

IL SERENO

Private Sanctuary on the iconic shores of Lake Como

Il Sereno Lago di Como is a small and intimate ultra-luxury hotel on the iconic shores of Lake Como, Italy. Respecting its natural and historical surroundings, Il Sereno Lago di Como joins a select group of illustrious lake hotels in this exclusive destination.

Building on the success of Le Sereno St Barth's, the owners joined forces with Milan-based designer Patricia Urquiola to introduce a contemporary and more relaxed interpretation of luxury, design and personalized service to Lake Como. Il Sereno Lago di Como is positioned as the most stylish and private sanctuary among the lake's prestigious collection of hotels.



Since time immemorial, Lake Como has seduced visitors with its natural beauty and dramatic vistas of the southern Italian Alps. Long a destination of choice for European aristocrats and today's glitterati; Lake Como remains the epitome of a glamorous vacation destination.

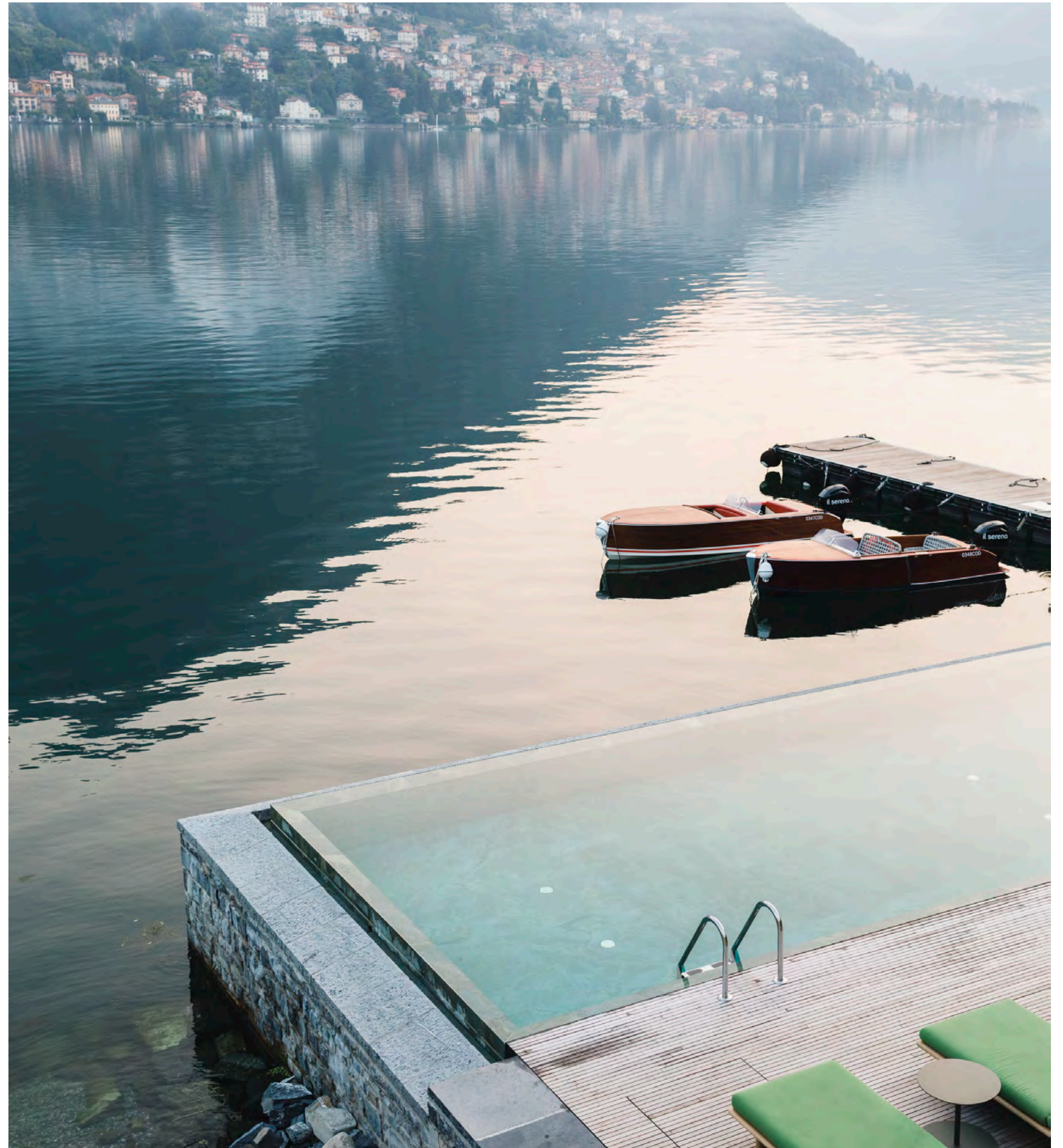


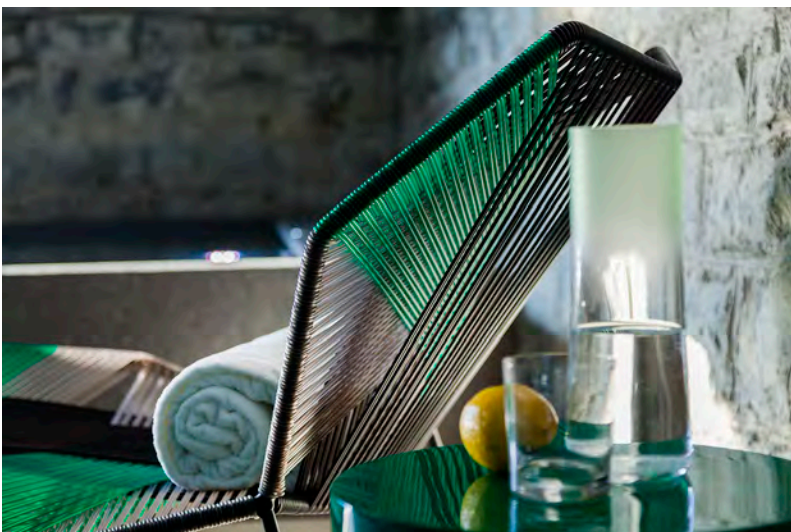


Situated on a sunny promontory next to the village of Torno and surrounded by peaceful views of Lake Como's natural beauty, lush gardens and idyllic small towns, Il Sereno's lakefront location stretches approximately 140 meters (450 feet) along the eastern shore of Lake Como.



The hotel features its own private docking facilities and three custom Riva boats. Guests may arrive by boat and can visit the many beautiful locations the lake has to offer via water-taxi or the hotel's boat services.



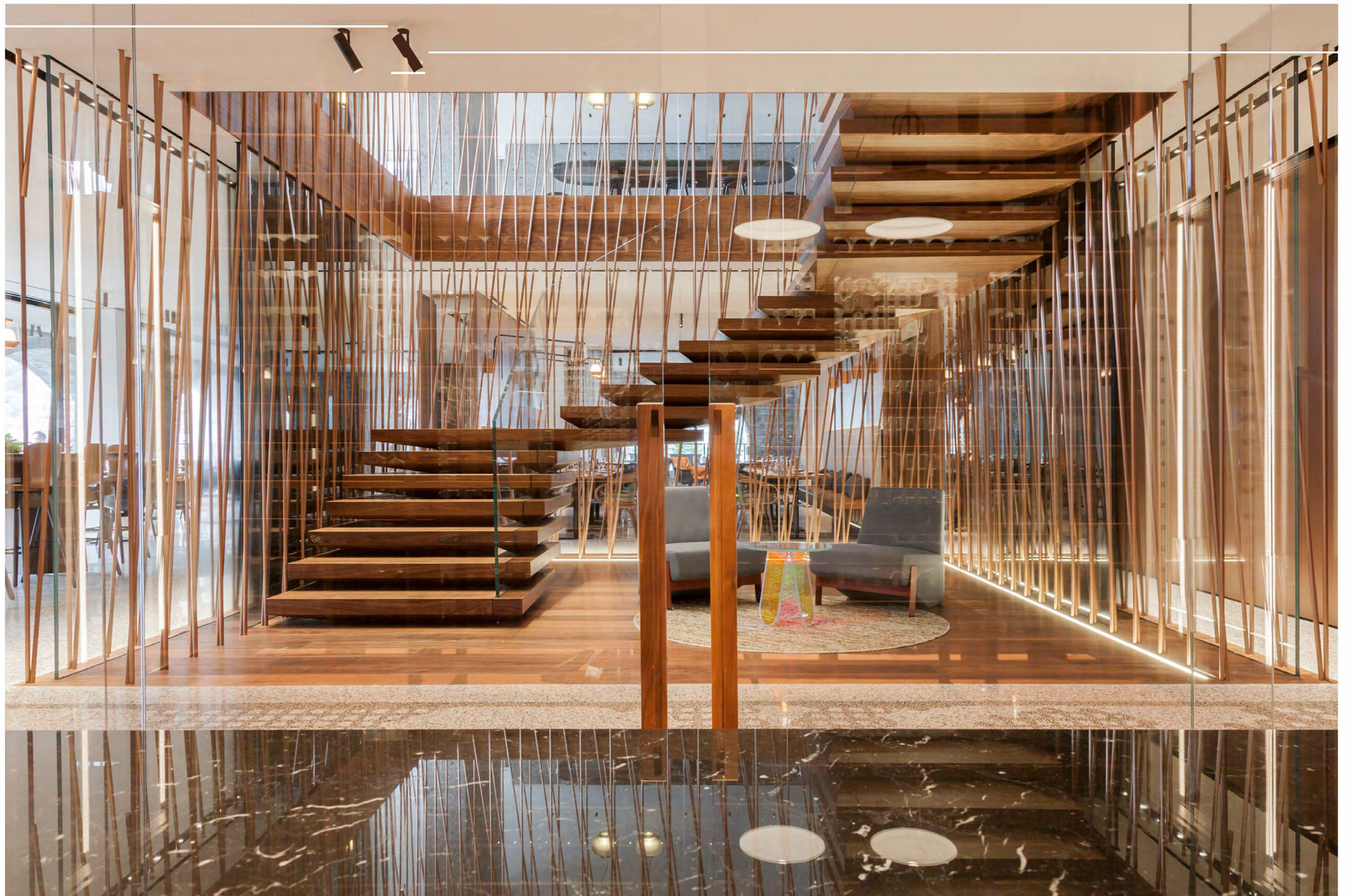


ECO CONSCIOUS DESIGN

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Il Sereno Lago di Como has garnered a prestigious Climate House certification – an Alps-specific designation with standards similar to those of LEED – for its distinguished environmental friendliness, eco-conscious design and energy-saving systems in place.





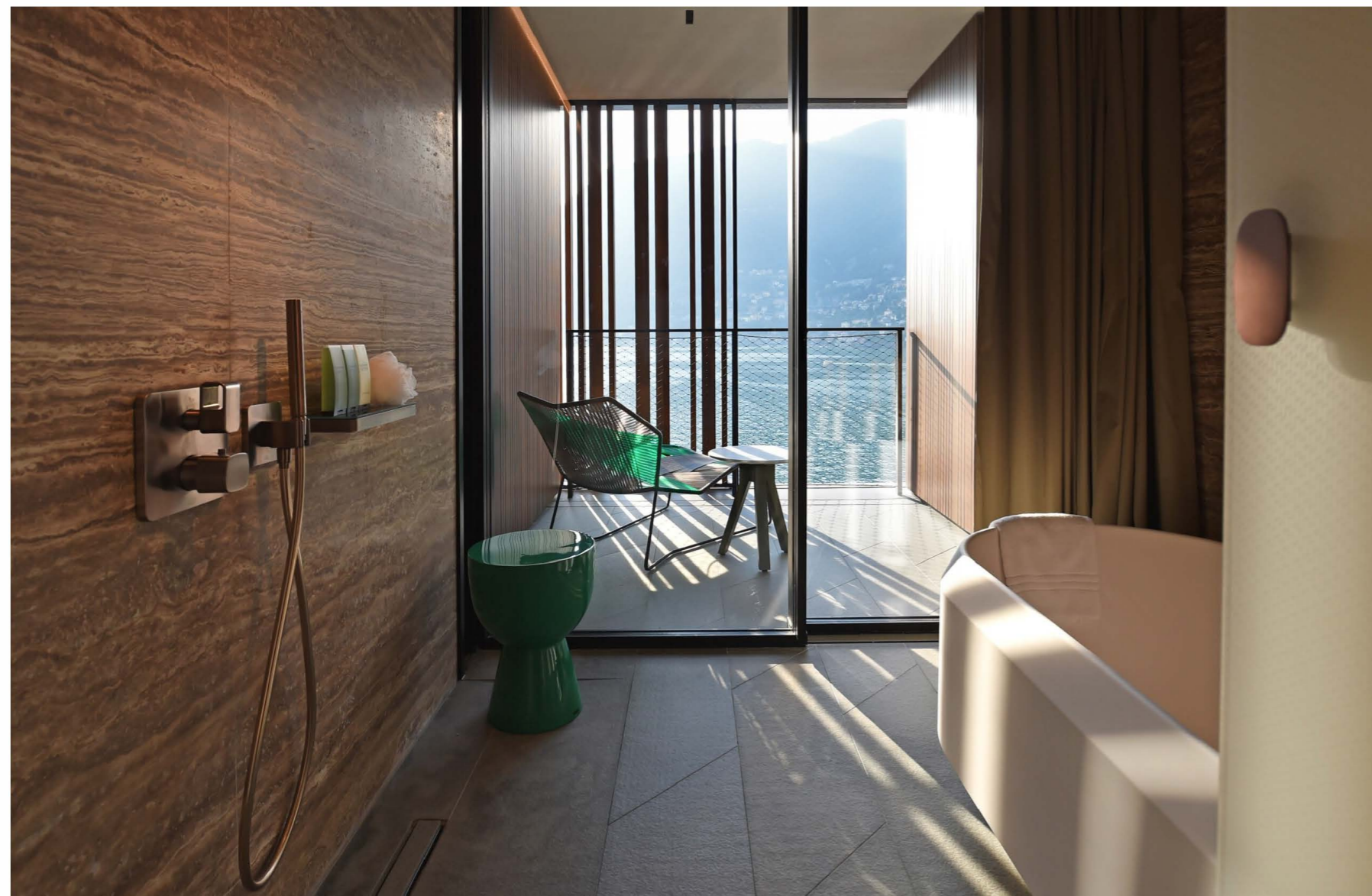
Lobby staircase designed by Patricia Urquila

Il Sereno Lago di Como had the fortune of benefiting from the creativity and design sensitivity of Milan-based Patricia Urquiola, without a doubt one of the leading designers of her generation. The aim was to create something unseen on Lake Como: a luxury hotel, where people could live in an experience totally absorbed by the atmosphere, finding all the things needed to be feel cocooned from the landscape to the last detail.



Urquiola used natural materials (stone, wood, wools and other fabrics) to create a natural aesthetic with a lot of personality while remaining timeless.

The structure is inspired by the historical heritage of the lake using the rationalism of the Casa del Fascio of Giuseppe Terragni (1936) as the Genius Loci of the Lake.





IL SERENO
LAKE COMO
LAUNCHES
NEW
CONCEPT
PENTHOUSE
SUITE



IL SERENO
LAGO DI COMO

Designed by **Patricia Urquiola** and hotelier **Luis Contreras** - inspired by Post-War Italian Glamour, ‘**La Dolce Vita**’, Modernist Italian Designers and Como Silks.

Il Sereno is delighted to announce the evolution of what has become a contemporary icon of Lake Como and one of the most celebrated hotel launches of the 21st century so far. Winning coveted awards across the globe since it launched four years ago, as well as a Michelin Star in its first year, this is a game changing hotel for a previously neo-classically dominated region.

Patricia Urquiola and hotelier Luis Contreras, named the ‘super-duo’ by Wallpaper*, are back to design a stand-out new Penthouse Suite in a building adjacent to the hotel, launched in June this year. This project aims to top their creations to date, by making what local mainstay La Provincia di Como has referenced to be the best Penthouse in the world.



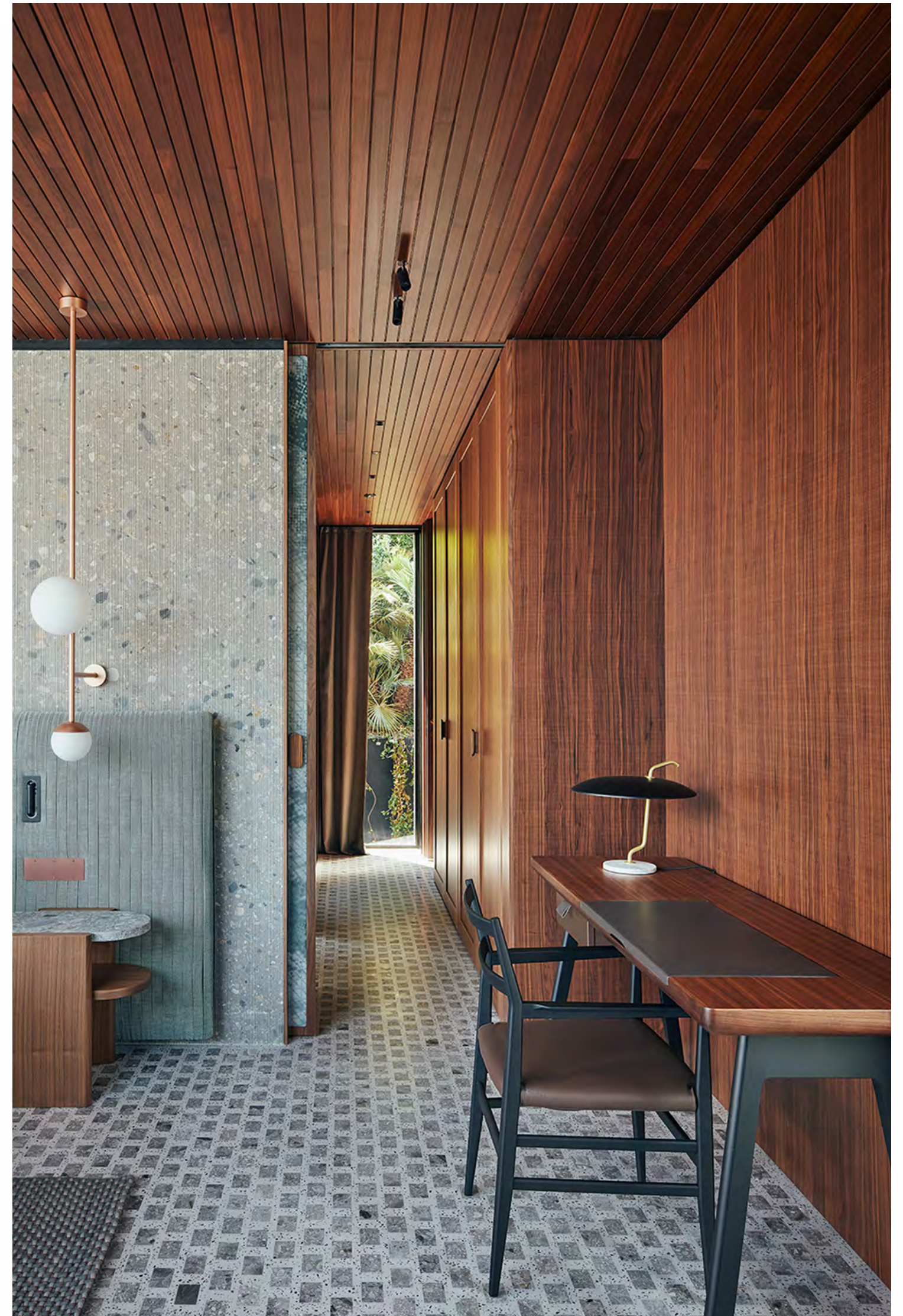
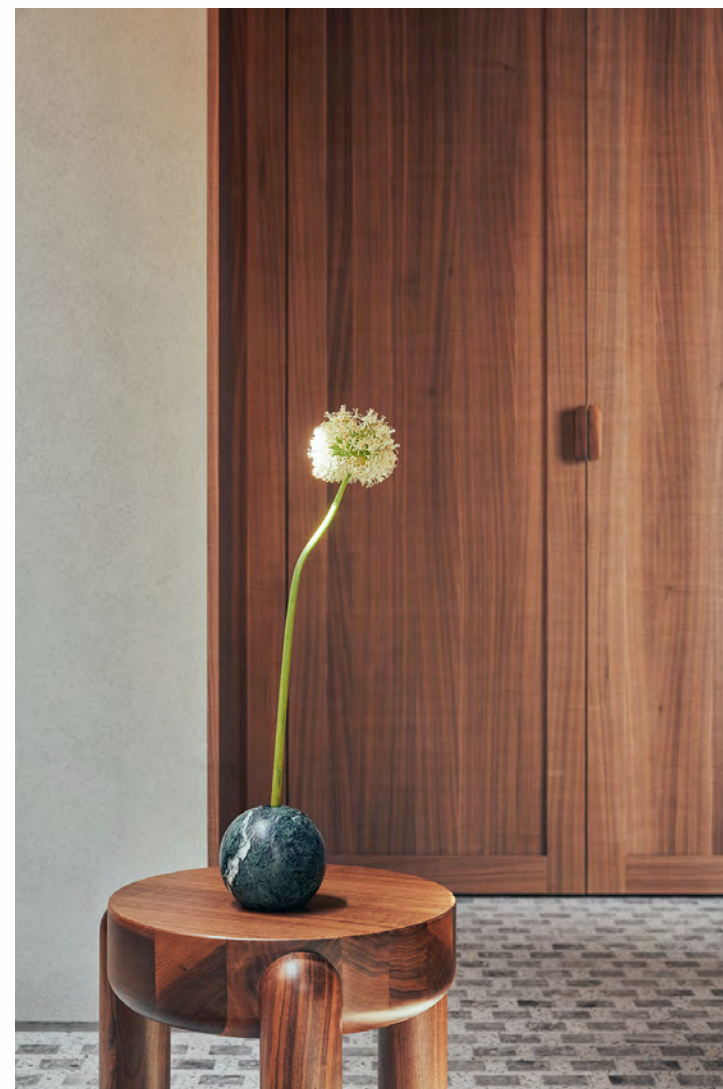
Design Concept

While the design language is inspired by Il Sereno, with the same materials, artisans and proportions, the concept is totally unique. The existing Penthouse has been rated consistently amongst the best in the world, ranked as one of the best suites in Italy by The Times and one of the best in the world by Elite Traveler. However, the duo decided that this was not enough, they wanted to surpass it with their new vision.

The interiors are inspired by classic post-war Italian glamour, La Dolce Vita', modernist Italian designers, the much-loved Como silks, for which the region is famous, and the design icon of Il Sereno itself.

The choice of furniture is a tribute to the emblematic pieces of Italian design, the tradition of their local production and the architecture of the post-war years. This is a mixture of new bespoke pieces by Patricia Urquiola, as well as some of her latest design projects, such as the fabulous Lariana bathtub designed for Il Sereno and now available from AGAPE or the Ludo lounge chair from Capellini, mixed with classics from the likes of Franco Albini and Gio Ponti. This is a shoppable suite, with all furniture available for sale.

Like Il Sereno, the design is timeless, with a strong sense of place and use of natural materials from the region. For Urquiola, it was particularly important that everything was locally sourced. The Penthouse will showcase innovative use of rich materials, including fantastic Canaletto walnut ceilings, Verde Alpi stone walls and Ceppo di Gre local stone floors. Since the opening of the hotel, with Ceppo di Gre façade and use throughout the hotel, brands from Oliver's People to Valextra to Valentino have also been inspired to use this stone in their boutiques, which was rarely seen before. Here, it is incorporated in an innovative way: Venetian terrazzo floors are combined with geometric tiles of Ceppo for a new and classic look. The bedroom wall is also made of Ceppo, specially grooved to provide additional texture. Continuing with local stone, rich, green Verdi Alpi stone was chosen to cover the living room wall.





Hotelier Luis Contreras said of the project: "It's hard to put into words how excited we are to finalize the new Penthouse as it has been five years in the making. It's always a fun challenge when you want to outdo yourself. We are very happy with the outcome, the balance of the paradoxical elements of simplicity of concept and opulence in execution – this is something that is at the core of the Sereno Hotels brand and at its maximum expression here."

With Como being the first place in the Western world where silks were woven after Marco Polo brought them over from China, and still the world's centre for high-end production, this beautiful fabric is celebrated within the design. Urquiola designed silks are already used for the uniforms in existing hotels and here, additional patterns are used to produce decorative cushions, foulards and other products on sale. Fabrics take inspiration from 1950s scarf fashion and the landscape motifs of Lake Como.

Accessed by a separate elevator, there are almost 150 square metres (1600 sq ft) of living space, including a 30 square metre terrace, plus an additional 50 square metre grass garden around the perimeter.

The Penthouse has a large living room, dining space, two bathrooms, main bedroom, sleeping up to four and spectacular views of the lake from all the rooms.

Leading French botanist Patrick Blanc is also back adding a vertical garden to the new façade below the suite. After executing three pieces in the existing hotel (Le Canyon, Les Racines Echasses and Le Mirroir du Lac), Blanc once again designed a living wall that is seen from the lake and interact with the façade of the building and the neighbouring Mirroir du Lac.

The brand ethos of Sereno Hotels is always to amplify the beautiful surroundings the hotels are situated in. And here, an important design aspect is the framing of the panoramic views on all sides from the suite, the atmosphere of life on the lake and the omnipresent relationship with the lake in front and the mountain behind the hotel.

New Penthouse Suite costs from €3500 per night.

Bookings: www.ilsereno.com





Penthouse Terrace

The Spa at Il Sereno

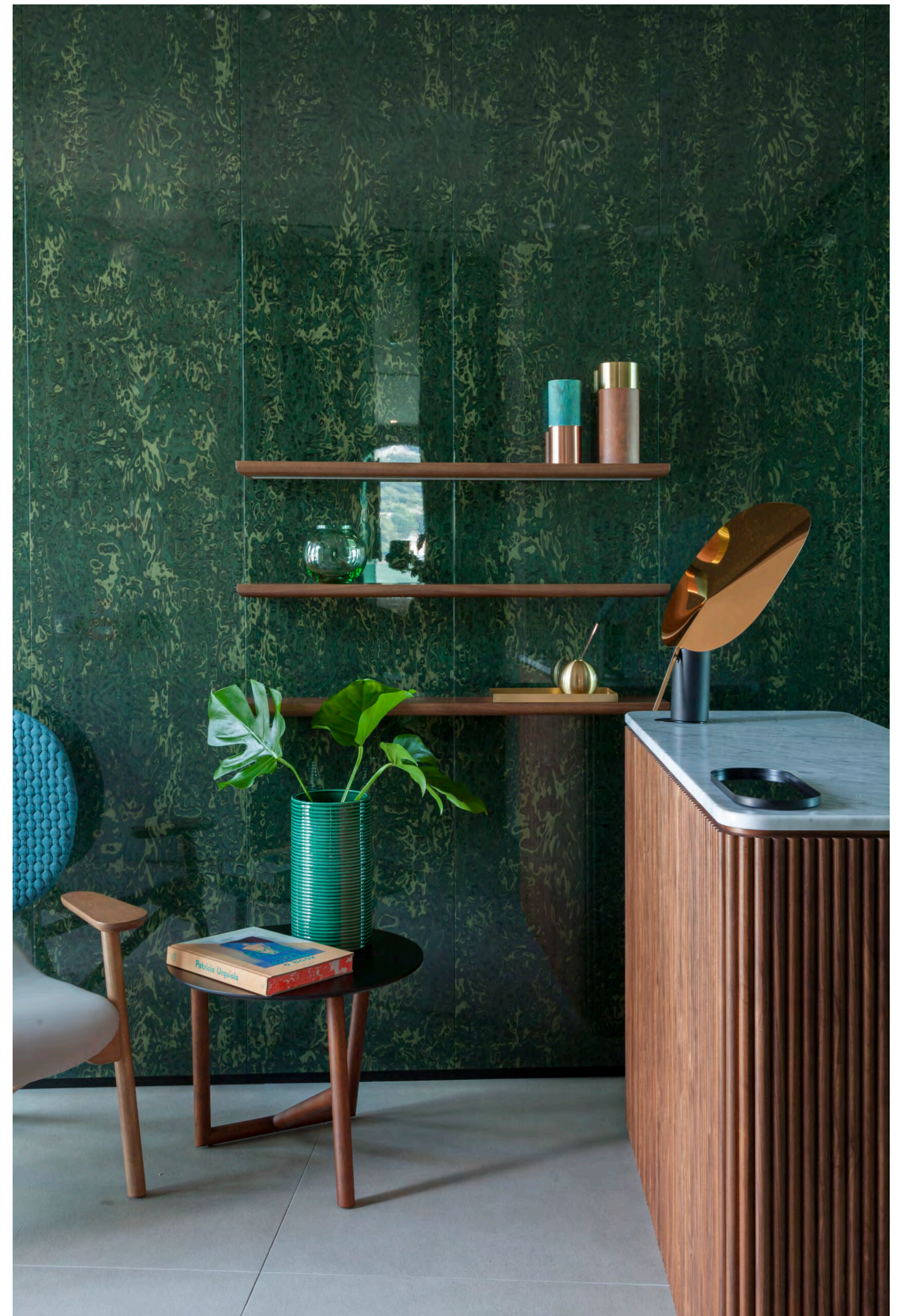
Offering Iconic Vitality of the Glaciers by Valmont



The Spa at Il Sereno, also designed by Patricia Uriquola, fits effortlessly into what was formerly the darsena, or boathouse, of the property. The cool tones of the centuries-old granite walls and green accents that reflect the deep tones of Lake Como create an instantly calming environment.

“ Il Sereno has the only spa on Lake Como that features exclusive products and treatments from the acclaimed Valmont skincare brand based just across the border in Switzerland. Valmont is revered for anti-aging treatments sourced from the natural environment of the country, including pure glacier water from the Valais Glacier.

The Spa at Il Sereno offers four signature facials, including Vitality of the Glaciers, an iconic Valmont treatment designed to stimulate the skin's energy and cell renewal, transforming overstrained, lifeless skin into radiant, firm skin, and Peaks of Firmness, an expert anti-wrinkle and firming treatment to treat and prevent the most visible signs of aging.



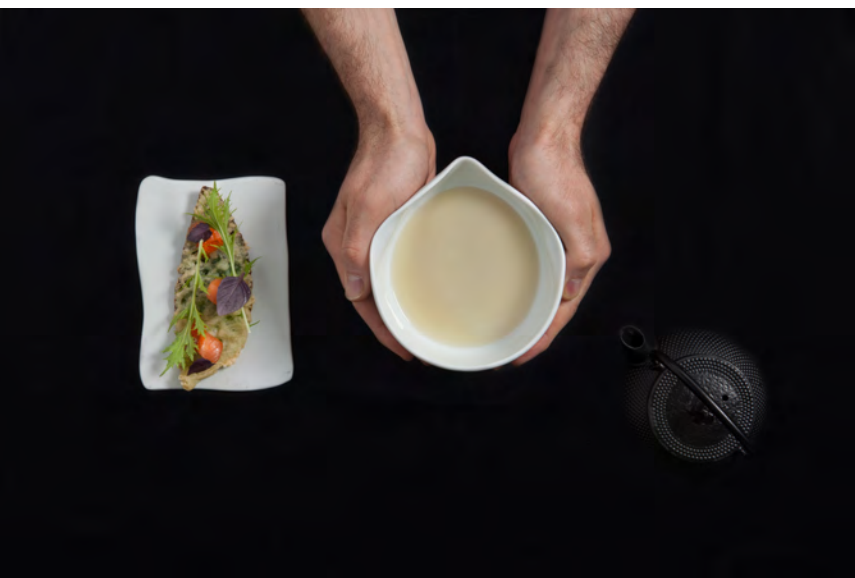
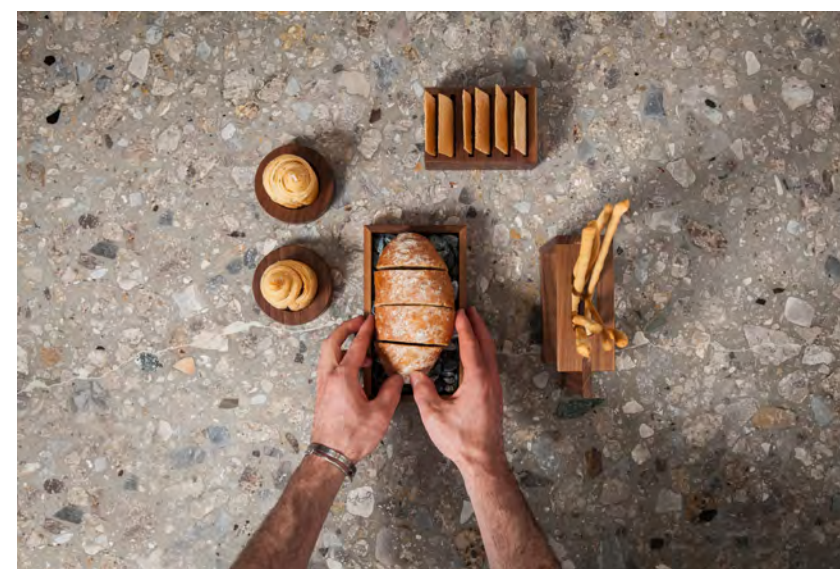


Spa Lounge



Ristorante
Berton Al Lago
led by Michelin
starred chef

Andrea Bertonat
at Il Sereno,
Lago di Como



Designed by Patricia Urquiola, Ristorante Berton Al Lago is the hotel's signature restaurant serving breakfast, lunch and dinner; and led by Michelin starred restaurateur and chef Andrea Berton.

Chef Andrea Berton has created a menu of simple and classic northern Italian dishes in a relaxed yet refined atmosphere. The restaurant's excellence comes from the quality of the execution and the freshness of its ingredients, which are sourced from nearby locations like Valtellina and the Pianura Padana region. Putting Andrea Berton's vision into action at Il Sereno is esteemed Executive Chef Raffaele Lenzi. Chef Lenzi has been working in Michelin star kitchens for many years, training under top, award winning chefs, and more before accepting the title of Executive Chef of Berton al Lago at Il Sereno. Lenzi's flare for the high level of technical proficiency that goes into operating in the world's greatest culinary spaces pairs perfectly with Il Sereno's commitment to exceeding expectations.







Because of the expected excellence of its cuisine, its incomparable location on the lake, sunny exposure and Patricia Urquiola's design, the hotel's restaurant is popular not only with hotel guests, but also people from the design and fashion world from nearby Milan and Como, infusing an additional layer of Italian design and sophistication.



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