

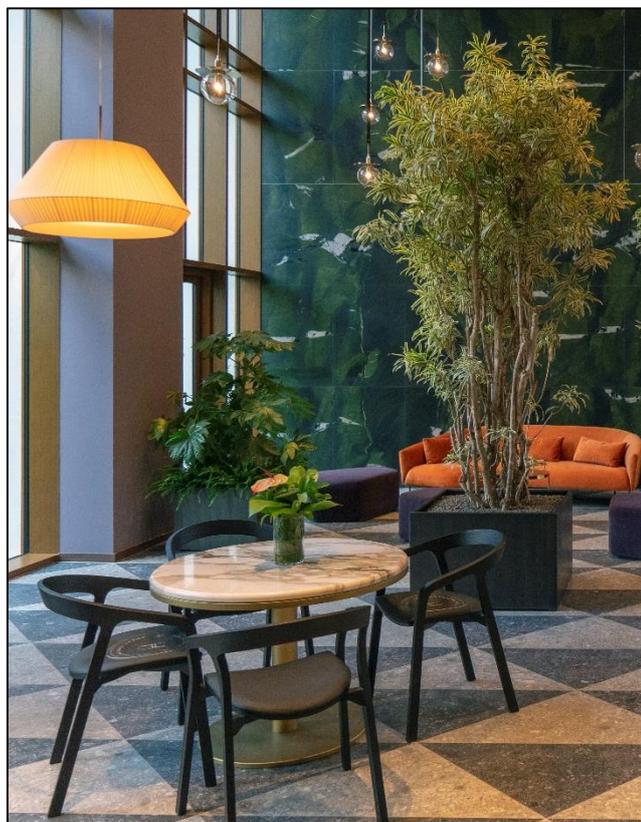
## Milano Verticale | UNA Esperienze, now open!

*Today is the official opening of Gruppo UNA's new flagship hotel.*

*An urban hotel, a gourmet destination, a place for drinks, a centre for business and an innovative hub for first-rate events; an extraordinary combination of excellent qualities that will make the hotel the new benchmark in hospitality in Milan.*

Milan, 24 May 2021 – In the modern district of Porta Nuova – Garibaldi – Corso Como, the new multifaceted and dynamic hotel from Gruppo UNA is opening today: [Milano Verticale | UNA Esperienze](#).

Its aim is to instantly become the **star of Milan's hospitality sector** and the hotel is ready to revolutionise the very concept of hospitality thanks to its **uniquely eclectic and contemporary mix**. **Design, creativity, food and wine, and a warm welcome** are characteristics that appear here in their very highest forms and that will satisfy the most discerning guests looking for solutions that encompass Italian style, comfort and attention to detail. The heart of Gruppo UNA's cream of the crop comprises an **unconventional essence**, perfectly paired with a **contemporary spirit**.



*“The opening of Milano Verticale | UNA Esperienze comes at a time of great uncertainty for the hotel industry and shows how Gruppo UNA's commitment has never stopped, even during the most difficult months,”* commented **Fabrizio Gaggio**, Gruppo UNA General Director. *“It's been a long journey, and we are extremely proud of the results we've achieved. The hotel represents the highest peak of excellence in*

*terms of hospitality and has involved important, prestigious partnerships with top-of-the-range personalities and brands; this synergy of hard work, values and visions helps enrich our portfolio of upper-upscale hotels and increasingly makes us a point of reference in our role as the largest hotel chain in Italy.”*

As a special opening offer, there's a **35% discount on Superflex rates**: rates with no prepayment required that can be cancelled for free until the day before your scheduled arrival. Available for all types of room, except the Penthouse Suites, the special offer can be [booked online](#) until **14 June** for stays before 31 August 2021.



Milano Verticale | UNA Esperienze is rooted in Milan's traditions, with influences inspired by the contemporary excellence that has made the city of Milan shine and that is reflected in the use of top-quality materials, attention to design, prestigious food and wine, its unconventional meeting spaces, and the services it offers its guests. A **4-star Superior** hotel with **173 rooms on 12 floors**, a **green oasis of 1,000 square metres** perfect at all times of the day, top-of-the-range cuisine from the kitchen led by multi-Michelin-starred chef **Enrico Bartolini** and his team, a **business area** with 5 meeting rooms and equipped with state-of-the-art equipment for meetings and events, a **roofed terrace** of 300 square metres for unconventional special occasions, and the **alkemy SPA** wellness centre. The icing on the cake is the **530 square metre rooftop on the 13th floor**, home to the **four Penthouse Suites**: these four exclusive 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.



Echoing Milan's famous eclecticism and the city's traditions, the hotel's visual identity and interior decoration were devised by the **Vudafieri-Severino Partners** architectural studio and are a contemporary tribute to traditional Milanese design, as can be seen in many of the details, such as the choice of elegant Lombardy stone flooring and multicoloured marble, a paean to the distinguished modernity of works by Milan's great post-war artists, and at the same time a celebration of the timeless modernity of the global homeland of design. The building's architecture, whose original design was reworked by **Studio Asti Architetti**, focuses on the vertical aspect.

The "Vertical Attitude" of Milano Verticale | UNA Esperienze can also be seen in its culinary offering, with three dining options managed by the chef **Franco Aliberti**, the perfect exponent of ethical, sustainable cuisine: the **Bar with garden** will be the new the place to be during summertime in Milan for anyone looking for a distinguished, welcoming place to eat, with a grassy area decked with sofas and umbrellas, or alternatively comfortable seating, the perfect surroundings for drinks at aperitif time or for an enjoyable Sunday brunch; **Vertigo Osteria Contemporanea** will serve all the day's meals and hot and cold dishes

will pour out from the open kitchen, created by the skilled hands of the kitchen brigade, as well as gourmet pizzas and homemade desserts; and the **fine dining restaurant Anima** promises culinary delights in keeping with the finest gastronomy, interpreting the ingredients and the flavours of Italian cuisine with modern and elegant flair.

The star of the wellness area is **alkemy SPA Milano Verticale**, an exclusive location for the ultimate wellness experience for body and mind. This delightful, seductive environment is equipped with **a pool with jacuzzi, sauna, Turkish bath and gym**, with each treatment is customised to the individual, to make every relaxation experience totally unique. The spa's wellness rituals are enriched with top-of-the-range alkemy cosmetic products, which contain microalgae and a high percentage of active ingredients, including precious oils from plants and fruit extracts. Completely natural and sustainable, alkemy products are made to fully respect nature and its rhythms, making them ideal for an all-round regeneration experience.

The opening today of Milano Verticale | UNA Esperienze is taking place in total safety thanks to **UNAsafe 2.0**, a protocol designed and implemented by Gruppo UNA to ensure that guests' stays are safe and relaxing, in full compliance with current regulations. The measures adopted by the hotel chain have been updated, with help from DNV GL – Business Assurance, one of the main global certification bodies and leader in the digital development of assurance services, which has officially verified that the protocol has been applied correctly and effectively.

So the curtain rises on the jewel in Gruppo UNA's crown: Milano Verticale | UNA Esperienze promises to give guests, and anyone who passes through its doors, stays and experiences that reach the highest peaks of excellence.

**#bevertical** with Milano Verticale | UNA Esperienze:

Website: [www.unaesperienze.it/milano-verticale](http://www.unaesperienze.it/milano-verticale)

Facebook: [www.facebook.com/MilanoVerticaleUNAEsperienze](https://www.facebook.com/MilanoVerticaleUNAEsperienze)

Instagram: [www.instagram.com/milano\\_verticale](https://www.instagram.com/milano_verticale)

Photo gallery available [HERE](#)

#### **Gruppo UNA S.p.A.**

*Gruppo UNA S.p.A. is the largest Italian hotel chain operating in Italy with over 4,700 rooms in 38 hotels, resorts and aparthotels in 19 destinations and in 11 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, Gruppo UNA S.p.A. is owned by Unipol Gruppo S.p.A., Italy's largest non-life insurance group and Europe's tenth. [www.gruppona.it](http://www.gruppona.it)*