

il sereno.

LAGO DI COMO

FACT SHEET

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22020 Torno, Como, Italy
(Village of Torno, Province of Como, Region of Lombardy, Italy)
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OPENED: August 1, 2016

OWNERSHIP: Contreras Family

MANAGING DIRECTOR: Samy Ghachem

**ARCHITECTURE AND
INTERIOR DESIGN:** Patricia Urquiola

SUITE RATES: Starting at €750 - €800

OVERVIEW: *Il Sereno Lago di Como* is a small and intimate ultra-luxury hotel on the iconic shores of Lake Como, Italy. Respecting its natural and historical surroundings, *Il Sereno Lago di Como* joins 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. *Il Sereno Lago di Como* is positioned as the most stylish and private sanctuary among the lake's prestigious collection of hotels. *Il Sereno* and nearby Villa Pliniana are members of Leading Hotels of the World and Virtuoso.

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, *Il Sereno*'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 three custom Riva boats. 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 spacious and just steps from the waterfront with spectacular lake views and private furnished terraces.

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

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

HOTEL AMENITIES:

- Berton Al Lago, a Michelin-starred restaurant, serving breakfast, lunch and dinner
- Il Sereno Bar & Lounge
- Pool Club with attendants
- Pool Bar and menu
- Waterfront freshwater infinity pool (heated)
- Fitness Center (fitness trainers on request)
- Custom Riva boats for lake transport
- Maserati Quattroporte house car
- Full service spa

ROOM AMENITIES:

- Suites with lake views, all with private and furnished lake-view terraces
- Room furnishings and design by Patricia Urquiola
- Robes and towels by D. Porthault
- Ex Voto Paris bath amenities
- 24-hour room service
- Private bar
- Twice-daily maid service
- Complimentary high speed WI-FI, cordless telephones, flat screen TV and blue-tooth sound system
- King size down pillows and duvets
- 220v (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 Ian Schrager's upcoming Edition Hotel in Barcelona. 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** magazine, *Ad Spain*, *Elle Decor International* and *Architektur und Wohnen* magazines.

Urquiola and her team have dedicated their energy and talents to *Il 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 *Il 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 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, *Il Sereno Lago di Como* is born in the tradition of the grand lake hotels, but with a contemporary view both in design and service.

Il 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. The aim was to create something unseen on Lake Como: a luxury hotel, where people could live in an experience totally absorbed by the atmosphere, finding all the things needed to be feel cocooned from the landscape to the last detail. Urquiola used natural materials (stone, wood, wools and other fabrics) to create a natural aesthetic with a lot of personality while remaining timeless. The structure is inspired by the historical heritage of the lake using the rationalism of the Casa del Fascio of Giuseppe Terragni (1936) as the Genius Loci of the Lake. It provided the idea of modularity for the hotel—the way Terragni designed individual rooms and how they interact as a whole. The rooms highlight the changing of light though the day effected by the interaction of water, different lines of the mountains and sky. The choice is given to each guest to create a space in harmony with the natural environment by bringing out the light, but also creating the ability to interact with the various environments while maintaining the structure consistent with the landscape.

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, well-developed design sensitivity, and that balances exclusive, sophisticated and very high-end services in a relaxed and simple manner. As in St Barth's, to achieve this, the Sereno hotel must have 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 that is never trendy, while being generous and creative with guest amenities.

Il Sereno Lago di Como has garnered a prestigious Climate House certification – an Alps-specific designation with standards similar to those of LEED – for its distinguished environmental friendliness, eco-conscience design and energy-saving systems in place.

GARDENS AND POOL:

The hotel has 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, there are two large vertical gardens and one custom green sculpture designed by famed botanist Patrick Blanc.

At the center of the gardens is a 60-foot-long infinity pool placed lengthwise in front of the lake and surrounded by a large sundeck where guests can relax and enjoy food and drinks on the deck. Next to the pool is a small beach that gives guests direct access to the lake.

RESTAURANT:

Also designed by Patricia Urquiola, Ristorante Berton Al Lago is the hotel's signature restaurant serving breakfast, lunch and dinner; and led by Michelin star Chef Andrea Berton. In 2017, the restaurant was awarded its first Michelin star, a tremendous achievement after being open for one full season. Located on the water, Berton Al Lago has three areas: an indoor air-conditioned dining room, an open-air dining room with roof next to the lake and the terrace restaurant. The restaurant's privileged location means that in the summer months the restaurant will enjoy natural light as late as 10 p.m.

Chef Andrea Berton has created a menu of simple and classic northern Italian dishes in a relaxed yet refined atmosphere. The restaurant's excellence comes from the quality of the execution and the freshness of its ingredients, which are sourced from nearby locations like Valtellina and the Pianura Padana region.

Because of the expected excellence of its cuisine, its incomparable location on the lake, sunny exposure and Patricia Urquiola's design, the hotel's restaurant is 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 are for the exclusive use of hotel guests.

SPA:

Opened in July 2017, The Spa at Il Sereno, also designed by Patricia Urquiola, fits effortlessly into what was formerly the *darsena*, or boathouse, of the property. The cool tones of the centuries-old granite walls and green accents that reflect the deep tones of Lake Como create an instantly calming environment. Keeping in the Sereno Hotels tradition of all rooms facing the water; each of the three intimate treatment rooms at The Spa at Il Sereno look directly onto Lake Como. A private outdoor relaxation room with plunge pool offers guests the perfect spot to cool off. Il Sereno has the only spa on Lake Como that features exclusive products and treatments from the acclaimed Valmont skincare brand based just across the border in Switzerland. Valmont is revered for anti-aging treatments sourced from the natural environment of the country, including pure glacier water from the Valais Glacier. The Spa at Il Sereno offers four signature facials, including Vitality of the Glaciers, an iconic Valmont treatment designed to stimulate the skin's energy and cell renewal, transforming overstrained, lifeless skin into radiant, firm skin, and Peaks of Firmness, an expert anti-wrinkle and firming treatment to treat and prevent the most visible signs of aging.

ADDITIONAL SPACES:

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

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

Weddings in Lake Como are, deservedly, very famous. Urquiola designed a special tent that can cover all of the pool-deck area for special parties and weddings. Parties of this type may be done only in a

complete hotel buyout. The hotel also has a small area that can be reserved for private, small conferences.

TRANSPORTATION:

Milan–Malpensa Airport (MXP) is the principal airport nearest to Lake Como, approximately 60 minutes away.

Upon arrival at Milan Malpensa Airport, visitors can access Lake Como by rental car, train or private transportation upon request.

From the Como city center, Il Sereno is a 12 minute car ride away.

AWARDS AND ACCOLADES:

2017 *Condé Nast Traveler* “Hot List”
2017 *Condé Nast Traveler* Readers’ Choice Awards
 #3 Hotel in Italy
 #32 Best Hotels in the World
2017 *Travel + Leisure* “It List”
2017 *Surface* Travel Awards: Finalist in “Resort” category
2017 *Afar* Traveler’s Choice Awards: “Best Design”

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