home.



Experiences

MUSEUM COMBO – PRIVATE GUIDED TOUR OF ACCADEMIA & UFFIZI

An exclusive private tour through two of Florence's most celebrated museums. Art and history enthusiasts explore masterpieces of the Renaissance with a dedicated guide, discovering the cultural soul of the city through its most iconic collections.

VENTURING IN STYLE – FLORENCE BY FIAT 500

Florence reveals a new rhythm when explored aboard an Italian icon. A charming drive through historic streets and scenic hills, including Piazzale Michelangelo, offering panoramic views and a timeless perspective on the city's beauty.

OLIVE OIL TASTING – OLIO PRUNETI

In Florence, even olive oil is an art form. Just steps from the hotel, Olio Pruneti introduces guests to a curated tasting of premium extra virgin olive oils, each expressing distinct aromas and flavours shaped by generations of family expertise.

THE ART OF MARBLING – CUOIOFFICINE

A rare behind-the-scenes look at Florence's contemporary leather craftsmanship. Guests discover the meticulous marbling technique that defines Cuiofficine's handcrafted pieces, witnessing a process where tradition, innovation and style converge.





About Colbert Collection

Colbert Collection is a global portfolio of distinctive hotels united by a passion for authentic culinary moments and visual arts. Inspired by the spirit of Parisian boulevard cafés and the original Colbert bistro, the Collection creates a sense of togetherness through cultural and culinary moments that foster genuine community.

Each property is intimate, locally resonant, curated with emotional depth and aesthetic nuance, and the collection is united not by style or geography, but by a shared passion for the art of place, gathering and taste. Colbert Collection is a brand of Minor Hotels global hospitality group, and a proud member of Minor DISCOVERY loyalty programme.

PORTA ROSSA

HOTEL FIRENZE

COLBERT
COLLECTION