



Villa La Massa

FIRENZE • CANDELI



Press kit



THE PROPERTY

Built in the **13th century** as an enchanting country house for an aristocratic Florentine family, Villa La Massa was owned by eminent European aristocrats until **1948**, before it was transformed into a luxury hotel. After a complete renovation, it reopened and its hundred-year-old history lives on, with every nook telling us tales of Renaissance splendor and the lifestyle of Florentine aristocrats.

A member of **The Leading Hotels of The World**, Villa La Massa has been part of Villa d'Este Hotels since 1998.

Majestically sitting on the banks of the Arno River, in the heart of **Chianti** wine region, Villa La Massa is just a few kilometers (15 minutes by car) from **Florence's** city center. This architectural gem, now a **5-star hotel**, is a world away from the bustle of the city, an oasis of peace and serenity immersed in a **25-acre park**. The Tuscan countryside extends all around as far as the eye can see: olive trees, vineyards and cypresses fill the landscape with their unique colors and scents.

The calm running waters of the **Arno River**, the charming melody of the birdsong, the fragrances from the olive groves, lemon trees and endless vineyards make the experience at Villa La Massa truly magical.



HISTORY

The first records of Villa La Massa date back to **the end of the 13th century**. In 1525, Villa La Massa became the summer residence of Santi Landini, a famous Editor belonging to **Florentine aristocracy**. The Villa remained within the Landini family until 1788, when it was sold to Cardinal Giovanni Rinuccini. Upon his death, the property was inherited by his nephew Alessandro, who renovated the Villa and added new architectural elements between 1805 and 1810. He had four towers built at the corners of the Villa, enlarged the grand staircase, and modified the chapel to align it with the style of the period.

The Rinuccinis lived in the Villa until 1826, when it was sold to Lady Catherine Hombert Ruffié Planche. The recently discovered frescoes on the ground floor and second floor of the Villa were most likely requested by Lady Hombert, who had great artistic taste. For example, the pastel blue used by the color dealer M. Guinet in 1828 was soon to become very fashionable.

In 1856 Countess Bierlinska, daughter of the Grand maréchal Conte Gonusza Bobrinsky, purchased the property. Along with the Demidoffs and the Boutourlines, the Bobrinskys were part of the Russian aristocracy who settled in Florence at the end of the 18th century.

Villa La Massa later became the property of John Goldsmith and eventually the Sears family who transformed it into a **luxury hotel in 1953**. Since then, many famous guests have stayed at Villa La Massa: Gregory Peck, Winston Churchill, Barbara Hutton, Elisabeth Taylor and Richard Burton – just to mention a few. In 1992, David Bowie and Iman celebrated their wedding at Villa La Massa. Since **Villa d'Este Hotels** purchased the Villa in **1998**, the entire property has been completely restored to add new luster to this splendid old mansion.



THE BUILDINGS

Villa La Massa features **54 rooms and suites**, all unique and divided into **6 classical Tuscan-style buildings**.

Noble Villa: it offers 21 rooms and suites decorated in typical Renaissance style.

Villino: dating back to the 20th century, it offers 7 rooms in typical Renaissance style, including the Parco Suite and the Arno Presidential Suite with its magnificent terrace directly overlooking the Arno River.

Mill: it features 9 rooms and suites decorated in typical Renaissance style.

Casa Colonica: this ancient farmhouse dating back to mid 1800s was completely restored in 2018. It comprises 4 suites furnished in a more contemporary Tuscan style, a fully equipped kitchen and a pretty inner courtyard.

Limonaia: completely restored in 2019, it offers 10 rooms furnished in a more contemporary Tuscan style, with a balcony or private garden facing the Arno River.

Villa Hombert: it is a typical Tuscan countryside residence, recently renovated in its entirety and now featuring 3 new private apartments



ROOMS AND SUITES

Villa La Massa features **51 luxury rooms**, all unique and divided into 5 classical Tuscan-style buildings: the Noble Villa, the Villino, The Mill, Casa Colonica and La Limonaia.

The spacious and elegant **suites** with a large and comfortable living area separated from the bedroom, ideal for relaxing and appreciating good times with your family and friends. Outside the window, the view over the park, the Chianti hills or the Arno river is breathtaking.

Preidential Suite: A magnificent Suite with a lovely private garden and a terrace directly overlooking the Arno river. The combination of the Arno Suite with a Junior Suite Top offers two large bedrooms, fine marble bathrooms, a stately living room with a majestic stone fireplace, terracotta floors and large windows opening onto the garden.

Arno Suite: A splendid Suite with a lovely private garden and a terrace directly overlooking the Arno river. It is characterized by a wide lilac-tone bedroom, a spacious marble bathroom and a living room with a majestic stone fireplace.

Parco Suite: Absolute privacy and stunning views over the Arno river and the Chianti hills: this is a lovely two-bedroom Suite with delicate tones and elegant fabrics.

Colonica Suites: These suites are located in the recently renovated Casa Colonica, an ancient farmhouse which dates back to the mid-1800s.



PRIVATE VILLAS

Immersed in the park of Villa la Massa there are **two splendid villas**, which can be rented by guests who wish to enjoy all the services of the hotel combined with the privacy and exclusivity of a private villa.

Villino: the most intimate building and the most recently built (early 20th century) offers luxurious and romantic spaces. A few steps from the hotel's olive grove and blooming Iris Garden, it absorbs the amber light of the Tuscan countryside. The Villino can be rented in its entirety and is comprised of 7 rooms: 1 Double Deluxe, 2 Junior Suite Top, 1 Suite, 2 Suite Exclusive and the Arno Suite with its breathtaking terrace facing the river.

Casa Colonica: an ancient farmhouse (approx. 600 sq mt/6500 sq ft) which dates back to the mid 1800's, completely renovated in 2018. Casa Colonica features 4 new Suites (including a Junior Suite), each with private bathrooms and walk-in closets. The building's renovated kitchen can be used by guests both on an individual as well as an exclusive basis. The charming internal courtyard is appointed with wrought-iron chairs and surrounded by the aroma of fresh jasmine; it is the ideal place to relax with a book or spend time with loved ones.

Casa Colonica, as well as The Villino, is **ideal for hosting family and friends** and may be rented in its entirety to guarantee **full privacy** to its guests.



PRIVATE RESIDENCES

Located within Villa La Massa's parkland and surrounded by the Chianti hills, **Villa Hombert** is a **typical Tuscan countryside residence**, recently renovated in its entirety and now featuring 3 new private apartments of over 3.000 square feet.

Apartment Remole: the expansive private residence covers two floors and measures approximately 850 square feet (80 sqm) plus a sprawling private garden of 1400 square feet (130 sqm) for relaxation, basking under the Tuscan sun, and gazing at Villa La Massa's gardens. The ground floor features a large, cozy living and dining room completed by a fully equipped kitchen, a double room includes a marble bathroom with shower. An attic bedroom with a French bed and en-suite marble bathroom with shower plus a dressing room are located on the first floor.

Apartment Rimaggio: this private residence is located on the first floor of the Villa and is approximately 750 square feet (70 sqm). It consists of a double room with en-suite marble bathroom and spacious shower, a living and dining room with an open-space fully equipped kitchen, with induction hob, refrigerator, oven and dishwasher. The signature feature of this apartment is a beautiful patio of over 250 square feet (24 sqm) ideal for relaxing with a glass of Tuscan wine surrounded by the peaceful Florentine countryside.

Apartment Rosano: this first floor private residence is approximately 650 square feet (60 sqm) and features a large double room with closet, en-suite bathroom with wide shower, a living and dining room with a separate fully equipped kitchen with induction hob, refrigerator, oven and dishwasher.



CULINARY EXPERIENCE

Villa La Massa features different culinary options throughout the day.

The exclusive restaurant **Il Verrocchio** boasts a wonderful terrace directly overlooking the Arno River. In the hall, magnificent windows face a panorama of the rolling Chianti hills. In the evening, Guests may dine by candlelight, in a refined and romantic ambiance. For dinner, "Il Verrocchio" offers gourmet Italian and Mediterranean dishes, as well as Tuscan specialties, all paired with exceptional wines.

At **L'Oliveto Bistrot**, with a laidback and cosy atmosphere, plus a charming outdoor patio, offers delicious light dishes, including international classics in Tuscan trattoria style.

The **Medicean Bar** is the perfect place to sip an aperitif or one of the signature cocktails that reveal the history of Villa La Massa and its owners, even alfresco on the terrace that looks out across the River Arno and even serves light meals.

The 15th-century **Wine Cellar** stores the finest labels and is the perfect location for tasting Tuscan wines paired with typical cheese and charcuterie or for hosting private dinners or wine tasting parties. Here, guests may also taste the delicious oil produced from the olive trees growing in Villa La Massa's 25-acre park.



THE GARDENS

Villa La Massa is surrounded by **25 acres of gardens**, where blue agapanthuses and cream-colored peonies enliven the brilliant green lawn and where every path leads to the river. The Tuscan countryside extends as far as the eye can see; olive trees, vineyards and cypresses fill the landscape with their unique colors and scents.

In Villa La Massa's park, the **Iris Garden** celebrates the floral symbol of Florence and – more widely – Tuscany. Along picturesque paths, the collection of high, medium and small irises with their yellow, white and blue shades overlooks the Arno River like a scenic painting. A truly quiet and inspiring place, it invites guests to linger and enjoy the wonder of nature.

Villa La Massa is a member of the network "**Grandi Giardini Italiani**" and organizes visits to the spectacular villas and gardens of Tuscany where our guests enjoy exclusive access to private properties.



SPORT & WELLNESS

Immersed in the stunning Tuscan countryside, Villa La Massa is synonym with **harmony and relaxation**, the ideal place where you can take care of your psycho-physical wellness. Guests have access to: **outdoor heated swimming pool**, gym with state-of-the-art fitness equipment, jogging paths, city bikes and mountain bikes. Villa La Massa also organizes yoga classes by the pool or in the hotel's garden.

Our **Arno SPA** offers informal and warm hospitality, in an ambiance which combines authentic Tuscan elegance with the most modern comforts. The SPA comprises a wet area with Turkish bath, sauna, Roman bath with hydromassage and sensorial showers and a beauté area with two SPA suites – including one for couples – for massages and treatments wrapped in the scents of Tuscany.



EXPERIENCES

Immersed in the Tuscan countryside, yet only a stone's throw from Florence city center, Villa La Massa is the perfect destination to take part in unforgettable experiences and discover the beautiful destination.

Villa La Massa organizes **cooking lessons** with the Chef, cocktail making classes with the barmen, and – for the most creative spirits – drawing and painting lessons in the hotel's gardens.

Just a short distance from Villa La Massa, guests can find the **Golf** Club dell'Ugolino, the **Tennis** Club Match Ball Firenze and a horseback riding school.

Guests can admire the beauty of the Tuscan countryside with exclusive **tours** via car, Vespa or hot air balloon organized by the Team at Villa La Massa.

Furthermore, guests can explore the **museums, shows, craft shops**, exclusive boutiques, gardens, cellars, restaurants of Florence and in its surroundings, providing plenty of choice!



EXCLUSIVE WEDDINGS

Villa La Massa is the perfect location to celebrate exclusive weddings in a completely unique and romantic atmosphere.

Within Villa La Massa's grounds, there is a beautiful **consecrated private chapel** dating back to the 16th century where it is possible to hold wedding ceremonies with religious validity.

Fun fact: David Bowie and Iman chose Villa La Massa as their wedding venue!

GENERAL INFORMATION

Location

Villa La Massa is located 8km/5 miles from the historic center of Florence and 15km/9 miles from Peretola Airport (Florence International Airport). The 13th century estate is surrounded by 25 acres of gardens and sits on the banks of the Arno River, in the Chianti wine region.

Rooms and suites

The hotel features 51 rooms and suites spread over five buildings in warm shades of yellow and earthy pink: the Noble Villa, the Villino, the Mill, the Casa Colonica and the Limonaia.

Private Villas

The two private villas, located within the resort's park, offer absolute privacy: Il Villino (649 sqm, 7 bedrooms) and the Casa Colonica (600 sqm, 4 suites).

Private residences

Villa Hombert is an old, typical Tuscan country building that houses three private flats spread over 300 square metres. Apartment Remole (80 sqm), Apartment Rimaggio (70 sqm), Apartment Rosano (60 sqm).

Restaurants and bar: Il Verrocchio, L'Oliveto Bistrot, Bar Mediceo

Sports

At guests' disposal: heated outdoor swimming pool, gym equipped with the latest fitness equipment, jogging trails, city bikes and mountain bikes. Yoga classes are also organised by the pool or in the park.

Wellness

The Arno SPA offers: Turkish bath, sauna, Roman tub with hydromassage and emotional showers to restore harmony and relax the body and mind.

Weddings

At the entrance to the hotel there is a small consecrated private chapel dating back to the 16th century where it is possible to hold a wedding ceremony with religious validity.

Special services

It is possible to organize cooking lessons, cocktail lessons, drawing and painting courses in the hotel gardens. A short distance from Villa La Massa are the Ugolino Golf Club, the Match Ball Florence Tennis Club and the Florentine Riding School riding school.

MAP OF THE PROPERTY



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- | | |
|--|--|
| A Entrata / Entrance | M Pool Bar |
| B Casa Colonica | N Piscina / Swimming Pool |
| C Cappella / Chapel | O Mulino / The Mill |
| D Reception | P Cantina / Cellar |
| E Bistrot L'Oliveto / L'Oliveto Bistrot | Q Ristorante Il Verrocchio / Il Verrocchio Restaurant |
| F Villa Lambert | R Sala Corsini A + B |
| G Villa Nobile / Noble Villa | S Limonaia |
| H Arno Spa | T Giardino dell'Iris / Iris Garden |
| I Biblioteca / Library | U Uliveto / Olive grove |
| J Bar Mediceo / Medicean Bar | V Jogging Track |
| K Gift Shop | |
| L Villino | |



CONTACTS

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