



*Villa La Massa*

FIRENZE • CANDELI

PRESS KIT





## THE PROPERTY

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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 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

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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

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Villa La Massa features [51 rooms and suites](#), all unique and divided into 5 classical Tuscan-style buildings:

- the **Noble Villa**: offers 21 rooms and suites decorated in typical Renaissance style;
- the **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;
- the **Mill**: features 9 rooms and suites decorated in typical Renaissance style;
- the **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;
- **La 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.

The Villino and the Casa Colonica can be rented in their entirety to guarantee ultimate privacy to their guests. They are perfect for hosting families or groups of friends who will enjoy private spaces as well as common areas.





## ROOMS AND SUITES

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The décor of the **Noble Villa**, the **Villino** and the **Mill** evokes the Renaissance atmosphere with canopy beds, elegant fabrics, boiserie, frescoed ceilings, tapestries, refined marble bathrooms. Each room is a perfect combination of **classic sophistication** and **warm elegance**, along with all the modern comforts.

**Casa Colonica** and **La Limonaia** have both been completely restored and refurbished with a typical Tuscan style that is in harmony with the atmosphere of Villa La Massa whilst also offering **a more contemporary feel**. The furniture and the various interior details, such as lamps and pictures, were masterfully designed by **local craftsmen**. The colors are earthy with bright dashes, giving the atmosphere a lively and fresh touch.

Each room offers **wonderful views of the park, the Chianti hills or the Arno river**, with the fairytale-inspired surroundings allowing guests to immerse themselves in peaceful relaxation and romanticism.





## PRIVATE RESIDENCES

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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
- Apartment Rosano
- Apartment Rimaggio

The apartments feature a **refined Tuscan style** in line with Villa La Massa's décor. The elegant use of marble, wood and wrought iron blends perfectly with the warm earth toned fabrics, transforming the units into **chic country residences**.

Villa Hombert's private residences are ideal for hosting **families, friends or couples** who will benefit from the comfort, warmth and privacy of an authentic Tuscan home, while still enjoying the services and experiences offered by Villa La Massa.





## CULINARY EXPERIENCE

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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, guests can enjoy classic Tuscan dishes and Italian staples in an alfresco setting by the pool for a more relaxed atmosphere. A private dining room with a splendid view over the park and the Chianti hills is available for intimate events.

With its 19th-century frescoed ceilings, the [Medicean Bar](#) is the ideal place for sipping an aperitif or one of our signature cocktails prepared with the exclusive liqueurs by Officina Profumo-Farmaceutica di Santa Maria Novella.

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

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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 association "**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

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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

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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

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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

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A member of The Leading Hotels of the World, 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.

- 5 villas
- 51 rooms in total (Doubles and Suites)
- 3 private apartments in Villa Hombert
- Private parking
- Helipad
- Complimentary shuttle service to/from the Ponte Vecchio
- Limousine/private transfer services
- Private chapel for weddings
- Meeting and banqueting rooms
- "Il Verrocchio" Restaurant
- "L'Oliveto" Bistrot
- Medicean Bar
- Cellar of the 15th century, available for private wine tastings paired with regional specialties
- Gift Shop Villa La Massa
- Arno SPA
- Heated outdoor swimming pool and Pool Bar
- Tennis Club located 500m/at walking distance from the hotel, 6 courts (both hard and clay courts)
- Bicycles available for Guests
- Horseback riding 5km/3 miles from the hotel
- Ugolino Golf Club located 10km/6 miles from the hotel, preferred green fees for Villa La Massa's Guests
- Cooking lessons with the Chef upon request

Bespoke experiences that can be arranged for guests by Villa La Massa:

- Reservations and tickets for museums, shows and restaurants
- Guided tours of Florence, Lucca, Pisa, Siena and other towns
- Discover the Chianti wine region: vineyards, cellars, wine/olive oil/truffle tastings
- Visits to private villas and gardens throughout Tuscany
- Special programs and offers





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## CONTACTS

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