

The marketing of Milano Verticale | UNA Esperienze, the new Gruppo UNA flagship hotel, begins

The wait is nearly over for what will be the new benchmark in hospitality in Milan, officially opening in April 2021, with the sales and communication campaign already underway.

Milan, 9 February 2021 – **An urban hotel, a gourmet destination, a place for drinks, a centre for business and an innovative hub for first-rate events**; the new multifaceted and dynamic hotel from Gruppo UNA will be making its official début on the hospitality scene at the start of spring, playing its part in revolutionising and embellishing the city of Milan. All eyes are on the modern **Porta Nuova – Garibaldi – Corso Como** district, where Milano Verticale | UNA Esperienze is located and where the finishing touches are being put to this flagship hotel, and the sales and communication phase is underway with the help of the **new hotel website** and its **social media profiles**.



Milano Verticale | UNA Esperienze offers a new concept in hospitality, with its roots firmly placed in **Milan's authentic tradition**, with **modern influences** from the capital of Lombardy's more recent past. The very essence of Gruppo UNA's high-end accommodation is getting ready to make its official début, and in preparation for the official opening scheduled for April 2021, **the marketing phase** is in full swing. Sales are being supported by the launch of the new hotel [website](#) where you can find more information and details about the various services and all the different interiors at Milano Verticale | UNA Esperienze. At the same time the official social media profiles are already up and running - [Facebook](#) and [Instagram](#) - featuring and highlighting some of the brand new details, a progressive mix of **design, creativity and food and wine**, which all reach the highest level of quality here.

The building's architecture focuses on the vertical aspect, with interiors, materials and finishes where the attention to detail and prestigious décor are matched by a contemporary, eclectic touch. The outer perimeter, the interiors, the restaurants and the rooms all bear the signature of the prestigious **Vudafieri-Saverino Partners design firm** which skilfully designed the visual identity of Milano Verticale | UNA Esperienze in terms of quality and uniqueness. The hotel is a tribute to the city, an international landmark in design, and at the same time a reflection of an appreciation for its more traditional aspects, as can be seen in numerous details such as the traditional Lombardy stone flooring and multicoloured marble, as well as great works of art by post-war Milan artists. Milan's proverbial understatement is also

celebrated, as exemplified by the traditional secluded gardens of its historic noble palazzos: Milano Verticale | UNA Esperienze's **Garden** too is set in private, prestigious surroundings, a **1,000 square metre oasis**, just a stone's throw from Corso Como and the financial district, a place to be enjoyed at any time of day, and perfect for a wide range of special occasions and events, from formal to more private and intimate ones.

Located between Via De Cristoforis and Via Rosales, the Gruppo UNA flagship hotel encapsulates the multifaceted nature of its surroundings - one of the city's most innovative areas - and Milan's architectural and economic flair perfectly. This perfect mix of the very best quality is reflected in its **gourmet dining**, Milano Verticale | UNA Esperienze's jewel in the crown, with three different restaurants designed by Enrico Bartolini, an undisputed star on the international culinary scene, entrusted to the capable hands of the **chef Franco Aliberti**, a new addition to his team: the **Bar with garden**, the **contemporary Osteria** and the **fine dining Restaurant**. Three contemporary settings designed to offer the best of traditional Italian cuisine's rich heritage.

Milano Verticale | UNA Esperienze exudes excellence in its location, in its design, in its cuisine and, naturally, in its hospitality, with **173 rooms across 12 floors, not to mention the 530 square metre rooftop on the 13th floor**: a promise of **first-rate service with everything focused on guests' needs**, the **four Penthouse Suites** being the most prestigious example. These four exclusive penthouses/rooftop penthouses feature large panoramic terraces and jacuzzis. The Rooftop and Penthouse suites can be totally personalised depending on guests' requirements and customised depending on use: they can even be joined together to offer a single, completely personalised area of over 900 square metres.

#bevertical with Milano Verticale | UNA Esperienze:

Website: www.unaesperienze.it/milano-verticale

Facebook: www.facebook.com/MilanoVerticaleUNAEsperienze

Instagram: www.instagram.com/milano_verticale

Photo gallery: <https://gruppouna.imagerelay.com/ml/8f8b1137cac24b84ae04577008e90586>

Gruppo UNA S.p.A.

Gruppo UNA S.p.A. is the largest Italian hotel chain operating in Italy with over 4,600 rooms in 35 hotels, resorts and aparthotels in 17 destinations and in 9 Italian regions. Gruppo UNA's strength is its distinctive Italian character and its portfolio comprises the three brands UNA Esperienze, UNAHOTELS and UNAWAY that best represent three ways of experiencing hospitality, aimed at the upper-upscale, upscale and smart segments respectively. Gruppo UNA's aim is to consolidate its position as market leader and expand its portfolio in prestigious urban areas and in the main tourist destinations via leasing, franchising and management formulas. Created in 2017 from the merger of Atahotels and UNA Hotels & Resorts, UNA S.p.A. it is owned by Unipol Gruppo S.p.A., the second-largest insurance group in the Italian market and the first in the Non-Life Business, and among the top ten in Europe. www.gruppouna.it