

Milano Verticale: Gruppo UNA looks upwards and redefines Milanese hospitality.

Located in the most iconic district of the city, a new hotel concept becomes part of the UNA Esperienze collection.

Milan, 10th October 2019 – **Gruppo UNA** reveals the name and concept of the new **flagship hotel** of the biggest Italian hotel chain: **Milano Verticale | UNA Esperienze** is becoming the new benchmark for Milanese hospitality and, starting from **the second half of 2020**, it will be launched in the iconic district of Porta Nuova, delimited by viale Monte Grappa, via Rosales and via De Cristoforis. The building will enhance the **UNA Esperienze collection**, which already includes the core of the Gruppo UNA's top range hotels.

Inspired by the ambition to overcome the traditional concept of "hotel", **Milano Verticale | UNA Esperienze** will be at the same time an *urban* hotel, a *gourmet* destination, the place for a *drink*, a location for business and an innovative *hub* for successful events.

The chosen name is a tribute to the exclusively Milanese **upward looking inclination** – towards new heights and new goals. In this context, the hotel perfectly fits in the recent process of architecture verticalisation of the city. It reflects the constant flow of activities and creativity that gains new vitality in the very zone of Porta Nuova-Garibaldi.

The project embodies one of the latest steps that mark the complete redesigning of the district: In this way, Milano Verticale | UNA Esperienze will become one of the **new icons of the food and lifestyle district between Gae Aulenti and Corso Como**, next to the oncoming iconic headquarter of the Unipol group, the UniCredit Tower, the Palazzo della Regione and the Bosco Verticale, the Vertical Forest, which is a real symbol of the city urban renewal.

The building is located on a total area of about **9000 square meters** and will accommodate 173 **rooms**, including suites and **4 prestigious Penthouse Suites**, with a private terrace on the twelfth and thirteenth floor. The wide choice of spaces and services offered by Milano Verticale | UNA Esperienze includes a gourmet restaurant, a bistro, a cocktail and lounge bar, a terrace for events, fitness centres, a spa and a congress centre with multifunctional rooms.

The launch of the hotel comes with an important upgrading of the exclusive square leading to via De Cristoforis and the arcades in via Rosales. It also turns the ground floor into well-structured tourist accommodations whose throbbing heart is in the **new internal garden of over 1000 square meters**, offering an oasis of peace and relax in the heart of Milan.

Studio Asti Architetti provided a modern interpretation of the original design of the façades and returned to the tower the original sense of verticality through the use of heterogeneous materials. Moreover, such interventions allowed to improve significantly the building energy performance, with great attention to sustainability and energy savings.

The rooms, all the interiors and the external *landscape* bear the signature of the **architecture studio Vudafieri-Saverino Partners**, that created a place where *visual identity*, *interior design*, *tone of voice*, services, hospitality and entertainment areas speak the same language and contribute to express quality and uniqueness.

All of these elements perfectly summarize the promise of the UNA Esperienze collection and prove Gruppo UNA's will to offer their guests an even wider selection and high-quality experience. Milano

Gruppo UNA S.p.A.

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Single-member company subject to the management and coordination of Unipol Gruppo S.p.A.



Verticale | UNA Esperienze aims to establish a **new reference standard in the landscape of the Milanese hospitality**, thanks to the combination of excellent service and unique location, under the sign of the most authentic Italian hospitality.

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