



**VILLA LA MASSA REOPENS:**  
**Starting from Thursday 3 April, countless events throughout the season**  
**centred around beauty, taste and culture**

Candeli (FI), 4 April 2025. **Villa La Massa**, the five-star hotel just outside Florence that is part of the Villa d'Este S.p.A. group, reopened its doors on **Thursday 3 April** with the traditional flag-raising ceremony on the scenic terrace by the River Arno. The reopening marks the beginning of a new season replete with experiences that celebrate the best of Tuscan traditions. From gourmet dinners to cultural occasions and exclusive moments, Villa La Massa vaunts a wealth of **extraordinary events** to showcase the authentic charms of Florence and its surroundings.

The usual season highlights remain unchanged, with a few additions for 2025, including a **creative writing weekend** for creatives seeking quietude and inspiration in the villa's timeless allure. The special "**Decameron**" package invites guests for a three-night stay at Villa La Massa during a weekend aimed at honing both the imagination and writing skills led by Leonardo Colombati and Letizia Carbutto from **Molly Bloom**, the creative writing school in Rome. The opportunity is available for only 10 people per edition, which consists of writing sessions, practical workshops with experts, and time for feedback and reflection. The beauty of Villa La Massa is the perfect setting to elicit creativity from each participant.

There will be **two editions** of the creative writing project, one in the summer and one in the autumn:

- 27 to 30 June 2025 (in Italian)
- 24 to 27 October 2025 (in English)

**Events over the next few months**

**Celebrate Easter Tuscany style**

**Easter at Villa La Massa** is a special opportunity to embrace the beauty of spring immersed in tradition, elegance and delicious cooking. The Easter package allows



guests to make the most of a stay centred around wellness, gourmet moments and relaxation a short distance from central Florence.

Sunday begins with Holy Mass in the evocative private chapel on the hotel grounds, followed by **Easter Brunch** at Il Verrocchio Restaurant, curated by Executive Chef Stefano Ballarino. A variety of traditional Tuscan delights are made from selected seasonal produce. Gourmet pizzas, grilled meat and exquisite desserts: every course is a tribute to genuine local flavours. The Villa La Massa Easter experience culminates in the hotel's very own **Artisanal Colomba**, a slow leavened sweet cake baked from the finest ingredients, which can be purchased at the hotel and online, as well as **chocolate eggs** decorated by hand. Live music will set the tone for the laidback and joyful occasion, which also includes a fun children's Easter egg hunt as well as plenty of Kids' Club activities.

### **Sunday Brunch at Il Verrocchio**

This year, Sundays at Villa La Massa will continue to be all about brunch, which promises to be a culinary experience for guests in the peace and quiet of the Tuscan countryside while savouring local gourmet specialities. **Live cooking stations** make the occasion even more immersive as diners walk around the space in full Villa La Massa brunch style, from the antipasti to the pizza oven, eggs cooked at low-temperature in a corner of the restaurant and even a visit to the kitchen for the main course.

**Executive Chef Stefano Ballarino** continues to helm the kitchen at Villa La Massa, including **Il Verrocchio restaurant**, which serves dishes that combine tradition and modernity in a masterful tribute to local specialities, while Tuscan cuisine is explored at **Bistrot L'Oliveto** in a blend of authentic flavours.

### **May: an ode to the iris, a symbol of Florence**

Maggio is the month of the iris, emblematic of Florence and Villa La Massa in particular. This iconic flower blooms in all its beauty in the spring, bringing colour and the lightest of signature scents. Guests can enjoy a uniquely relaxing



atmosphere in the hotel's lovely gardens, abundant with tall, mid-sized and dwarf flowering irises, which overlook the river with a belvedere and enchanting views.

### **A flavourful summer: Wine Dinners**

Emphasizing the bond with Villa d'Este, the iconic sister property on Lake Como, **Wine Dinners** will be held at Villa La Massa for the second consecutive year between June and September. These exclusive evenings blend the legendary wines selected by Alex Bartoli, Group Wine Director of Villa d'Este, with Executive Chef Stefano Ballarino's elegant cuisine in an unparalleled gourmet experience.

### **A luxury weekend of collectors' cars**

Based on the success of previous years, from 17 to 19 October 2025, Villa La Massa hosts the third **Villa La Massa Excellence**, the showcase created in partnership with Canossa Events, the leader in luxury car events organization. A celebration of the most handsome collectors' supercars manufactured from 1990 onwards and the finest hospitality, a busy three-day programme awaits car and culinary lovers.

With a season so rich in events, Villa La Massa highlights its appeal as the perfect destination for all those seeking a little corner of heaven near central Florence.

*"Welcoming a new season is always an exciting time every year for me and the entire team at Villa La Massa. Working together in such a special place is a source of pride, but it's also a responsibility. Our aim is to offer our guests authentic and memorable experiences, surrounded by the beauty and tradition of Florence in a bucolic and secluded setting. There's nothing more rewarding than welcoming back our guests,"* remarked **Elisa Peroli, General Manager of Villa La Massa.**

For further information: <https://www.villalamassa.com/it/index/>



### **Villa La Massa**

Villa La Massa, the five-star hotel near Florence, member of The Leading Hotels of the World, is part of Villa d'Este S.p.A., the hospitality group that includes Villa d'Este on Lake Como, the famous Harry's Bar and Hotel Miralago in Cernobbio as well as Golf Villa d'Este, in Montorfano. The group also manages the two four-star hotels (Palace Hotel and Barchetta Excelsior) in Como and the Ceccato Garden Bar. Vaunting 54 rooms and suites divided across 6 villas, Villa La Massa dates to the 13th century and is set in 10 hectares of grounds on the banks of the River Arno. The hotel's two restaurants are managed by chef Stefano Ballarino: Il Verrocchio serves a classic Italian menu with contemporary flourishes centred on a selection of local produce, while Bistrot L'Oliveto, set around a charming outdoor patio, serves a light poolside lunch, including salads, carpaccio, pasta, pizza and international classics. Bar Mediceo is the perfect place to sip one of the signature cocktails that reveal the history of Villa La Massa and its proprietors with toothsome snacks. The hotel's amenities include an outdoor pool, extensive grounds and the Arno SPA, set in the hotel's ancient cellars, with a relaxation area, sauna, steam bath, aromatherapy showers, Roman bath with Jacuzzi, a gym and treatment rooms. Elisa Peroli is the General Manager of Villa La Massa. Davide Bertilaccio is CEO of the Villa d'Este Hotels group.