



Grand Opening Principi di Piemonte | UNA Esperienze Gruppo UNA is giving back a 5-star icon of hospitality to Turin

The historical hotel, introduced today after the renovation works, enriches the UNA Esperienze collection and accelerates the growth of the Gruppo.

Milan, 17 October 2019 – **Gruppo UNA** officially celebrates the reopening of the 5-star hotel **Principi di Piemonte | UNA Esperienze**, an historic Turin icon and the new centrepiece of the large Italian hotel chain. The **Grand Opening** of the hotel, just a short stroll from the very central via Roma and Piazza San Carlo, gives **one of the most refined architectural gems** in Turin back to the city, after the completion of the renovation work concerning mainly the rooms, the restaurant, the bar, the common areas and the exteriors.

At the time of the inauguration, Gruppo UNA has revealed the new look of the magnificent building, a perfect expression of the Italian rationalist style. The renovation work has been financed by the Fondo di Investimento Immobiliare Athens R.E. Fund, owner of the building and managed by UnipolSai Investimenti S.G.R. S.p.A.

The increase in value of Principi di Piemonte hotel fits into the **Gruppo UNA development**, which started with the launch of the new brand identity in October 2018 and continued **expanding the portfolio of UNA Esperienze collection** with the arrival of Leone Blu Suites in Florence in spring, the recent acquisition of Relais Villa Grazianella and the announcement of the opening of the Hotel Milano Verticale in the second half of 2020.

*“With great emotion we give Turin a symbol of hospitality back, made of elegance and sophistication, and we proudly celebrate an important step in the strategic development undertaken since the launch of the new Gruppo UNA brand identity. Exactly one year after the launch of the project, Principi di Piemonte | UNA Esperienze is the key test of how concrete and tangible our ambition to offer the best expression of Italian hospitality to our Italian and international guests is” - says **Fabrizio Gaggio**, the General Manager of Gruppo UNA.*

After the three prestigious already announced entries, UNA Esperienze collection aims at becoming the reference of excellent services, dream locations and the perfect blend of art, culture and hospitality. These are the values that express the essence of our most prestigious brand and of the Turin hotel, serving the city to sustain it as a key destination in Italy.”

Erected in the 30's, the building combines the architectonic and fashionable dimension with a quality offer, thanks to which the hotel aims at establishing itself as a **privileged meeting point of the city**. The recent structural and stylistic works, combining design and technology, have given a new splendour to the building, eliminating every unnecessary element to offer environments that could be a memorable prelude of the royal and golden elegance of the magnificent **Salone delle Feste**.

Principi di Piemonte | UNA Esperienze has **100 completely renovated rooms and suites**, distributed on the last **eight floors** of the building, which is one of the tallest in Piedmont's capital city. This gives a marvellous view of Turin and the whole Alpine area surrounding it. The diamond tip of the building is the **Presidential Suite of 140 SQM**, located on the highest floor of the hotel, in which the Art Deco-style is enriched by contemporary design and elegant finishes and materials.

Gruppo UNA S.p.A.

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The stylistic works mix with a high quality gastronomic offer: the **Casa Savoia restaurant** is today managed by the Turin and Michelin-starred **Chef Michele Griglio** capable of giving a particular attention to the flavours of the local cuisine. The offer is also enriched by the new and more informal **Bistrot Bonadè** and by the **Bar Salotto dei Principi**.

The wellness centre of the hotel, enriched by artistic mosaics is now called **alkemy SPA**. Here, the hotel guests and citizens may have moments dedicated to personal wellbeing, in the middle of a real oasis of urban relaxation. In addition to facial and body treatments, massage and beauty care, the centre offers a traditional Middle-Eastern-style Turkish bath, Finnish sauna and a heated swimming pool with Jacuzzi and water jets.

The scheduled evening meeting for the Grand Opening is a special moment to show the elegant rooms of the hotel and the wide halls for events. It also represents the first chance to share the news on the collaboration between Principi di Piemonte | UNA Esperienze and **some important local figures** such as **Francesco Ciocatto**, Master Chocolatier from Pfatisch, **Xerjoff** artistic fine fragrances and the **Turin National Museum of Cinema (Museo nazionale del Cinema)**.

The new hotel website is now online www.unaesperienze.it/principi-di-piemonte.

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