

STARHOTELS[®]
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Starhotels Rosa goes Grand



Nine years after the area was purchased, five years after work commenced (four years for the building site) and an investment of 57 million euros, the new extension of the old Starhotels Rosa is now open in the heart of Milan, in Piazza Fontana, alongside the original building in Via Pattari. The new complex is called Rosa Grand.

The numbers are big: 327 rooms, 7 conference rooms, 2 restaurants and 2 bars, 26.150 square meters of space. But the ideas behind it are big too.

The plan

The project and urban plan designed by the Studio Arassociati effectively restores an area of Milan that is of great significance to the city.

The square, linear facade has redefined the perimeter of the piazza, creating a harmonious relationship between the interiors and the outside. The hotel is made up of various buildings but the creation of this extension also comprises a complete renovation of the whole, providing the entire complex with a new sense of unity.

The art critic Vittorio Sgarbi commented, *“The facade is simple, neutral and restrained; it repairs an area that was lacerated without exploiting the wound but by medicating it with respect and care, as if it were not a new construction but rather an intelligent restoration of what was already there.”*

The facade is in white Montorfano marble with finishes in terracotta and pink Baveno granite, the same stone that was used for the Cathedral of Milan. The roof, which is also in terracotta and white granite, appears to be a continuation of the facade.

The arcade facing Piazza Fontana is lit by leds creating the illusion of a starry sky.

Artful use of illumination, be it the light projected onto the facade or the lighting design in the interiors, together with the symbol of the rose, are the leitmotifs of the hotel.

Both the exterior and the interior of this building on one hand describe the sobriety of public architecture and, on the other, a sense of intimacy and the joy of hospitality.

The architectural design and the volumes are an expression of a serene modernity in an equilibrium of space and material intensified by the sophisticated use of light.

Interiors



The hotel revolves around an internal courtyard: a series of simple, angular forms in an environment of natural sophistication. The lobby is imposing, spacious and bright, thanks to the natural light that pours in through the glass roof during the day, whereas at dusk it is illuminated with coloured lights.

The glass dome gives the whole environment a dynamic feel that is further accentuated by the spiral stairway leading to the new conference center on the lower floor.

Atmosphere

The different spaces give on to each other creating stimulating perspectives and views, enriched by exceptional furnishings on the border between art and design.

Most of the furniture was produced at San Patignano, an established Italian rehab center, with a special cheesecloth effect in various hues and an original use of colour and gilding.

The relationship between the various spaces and their function (bar, restaurant, reception, conference rooms) is such that one has the pleasant sensation of inhabiting a sophisticated, modern environment.

Velvety surfaces, neutral colours, soft greys, rigorous lines and refined finishes.

Class and functionality with a design in which pure, rigorous forms engender levity and sobriety in the hotel's two restaurants.

The Roses restaurant

This refined, exclusive restaurant with its sequence of private rooms is the hotel's real treasure. The rooms are decorated with drapery in dove-grey and pink that creates the delicate, intimate ambience.

The restaurant's entrance in Via Beccaria immediately sets a soft tone with its pink lampshades and golden mosaics.

The decor is a masterpiece of colour design by Andrea Auletta. The golden background sets off the dark leather of the ample banquettes, in delicate harmony with the subtle greys and pinks of the curtains and lamps. The effect is accentuated by the artful light design by Jan Van Lierde and the way the space appears to expand in the bronze mirrors.

On the walls the "light traps" designed by Fabrizio Corneli create a very special atmosphere: five light installations, called Rosa Rosae, generate a remarkable light and shadow effect enhancing the sophisticated furniture and the pinks and golds of the upholstery. Due to a play of light and masterfully designed partitions, the wine cellar in the middle of the restaurants, is an incredible illuminated space, in which guests may enter and choose a bottle from the 400 labels on show.

The cuisine at "Roses" is an innovative reading of the Milanese culinary tradition and the restaurant seats up to 180 people.

Jazz Sunday brunch is served every Sunday from 12.30 pm to 3.00 pm.

Tar.Tar Bar and Restaurant



The first real business breakfast in town. A' la carte breakfast in a multifunctional environment.

A selection of finely chopped foods for an intense flavour experience.

In the evening, champagne and delights, aperitifs and glamour.

Grand Lounge & Bar

Elegant and modern, this is the right spot for a break, where guests can sit back and enjoy a good book, sip a glass of wine or just hang out and get into the jazz at aperitif time. A visit to the Media room between meetings amid the frenzy of a typical day in Milan is the best way to slow down and savour the quality of life.

Business Buffet Lunches and a small dinner menu are available in a relaxed lounge atmosphere. Perfect for business lunches, aperitifs, or for just meeting friends.



Club Lounge

Beside the courtyard, the 95 square meter club lounge is naturally lit by large French windows overlooking Piazza Fontana. One can also enter directly from Piazza Fontana an environment perfect for private cocktail parties or inaugurations for up to 80 people.

A constant feature throughout the hotel is the beautiful marble terrazzo flooring, replaced by large oak floorboards in the more exclusive areas leading on to the parquet flooring in the rooms, where the wood unites perfectly with the encaustic walls.

A fresh, innovative style emerging from a thoroughly modern fusion of the concepts of art and decor.

Light installations, art photography and artistic decor created specifically for the Rosa Grand by artists of the ilk of Maurizio Galimberti e Fabrizio Corneli characterize the rooms, the Roses restaurant, the conference center and the lounges.

Rooms



The 327 rooms, including 7 suites and 16 junior suites, are a tribute to detail. Parquet floors, encaustic walls, wood finishes, gold-leaf lampshades, mirrors and brightly coloured leather poufs.

Large spaces and warm, cozy spots. Some rooms overlook Piazza Fontana, others have breathtaking views of the Cathedral.

The suites overlooking Piazza Fontana have 3 bedrooms and a large living room.

On the walls hang works by Maurizio Galimberti: huge lambda print close-ups of roses in minute detail create a remarkable giant bouquet effect.



The bathrooms have large windows, stone basins and avant-garde mirrors with silver-leaf frames which define the setting. The suites and junior suites have mosaic shower booths and hydromassage bath tubs with chromotherapy for the wellbeing of each guest.

To complete the picture, the room numbers are composed of oversized shards of mirror.

The elevators are lined with gold-leaf. A witty homage to modern luxury.

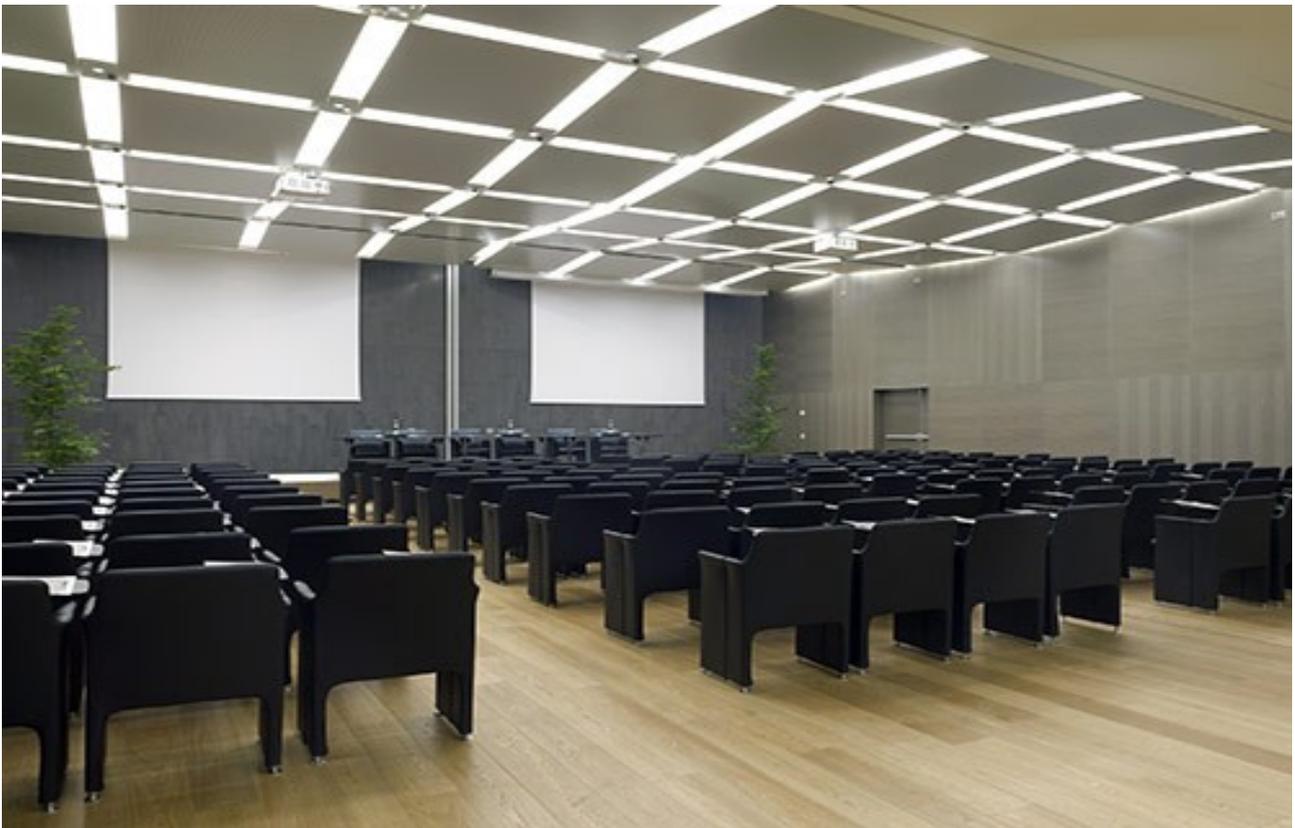
Conference center



The conference center consists of 7 meeting rooms with an overall capacity of 535 people. The seven rooms can also be linked together by audio-video conference technology and a 10-language simultaneous translation service.

The center contains a series of multifunctional open-space zones pivoting around a large foyer on whose ceiling hangs a giant ceramic sculpture: a luminous cascade of golden discs. The meeting rooms are arranged in an extensive area of 1200 square meters, with wide corridors, relaxation zones, bars and a business center.

Two rooms can be connected by opening sliding partitions to create a single conference hall of over 300 square meters, equipped with state-of-the-art technology.



Swimming pool

To add to the hotel's charm, a swimming pool with a view of the Cathedral's Spires, is planned to be connected to the fitness room.

Fitness Room

A fitness room, with a view of the swimming pool, is being built on the top floor.

Garage

Accessible from Via Pattari, the hotel garage has 45 parking spaces with valet service.

Declaration by the Vice President and CEO of Starhotels

“Starhotels Rosa goes Grand and this is of very special significance for our company. It took us almost nine years to build the wing on Piazza Fontana and renovate the original buildings.”

The area was like a ‘rip’ in the urban fabric and a thorn in the side of our original hotel on Via Pattari, Piazzetta Pattari and Via Beccaria.

The Rosa Grand project is further evidence of our desire to contribute to the improvement of the architectural environment of Milan and a deep acknowledgement of what ‘repairing the rip’ really means in the context of the history of the town.

The architectural plan and the interior design aim at the kind of sober elegance that characterizes Milan. The details, the decor and the furnishings are inspired by a concept that blurs the border between design and art.

It was also important to us to highlight the public aspect of the hotel with large common areas, 2 restaurants, 2 bars and a conference center with unique characteristics, able to seat 600 people in 7 rooms that are so technologically advanced that they can be interconnected as if they were a single open space, with simultaneous translation in 10 languages.

The Rosa Grand is now the largest hotel in the center of Milan and, with the six other hotels in the Starhotels group, we boast 1.162 rooms in Milan alone.

2.015 is not just our 35th anniversary. It’s also the year of the Expo: an appointment with the world at large and we’ll do our part. We’ll testify to the excellence of Italian hospitality.”