

# Sereno.

SAINT-BARTHELEMY - LAGO DI COMO

il Sereno is Europe's  
most luxurious new hotel

*Bloomberg*

An astonishing  
accomplishment

of modern classic designed by  
Patricia Urquiola

*Vanity Fair*



# LAGO di COMO *Hip, rare & Cosy*

# Saint- BARTH

a SMALL but  
STRONG ISLAND!



**countryandtownhouse** If you fancy coming home with a limited edition **#anyaindmarch** washbag, check into Il Sereno hotel in **#lakelcomo**

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**sereno.** |   
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*Editor: Luis Contreras - Sereno Hotels Owner. Photos by Patricia Parnejad, Christian Ott, JP Piter. Design and print by Florence Voix - Gemicconcept.com #2 edition - Print in exclusivity at 8000 samples. Note: we used the original texts from various publications without any change. We did edit some photos for reasons of space and formatting.*

[SerenoHotels.com](#)



# BOAT

International

## TRAVEL TALKS: FIVE MINUTES

### WITH LUIS CONTRERAS

*Interview for Boat International magazine*

With luxurious hotels and villas in both Lake Como, and St Barths, one of the best in the Caribbean, the owner of Sereno Hotels Luis Contreras shares his thoughts on the two most significant yachting destinations and why we should all travel.

#### 1. What makes St Barths special?

St. Barths is not only special, it's unique. Its very distinctive history makes it different from all the other (beautiful) Caribbean islands. There simply isn't anything else similar to St Barths. The people, the culture, the nature and our guests. It's a magical combination. We were lucky enough to have learned about an old, half-dilapidated hotel on the island called the Sereno Beach Hotel. A hotel created many years earlier by a Mr Sereno and the actor Lino Ventura, who were good friends from the golden age of St. Tropez, and decided to bring some of that magic to the Caribbean. When we saw the site and experienced the island, we immediately fell in love and decided we wanted to do something special. We were then very fortunate that Mr Christian Liaigre agreed to embark with us on the renovation of the hotel and helped us create the beautiful Le Sereno, St Barthélemy.

#### 2. What differences stand out to you between the two hotels?

Well, the hotels are very different but they both have the same Sereno Hotel DNA. It's a combination of a fantastic destination, incredible views from nearly all the beds in the hotels, large

rooms, exquisite design and a business model centred around creating loyal customers that will come back and will tell their friends to visit us.

Additionally, both hotels merge the outdoors with the interiors and both are small. This allows us to provide a personal level of service, and to create a calm but friendly atmosphere in the hotel. It sounds like a cliché, but it happens to be true.

#### 3. Do you have a desire for your properties to be close to water?

Yes, very much so. An important part of what we offer is the views and the integration of our very nicely designed interiors, with exteriors that will always be more beautiful than anything we could ever design. There is just nothing like a water landscape.

#### 4. What are your fondest sailing memories?

I grew up in Venezuela and pretty much every weekend went to the beach and enjoyed getting to know the coastline on a boat. When I was a little older my uncle organised rallies in the Venezuelan rivers with motorboats that sometimes I was allowed to attend.

In St Barths, our business is intertwined with the yachting world, as St Barths is an important port and we work closely with the owners and users of the yachts. In Lake Como I've had the chance to go back to the world of smaller boats, working with Daniele Riva, a wonderful artisan designer who has created and built Il



Sereno's three custom-made boats, offering some of the best on the water experiences.

#### 5. Where is your favourite place in the world?

This is a very difficult question. Just thinking about peace and beauty, it would probably be either the beach in Saline, or high in the Andes – but after enjoying the contemplation of these beautiful places I need to have the energy of the city.

#### 6. Where do you call home?

I initially moved to Milan following the construction of Il Sereno but after spending a few years here, I do not have any plans to move. Milan is a great city, the people are nice, the art and cultural offerings are excellent, the food is, of course, very good and as a base to plan weekend getaways, I couldn't think of a better place.

On a three-hour-drive radius, you have the beach, the lakes, the Alps, France, Switzerland, Austria. Milan is a great hub to explore all of Europe.

#### 7. Where would you recommend everyone visit at least once?

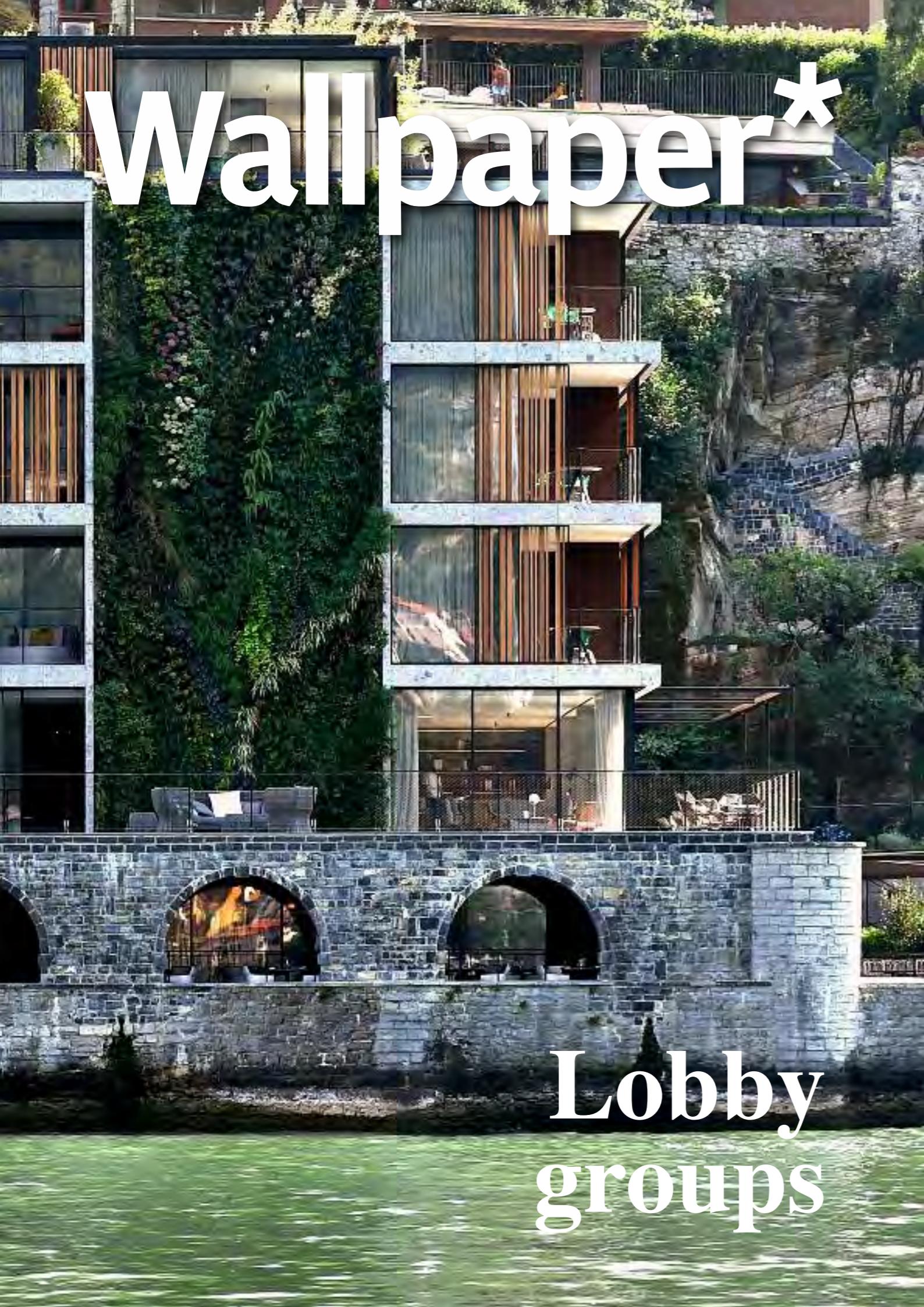
The two places that have marked me more as a traveller the first time I visited as a young man were Paris and Venice. And even though I've visited many times, both are still special for me whenever I go back.

#### 8. Why should people travel?

To realise that the world is big, varied and wonderful. To be awed by what human beings, past and present, are able to accomplish, and to realise that near and far, people are similar and you can relate to them all.

# Wallpaper\*

## Lobby groups



CONTRERAS AND URQUIOLA  
IN THE 16TH-CENTURY VILLA  
PLINIANA ON LAKE COMO

### Luis Contreras and Patricia Urquiola

Few hotels have balanced impact and discretion as masterfully as II Sereno (W'212), the first collaboration between hotelier Luis Contreras and architect Patricia Urquiola.

Opened in August 2016, it was the first new structure to be built on the shores of Italy's Lake Como in 70 years, but its rationalist references (inspired by local architect Giuseppe Terragni) made it appear instantly at home. The pair met several years ago, when Contreras' parents attended a talk by Urquiola in Miami. 'It was a reconnaissance mission: they wanted to see me in action before approaching me for the project; she explains. The Spanish architect was enlisted to work on the hotel's interiors, but after visiting the site, she proposed a more holistic approach and staked a claim on both the architecture and the interiors. 'The lake is all about integrity,' says Urquiola. 'Having multiple interlocutors on the building would have made the project confusing.'

There was still plenty of room for collaboration: Patrick Blanc was asked to create the green spaces (largely vertical, given the location's topography). Contreras and Urquiola



PHOTOGRAPH: PHIL DUNLOP

also worked together on a wooden boat for the hotel, produced by local company Cantiere Ernesro Riva, with a 1940s-inspired design. 'From the start of the project, while we were solving complex structural problems, we were also adding more personal touches throughout the building,' says Urquiola. 'The way we worked, it almost felt like I was creating a private villa for the family.'

Just as they were finishing the hotel, Urquiola and Contreras began working on a second property on Lake Como. The hotelier had spent hours sailing the lake to explore its surroundings and had happened upon Villa Pliniana. Built in 1570, the property lay largely unused on the lake shore, about 1km away from II Sereno. He became friends with the owners and obtained a lease for the villa.

Contreras worked with Urquiola to create what he calls a '90,000 sq m hypersuite', a private residence with hotel service, also rented out for

private events. While the building's historical character was left mostly unaltered, Urquiola added contemporary furnishings and a neutral palette. The architect insists that it was the collaborative element of the project that made it so special. 'It was a creative encounter at a level that is higher than business,' she explains. 'For me, this is the new way to realise quality projects.'

*Rosa Bertoli*

#### Collaborations to date

**II Sereno, Lake Como, 2016**  
Urquiola's striking, rationalist-inspired structure comprises a series of loggias topped by a flat garden roof.  
The interior colour palette nods to the lakeside surroundings.

**Villa Pliniana, Lake Como, 2016**  
A 16th-century residence turned into a suite with hotel service, with interiors by Urquiola.

# The New York Times

## Lake Como for a New Generation of Cool Kids

Long a playground for Hollywood stars of a certain age, Lake Como is trying to attract a younger, hipper crowd.

By Sheila Marikar

Let's play a game of word association. The theme: *la dolce vita*.

Wine? Cheese.

Pasta? Pizza. (Have both, you're in Italy.)

Lake Como? George Clooney.

If you don't associate the actor and longtime frequenter of "sexiest man alive" lists with Lake Como, consider yourself one of the unsullied few. Tabloids zealously chronicle his comings and goings from two lakeside estates in the town of Laglio. (Contrary to popular belief, dozens of towns ring the 106-mile perimeter of the lake, not just Como.) Whether or not Mr. Clooney



is there, his name is on the lips of local cabdrivers, boat captains and business owners who dine out on stories about how they once, say, held a door open for him.

The specter of the Hollywood star and the turquoise lake's litany of notable visitors — it's served as an oasis for aristocrats since Roman times; current villa owners include Richard Branson and Madonna — can make the place seem exclusive and stuffy for travelers more accustomed to food trucks than restaurants that require a jacket and tie for dinner. But recently, new hotels, restaurants and happenings have emerged to court a younger, more freewheeling crowd.

In 2016, *Il Sereno*, a boutique hotel of 30 suites, opened in the tiny town of Torno, about five miles from downtown Como. Rendered in perpendicular planks of walnut wood, warm stone and blackened steel, the blocky building stands out like a Mondrian in a museum of Monets.

"The first decision was, 'We're not going to make a building that's fake old,'" said Luis Contreras, *Il Sereno*'s owner. Brought to life by the famed Milan interior designer Patricia Urquiola, who had a hand in everything from the lobby's Jengaish staircase to the copper ice buckets behind the bar, *Il Sereno* appeals to travelers invested in now rather than yesteryear.

It's the first new lakeside property in decades, and Mr. Contreras spent four years convincing Lake Como's historic preservation board to let him break ground. He also enlivened the lakeside dining scene: *Il Sereno*'s restaurant, *Berton Al Lago*, is helmed by Andrea Berton, a Milan-bred chef who has won five Michelin stars, including a star for *Berton Al Lago*.

The restaurant elevates the classics and debuts delicious experiments like a seven-course tasting menu that might open with a pizza "sponge" and smoked mozzarella. It, like the rest of the hotel, is closed for the winter and will reopen in March, just in time to host sun-starved scenesters.

Trendy tasting menus can also be had across the lake in the municipality of Cernobbio, where the young chef Davide Caranchini presides over the spare restaurant *Materia*. In this province of meat-rich pastas and salty fish, Mr. Caranchini, a Como native, has done something radical: created a five-course vegetarian tasting menu that includes things besides leaves and seeds.

"Most restaurants in Europe, they have beef with the garnish, they take off the beef, that's the vegetarian dish," Mr. Caranchini said. Instead, *Materia*'s "green power" assortment (about \$59) includes inspired dishes like turnip carpaccio, tomatoes in ponzo sauce and yuzu panna cotta.

There's a non-vegetarian tasting menu too (about \$65), and the prices are designed to attract a younger crowd — a four glass pairing of local wines costs about \$29. *Materia* eschews fancy plates and tablecloths in the interest of making food more affordable.

"We would like to do fine dining but a bit different — pop fine dining," Mr. Caranchini said. That explains his signature dessert, called Banksy: a thin film of smoked yogurt and chamomile cream in the shape of the famous street artist (yes, it's made with a stencil).

After hours, Mr. Caranchini and his crew often gather at 100 Lire, a bar in downtown Como,



While the lake district has never been big on night life (parties at private celebrity villas notwithstanding), the towns of Menaggio and Blevio in recent summers have hosted night markets rife with food stalls and live music to give the young and the restless something to do.

During the day, speedboats crisscross the lake, and chatting up their captains, like 30-year-old Bradley Cooper look-alike Duilio Reina, is a reliable way to find out where the locals like to unwind. Mr. Reina favors *Osteria Cantinafrasca*, a Cernobbio wine shop that serves a menu of homey Italian food. *Cantinafrasca*'s owner, Delfo Carnevali, who owned a larger restaurant for many years before he opened this wine shop and restaurant, shares something in common with America's current business idols, a resolve to cater to the masses, sometimes scrappily.

"The thing that's popular right now, what is it called, that all the young people want to do?" he asked. Start-ups? "Yes! They only want start-ups."

In August 2016, Spotify chief executive Daniel Ek married Sofia Levander at Villa Pliniana, a marvel of frescoed ceilings and stone passageways that was built in 1573. Mark Zuckerberg attended; Bruno Mars crooned next to a waterfall that reportedly captivated past guests like Leonardo da Vinci. Despite the addition of shiny new things, the lake's older charms endure.

# The Washington Post

## Forget spritzes, shopping and fancy hotels. The best part of Lake Como is being on it.

'Mom! Do you have the permit?? WHERE IS THE PERMIT???' I yelled above the engine of our custom Cantiere Ernesto Riva motorboat while zooming along Italy's Lake Como.

My heart was beating fast and my hands were shaking on the steering wheel. I had just gotten comfortable in my captain's perch, and was trying to adjust to the throttle and watch where I was going despite the wind whipping my hair in front of my face. Then, a gust seemed to sweep away the paperwork required for taking out this stunner of a boat, at a whopping \$190 an hour.

I slowed us down, shifted to neutral and started frantically looking by my feet, in my beach bag, under the seat — careful not to drift too close to any of the million-dollar homes. My mother, meanwhile, looked around the bow, where she'd been otherwise preoccupied trying to distinguish George Clooney's villa from the others dotting the shore.

"Got it!" she yelled, waving the laminated papers over her head like she'd found a remote control hidden in the couch for weeks.

She tucked them under the life jackets and resumed her harmless stalking while I typed Clooney's name into Google Images in search of a photo of his Villa Oleandra to compare to the homes we were seeing in real life.

"There!" I said, pointing straight ahead. "I think it's that one. Look at how the window is shaped and where the hedges meet the little bridge."

"YES! That's definitely it," she responded gleefully. "Do you think he's home?"

It looked pretty quiet, so we got a little closer while wondering aloud what it'd be like to have spritzes with the Clooneys.

Just two days earlier, I'd introduced my mother to the famed Italian drink, and now she was hooked. "What's in this again?" she'd asked while sipping her first, made with Aperol, Prosecco and a splash of soda, as we sat on the majestic terrace of the Il Sereno Lago di Como hotel. Our two-night stay at this luxury property, which opened last year, was a reunion of sorts as she lives in New York and I in Paris. We met up at the Milano Centrale train station, and about an hour later, we were lakeside, watching the sunset with the renowned cocktail in our hands.

Jet lag — and a second round of drinks — took hold pretty quickly, so after dinner at the hotel's exquisite (if a tad over-the-top) Michelin-starred restaurant, Berton Al Lago, we called it an early night. Plus, we had big plans for the following day. When

weathered Italian village is wont to look — the boat arrived on time, and the trip to Como itself took about 25 minutes. From there, we had to hustle from one dock to another to catch the 37-minute fast ferry to Tremezzo, lest we wind up on the 95-minute slow ship and miss the massages we'd booked for 2 p.m.

Because here's the thing about Lake Como: It's gigantic. It's also awkwardly shaped, like a wishbone, which makes getting around arduous in both time and effort. Transportation — specifically taxis — can be expensive, so renting a car is most convenient if you're cool navigating twisty roads and dealing with parking in pedestrian-first towns. Local buses or boats, on the other hand, might leave you buried in timetables, so pick your poison and plan accordingly.

It was dicey there for a minute, but we managed to buy our ticket and board the boat with enough time to score a seat outside, where we marveled at the sparkling water and the mountains soaring high above it. Soon enough, we docked at Tremezzo, which is on the lake's western banks. From there, many passengers headed for the

Villa Carlotta gardens or the neighboring hamlet of Lenno, which is home to Villa del Balbianello, a stunning estate that once belonged to the first Italian to climb Mount Everest (and appeared in scenes from the James Bond movie "Casino Royale" and "Star Wars: Episode II — Attack of the Clones.") Mom and I, however, were off to the very Wes Anderson Grand Hotel Tremezzo.

Dating to the 1900s, the former palace, which has orange awnings and manicured bushes, looms over the lake. We had time to kill before our spa treatments, so we channeled our inner Greta Garbo (a former guest) and sat in the sun at the hotel's T Beach cafe for a midday spritz. While en route to our appointments, we peeked into opulent lounges with jewel-colored couches, marble columns and art nouveau ceilings fit for royalty.

The spa itself had a more modern feel, and following 90 blissful minutes of relaxation, our bodies glistening with oil, we cozied up on circular daybeds in the relaxation room. The desire to linger was great, but we also felt the call to do, do, do, so we showered, dressed and headed for the ferry to the town of Bellagio, known





as the “Pearl of Lake Como” for its leafy pergolas, narrow cobblestone alleys and boutique shopping.

Feeling peckish, upon arriving we stopped for — you guessed it! — another spritz and some prosciutto-wrapped melon at a lakeside cafe. Then, we were off to purposefully get lost among the shops, where it didn’t take long for Mom to find a buttery-soft leather handbag for herself and snakeskin-covered bangles for me and my sister. Further along, she picked up some braided belts for my father and brother at a boutique called Quelli della Pelle, which has been making leather accessories by hand in Bellagio since 1978.

Soon enough, stores began to close for the evening and hunger beckoned again. From the map, it appeared that the restaurant we’d booked for dinner was close enough to walk to, but it was definitely not in the center of town — hence the funny looks and honks we got from drivers whizzing by us as we traipsed along the side of the winding road. Finally, just as our feet were about to give out, we found it. Silvio, a five-generation family establishment, is known not only for its stunning setting but for a famous dish made with perch (pesce persico), one of the most popular of the 28 spe-

cies of lake fish. To drink, we decided to shake things up by ordering a Falanghina wine with our plump tomato and fresh mozzarella salad. For our mains, we shared butter and sage ravioli, and the aforementioned fish served with a truffle and Parmesan cream sauce, which our waiter happily described in detailed English, as we understood little-to-no Italian. Allora!

By the time we finished our tiramisu, it was dark. The ferries had stopped running and the wait time for a bus was ages — not to mention that the ride would take just as long. Our best hope for returning to our hotel — a good 30 to 45 minutes by car — was a taxi. Much to our surprise, this could cost nearly as much as dinner itself (about \$75) and would require calling several services to find a willing driver. Apparently, people dine where they sleep in and around Como. It was a white-knuckle trip — and one that required a visit to the ATM because “cash only” — but we made it back while managing to keep dinner where it belonged.

We deemed the next day, before our late-afternoon departure, a chill day. The plan was to sit by Il Sereno’s glorious infinity pool, lounge on its lime-green chair cushions and, of course, have couple more spritzes. But, as if on cue, we got antsy sometime around 1 p.m., which is when we decided to rent the Riva boat. Its shiny teak exterior had been enticing me ever since I saw it bopping in the water on our first day.

“Only if you drive,” my mother said.

“Of course,” I retorted jubilantly, hiding my fear of operating a vehicle that doesn’t have brakes. Despite a love for boating shaped by growing up on a canal on Long Island’s south shore, I’d long ago deemed myself a better passenger. Mom, however, is known for her nifty navigation skills, so the keys landed in my lap.

Save for that brief panic over the paperwork, it was the best part of our trip. It’s one thing to see the lake from its perimeter, or even as a passenger on a larger boat, but to coast along its surface at your own pace; to, essentially, exist within it, well, it was a perfect blend of doing and being. The only thing missing was that fizzy orange drink.

**By Sara Lieberman**

Lieberman is a writer based in Paris. Her website is [saralieberman.com](http://saralieberman.com). Find her on Twitter and Instagram: @saraglieberman.

## IF YOU GO

### Where to stay

**Il Sereno Lago di Como**  
Via Torrazza 10, 22020, Torno  
011-39-031-547-7800  
[serenohotels.com](http://serenohotels.com)

Designed by Patricia Urquiola, this all-suite hotel features mod decor, giant vertical gardens and a 60-foot infinity pool that blends in with the lake’s wild environment. Other highlights include the fine dining restaurant, Berton Al Lago, and a full-service spa. Rates start at \$986 a night.

### Where to eat

**Restaurant Silvio**  
Via Paolo Carcano 10-12, Bellagio  
011-39-031-950322  
[bellagiosilvio.com/ristorante-silvio.html](http://bellagiosilvio.com/ristorante-silvio.html)

This Bellagio restaurant and bed-and-breakfast has been serving its specialty — the lake-bred persico — along with pastas and other tasty dishes since 1919. Diners can choose a cloth-covered table in an array of atmospheric areas such as an enclosed veranda, an outdoor pergola and a cozy indoor room. Dinner for two, not including wine, costs about \$85.

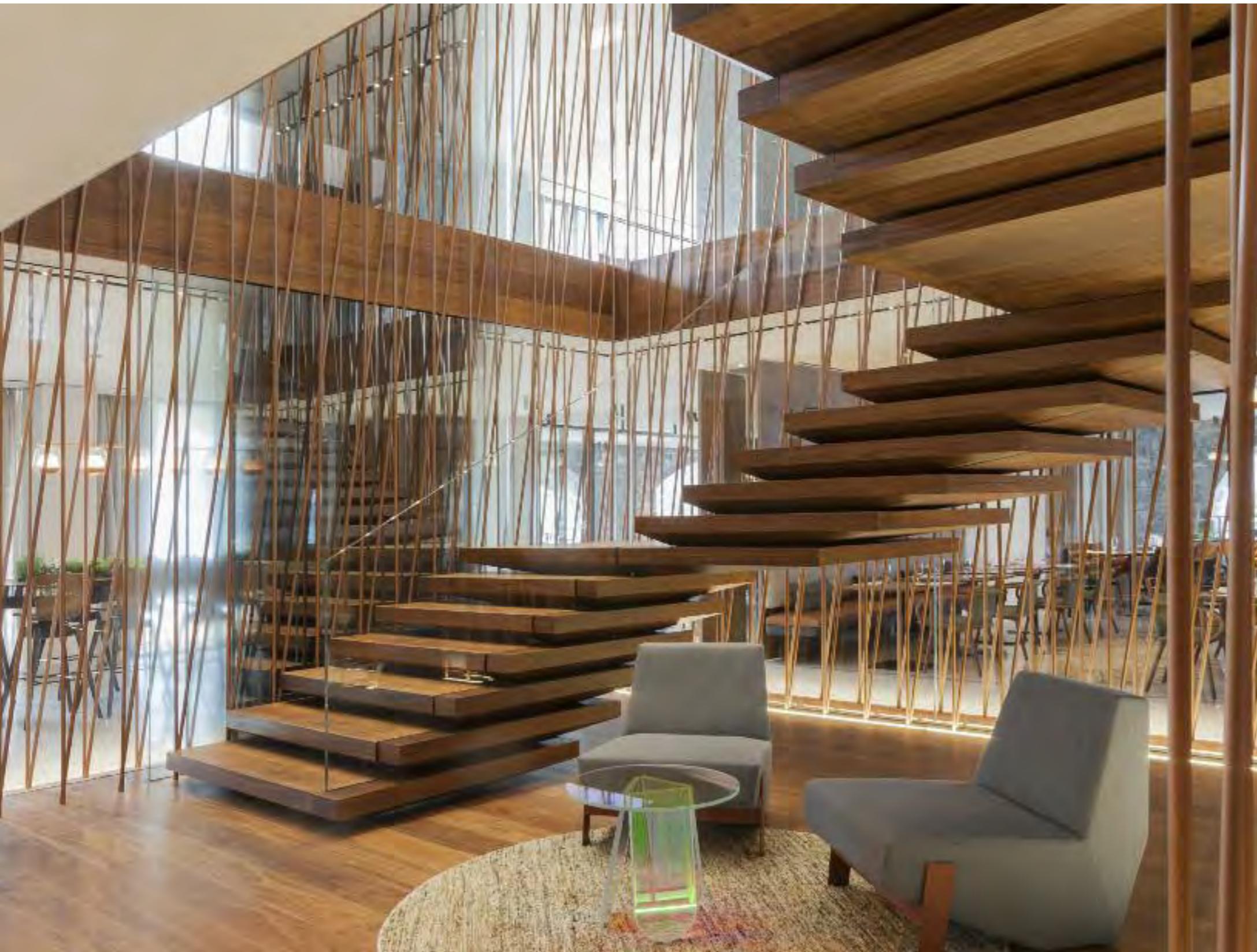
**Berton Al Lago**  
Via Torrazza 10, Torno  
011-39-031-547-7800  
[serenohotels.com](http://serenohotels.com)

Whether eating outside under the sky or inside amid Travertine stone archways, the natural surroundings of Berton Al Lago mix well with Milanese chef Andrea Berton’s seasonal and locally sourced menu, which earned him a Michelin star only a year after opening. Dishes, such as cauliflower risotto with red currants and raw scampi tails with green apple, are artfully plated. Desserts, such as the pistachio mousse with wild strawberries and salted pistachios, are a dream for anyone with a sweet tooth. A la carte dinner for two, not including wine, costs about \$170; a degustation menu of seven dishes, including dessert, runs about \$155.



# AD

ARCHITECTURAL DIGEST. LE PIÙ BELLE CASE DEL MONDO



il sereno lago di Como  
**Eleganza  
naturale**

*Sulle sponde del lago di Como il nuovo hotel firmato da Patricia Urquiola dialoga con la nature circostante. Grazie a materiali locali e a tre rigogliosi giardini verticali.*

progetto di PATRICIA URQUILOA  
testo di ELENA DALLORSO - fotografie di PATRICIA PARINEJAD



# Tranquillità essenziale



**Tranquillità essenziale.** Poco avanti nell'area lounge libreria su disegno di Patricia Urquiola; poltrona 836 *Tre Pezzi* (Cassina), side table *Fat Fat* (B&B Italia); tappeto Warli, sono in una zona di conversazione, due sgabelli LCP e, accanto al seggiolino 523 *Tobouret* Menbel (Cassina), tavolino *Shrimper* (Gas Gas Italia), lampada *Tip of the Tongue* di Michael Anastassiades; divani e pouf *Messos* (Moroso), *Altzy Chair* (Coedition), tavolino 834 *Cicognino* (Cassina), coffee table *Pheonix* (Moroso), *Bun* table (Viccarbe), *Crinoline ombréchar* (B&B Italia) Tappeto Warli.

Un spettacolare scalone è il punto focale attorno al quale si sviluppa l'intera struttura. Al centro della lobby, è il segno distintivo del Sereno, il nuovo hotel firmato da Patricia Urquiola a Torno, sul lago di Como. Inizialmente chiamata dalla proprietaria, la famiglia Contreva (che a un solo chilometro di distanza possiede anche la residenza storica di Villa Pliniana), a occuparsi dell'art direction degli interni, è stata poi coinvolta anche nella supervisione dell'architettura esterna. Che è molto diversa dallo stile architettonico locale. Il Sereno è un'interpretazione del Razionalismo della Casa del Fuscello di Giuseppe Terragni a Como, ma, in chiave contemporanea, per ridurre al minimo l'impatto sul paesaggio. La facciata, rivestita con ceppo di Gré (detto anche ceppo lombardo), è un continuum con le rive del lago, e le grandi aree lounge integrano gli am-

bienti interni con la natura esterna. Da questa volontà sono nati anche i giardini verticali di Patrick Blanc, vere e proprie opere d'arte (*Le Mirails Verts da Lac e Le Cavigani*), e una scultura verde (*Les Racines S'échappent*), composti da migliaia di tipi di piante che spezzano lo stile nazionalista della struttura e che garantiscono un fogliage diverso durante tutto l'arco dell'anno. «Ho creato una sorta di riflesso verde del lago, in cui il design delle piante replicasse il movimento delle onde», spiega il botanico. Al centro del giardino principale una piscina a sfioro sul lago dà l'illusione di un unico specchio d'acqua in cui fare il bagno. Il dialogo con la natura prosegue all'interno, grazie alla scelta dei materiali, tutti naturali (il Sereno ha ottenuto la certificazione CasaClima, merito anche del sistema di risparmio energetico e di illuminazione) e prevalentemente della zama, come la pietra di Moltresio e la pietra di Fossena per i pavimenti, il travertino per le pareti dei bagni e, per alcuni arredi, graniti, legni di so-



**per intenditori  
for connoisseurs...**

noce e frassino. E continua con la palette colori, che riprende le tonalità del lago e della sua vegetazione: verde, azzurro, bronzo, grigio, che rendono l'interior essenziale, quasi monacale, ma allo stesso tempo lussuoso.

Al centro della struttura, nella lobby, lo scalone firmato da Patricia Urquiola di cui si diceva: prodotto da Fontanot, è composto da una griglia metallica di tubi ramati e da scalini in legno di noce che danno l'idea di essere sospesi ed è circondato da

vetri stoppoli specchiati che sfumano su tonalità trasparenti. La scenografica struttura della scala crea un'area separazione degli ambienti, suggerendo, al contempo, un ideale dialogo con il paesaggio, che si intravede oltre le ampie finestre, che lasciano spandere generosamente la luce del sole.

Trenta le grandi suite, tutte vista lago e tutte interamente disegnate dalla Urquiola, che per questo hotel ha progettato ogni aspetto: mobili su misura, tappeti, rivestimenti, lampade e vasche

da bagno, in gran parte made in Italy per precisa scelta dell'architetto, che ha voluto dare all'hotel eleganza senza tempo e attenzione ai dettagli garantita appunto dalla manifattura italiana degli arredi, quell'artigianalità con cui la proprietà desidera promuovere l'eccellenza locale presso una clientela internazionale. Pensate a una certa Italia degli anni '50, alle signore che facevano una scampagnata con il foulard sui capelli, al lusso di una gita in barcha sul lago (al Sereno sono tre le imbarcazioni create ad

hoc dal Cantiere Ernesto Riva, due Jetto e una Vaporina con interni firmati sempre da Patricia Urquiola). E poi pensate alle sette luciane, altra eccellenza ligure, che l'architetto ha utilizzato per i cuscini e una linea di sciarpe e foulard per le divise del personale dell'hotel, in un armonico inserimento nello spirito del luogo. Se l'intenzione era quella di creare una sorta di santuario contemporaneo, questo nuovo progetto di Patricia Urquiola si annuncia come un rifugio che promette relax e privacy. **EAT&TASTY**



#### UNA SFIDA A 360 GRADI. PARLA LO CHEF ANDREA BERTON

Classe 1970, Andrea Berton (nella foto) è uno dei più talentuosi discepoli di Gualtiero Marchesi. L'abbiamo incontrato nel suo ristorante milanese e gli abbiamo chiesto di parlarc ci della sua ultima sfida, il Berton al Lago a Torno, sul lago di Como. «L'idea è nata grazie a Patricia Urquiola che ha progettato il Sereno, l'hotel 5 stelle lusso dove è ospitato il locale. Tramite lei e suo marito ho conosciuto la proprietà, ci siamo piaciuti e, come si dice, da cosa è nata cosa. L'interior design è ovviamente di Patricia, nella cui visione estetica trovo molte affinità con la filosofia della mia cucina. In particolare il modo di rileggere in chiave contemporanea la tradizione, spingendo sul registro della leggerezza e della semplicità». Perché il lago di Como, chiediamo? «Il Lario è amatissimo dai turisti per il paesaggio, le strutture e anche il cibo. Com'è mia abitudine ogni volta che apro un locale,

anche qui riparto da zero puntando appunto sui prodotti del territorio, a iniziare dal pesce, salmerino e persico. E poi c'è una cosa che mi piace molto in questa avventura: lavorare a 360° con il ristorante, le colazioni e il servizio food a bordo piscina»!

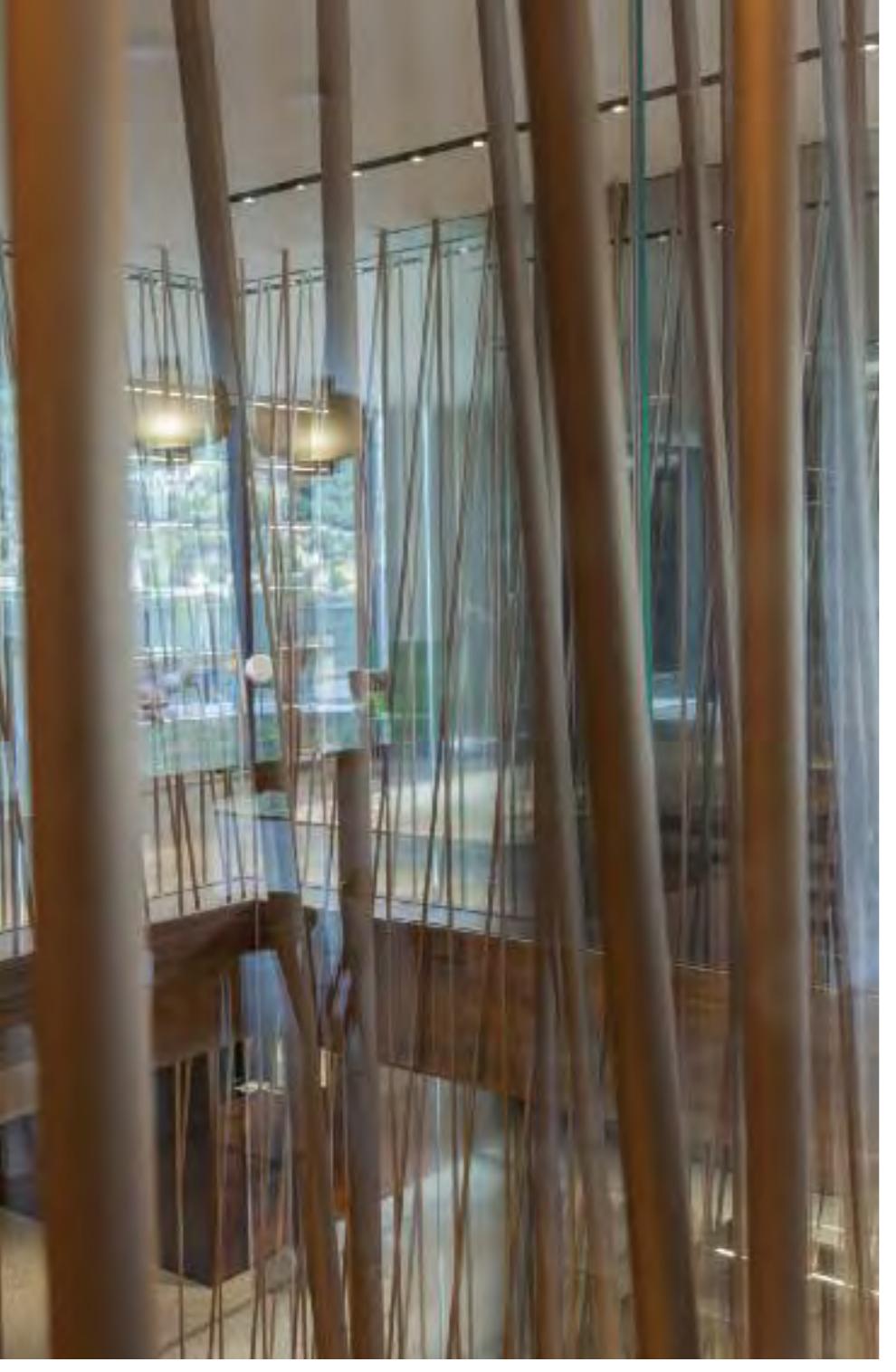


# ARareWorld.

*Hip, rare, and cozy don't often coexist, but Il Sereno  
is somehow all of the above.*

*It's the opposite of everything you know about Lake Como.  
Still, it fits in absolutely perfectly.*





*Many of the furnishings have familiar midcentury profiles, but there is no mistaking that the purpose-built nature of these interiors.*

and the other upholstered in a rich burnt orange leather. This was just the start of many living pictures thoughtfully arranged by the masterful Patricia Urquiola, whose creations are regularly sold by B&B Italia.

Once check-in was finished, we followed the way upstairs to get settled in. There are only 30 suites at Il Sereno, and here, they are all called suites. The smallest of the keys are the Lario Suite and Grand Suite Lago, single-room junior suite layouts of about 640 square feet. The range continues upwards to the 2,000-square foot Penthouse, where the lake views from the massive corner-oriented terrace could easily take your breath away. Most have ample closet space with built-in luggage storage, with the exception of the two small closets in Grand Suite Lago, which will accommodate only a small case or duffle.

Accommodation design is a continuation of Patricia Urquiola's signature. Many of the furnishings have familiar mid-century profiles, but there is no mistaking that the purpose-built nature of these interiors. In many suites, built-ins make effective use of the building's unique shape. All of the walls are paneled in rich walnut. Most bedrooms have headboards fashioned from two pieces of padding interestingly suspended between two metal bars along the wall. Movable wooden shades provide privacy for terraces, and form an evolving outer shell of the building's architecture.

After getting settled in, we headed down to Berton Al Lago for dinner. Here, Michelin-starred Chef Andrea Berton presents a creative take on modern Italian. At the entrance, we first saw a long high table with a live herb garden planted in the center. Almost all of the dining room was packed, particularly by the window, which was covered with plastic to block out the wind.

LAKE COMO is home to several legacy properties with impressive histories and storied classical décor. By contrast, Il Sereno opened just one year ago in August 2016 and features bold tableaus of contemporary furnishings. On this reliable, but sometimes staid lake shore, Il Sereno is a game changer indeed.

We arrived by train, and a driver from Il Sereno met us at the station for the 25-minute ride home. The roads here are notoriously harrowing, thin and winding along the eastern edge of the lake. From the backseat of the hotel Maserati, we were all but oblivious to the chaos.

It was nighttime when we arrived. A team of pros was standing out front to welcome us, and show us inside. The entrance felt mysteriously discreet. We saw mostly nothing, until we made our way inside and the picture of Il Sereno began to reveal itself. As we checked in, we were entirely distracted by the interiors in the adjacent lobby lounge.

By reception, there is a single-arm white floor sofa and a pair of loungers with each padded segment upholstered in a different color—chartreuse, teal, and brown, like a caterpillar. Across the way in the lounge, two duets of long sofas face one another, one grey pair,

Dinner was a hit, with the tone set by the breadbasket. The crostini, in particular, are a conversation piece. Each item we ordered was delivered with impressive speed, particularly noteworthy given the impeccably delicate plating of each dish.

We spent most of the morning repaying our sleep debt, and missed the daily breakfast service downstairs. The blackouts delivered true to purpose. Rolling up the shades, our senses were instantly awakened by the view. We needed a moment to take it all in. Continuing the theme of an easy morning, we called down to room service for some coffee. One note—though the minibar was equipped with an intriguing selection of locally sourced snacks and beverages, in-room coffee was unfortunately not in the plans. Still, room service arrived in a matter of minutes.

Who could have guessed that after missing breakfast, the most perfect day would soon unfold? It all began with an idyllic one-hour cruise along the lake, and back in time, in one of the hotel's

three custom Cantiere Ernesto Riva boats. Back at the hotel, we returned to Berton Al Lago for lunch on the patio, hands-down the best pasta of the trip. Afterward, we made our way to the spa for a most relaxing one-hour massage.

Our only regret was not making it to the spa sooner. The unique facility has been built into the rock, including a jacuzzi cave with lake views. The stay is worthwhile for this setting alone. Less crucial, there is a small gym downstairs with limited equipment. It's the perfect excuse to skip your workout.

The cool young staff at Il Sereno delivers a service experience to match the décor. Calls to reception always felt very casual, but each of our requests was always followed by a returned call and perfect execution.

Hip, rare, and cozy don't often coexist, but Il Sereno is somehow all of the above. It's the opposite of everything you know about Lake Como. Still, it fits in absolutely perfectly.

## DOS & DON'TS

**DO** make your way to the spa right away. The jacuzzi cave is not to be missed.

**DO** book an afternoon on the lake for a step back in time. The family namesake Cantiere Ernesto Riva has been known for its hand-built watercraft since 1771.

**DO** plan to venture out, or order in, some evenings. The inventive dinner presentations of Berton Al Lago are best experienced once or twice per stay.

**DON'T** be surprised if you feel inspired by the interiors. We snapped a few photos to file away as inspiration for our own future projects.

**DON'T** expect the area's typical white glove style. Il Sereno provides a more relaxed variety of can-do.





# Harper's BAZAAR

*Opening a modern boutique hotel on the shores of Lake Como to stand amid the much-loved grandes dames was a bold move, but one that has paid off for the Sereno Hotels group.*

It enlisted the help of the acclaimed Spanish architect Patricia Urquiola to design the 30-suite sanctuary, a glamorous blend of wood, copper and stone, which is both soft and sculptural, and filled with handsome furniture.

Throughout the property, floor-to-ceiling windows give panoramic views of boats criss-crossing the blue waters, which can also be appreciated from one of the fern-green loungers by the heavenly 60-foot infinity pool. In the evening, dine on luscious spaghetti carbonara or freshly caught lake fish at Ristorante Berton Al Lago, before venturing out for a romantic trip in one of the hotel's wooden Riva boats, as the village lights twinkle in the hills around you.

LH



**AFAR**  
EXPERIENCES

Il Sereno Lago di Como.  
Finally, a contemporary hotel to match  
Lake Como's glamorous image.

# Condé Nast Traveler

TRUTH IN TRAVEL

## REAL COOL KID

THE SHORES OF LAKE COMO ARE ELEGANTLY FRILLED WITH GRANDE DAME HOTELS. NOW A CLEAN-LINED UPSTART IS BRINGING AN UNBUTTONED, PARED-BACK LOOK TO THE PARTY

BY MICHELLE JANA CHAN



## WHERE TO STAY

"FANCY A RIDE?" 'Sure,' I said. Duilio pointed at the mahogany Riva Jetto tied to the dock. 'That's the pretty one,' he said, tossing me the keys. You don't need a boat license. Have fun.' 'Do you need to have it back by a certain time?' I asked, pretending it was no big deal. 'No, it's all yours.'

I untied the ropes, turned the keys and motored, rather too aggressively at first, into the wide-open, mossy-green waters. Had I really just been given a Riva to cruise Lake Como? I pinched myself. I'm not the first to be seduced by the unimaginable allure of Como. It has served as an escape from hot, sweaty, city summers since the Roman Empire. The lakeshore architecture is a testament to this history, from the walled city of Como built by Julius Caesar to Pliny the Younger's villa, from Renaissance Palazzos with grand facades, 10 sash windows by five, manicured gardens and cypress trees to pretty little houses in butter-yellow, cream and rose with terracotta-tiled roofs.

Yet it is still the lake itself that's the wonder, more like three steep-sided fjords joined at a nexus – which by chance is the enchanting town of Bellagio – with slender proportions and deep waters bound by imposing mountains clad in chestnut trees and conifers.

Where the cliffs are too sheer, pale granite peeps through the thick vegetation. The latest, greatest place to stay among all this incredible loveliness is Il Sereno, the second property by have Le Sereno in St. Barth's, a handsome hotel, clean and elementary, and the favourite of a Manhattan crowd. The family choose their destinations well. And their designers. In St. Barth's they went with Parisian mastermind Christian Liagre. Here, they plumped for Patricia Urquiola, one of the most prolific and talked-about interior, furniture and product designers (Mandarin Oriental in Barcelona, Das Stue in Berlin), who also dabbles in architecture. And boy, she has created a modern masterpiece. So how to go about designing a new hotel on Lake Como to stand proud next to big-hitters such as Villa d'Este and Villa Tremezzo? Two hard-and-fast rules: avoid historical; avoid repro.



But it's still complicated, not least because Mr and Mrs Contreras are architects themselves, as is their daughter, and their sons are engineers, which is the training you might need to build a hotel jutting over the water and cut into the solid rock of a cliff-face. But the family assure me they aren't meddlesome. I called [Urquiola] because she's better than us,' the father, Ignazio Contreras, says frankly and with a twinkle. 'She's a hurricane.'

Como has a long history of architectural movements, even as recently as the early 20th century. The simple, stark Casa de Fascio in the town of Como is a precursor to modernism and seriously radical when you realize it was constructed not far off 100 years ago. The building was,

in part Urquiola's or very obvious inspiration, or starting place. But instead of concrete here there is glass and sliding louvres made of tulipier wood; it's still boxy and linear with strong grid work, yet camouflaged by wobbly reflections of the lake and green walls. There are echoes of Scandinavian cabins and Japanese ryokans where nature plays a more dominant role than the man-made. 'We didn't want to make an impact,' Ignazio tells me. 'You don't want to come to a place like Como and say, "We are here, we've arrived."

But move inside and the design statement is strong. As the new art director at Cassina and a key player at B & B Italia, Moroso and Alessi, Urquiola is an interiors phenomenon. At the centre of



the atrium is a stairway caged by glass and vertical copper poles with wide, heavy-set treads that seem to levitate. In the 30 suites, which all face the lake, there are dozens of styles of chair, sofa and lounger – hand-braided nautical rope; a mix of leather and worsted-spun fabrics in saddlebag brown, denim blue and steel grey – alongside iridescent glass tables shimmering in the pinks, blues and greens of soap bubbles. In the bathrooms tortoiseshell travertine sinks stand opposite matt-white bathtubs. And the lighting is just right; bright lamps for reading and subtle elsewhere. The gardens are bountiful, thanks to Patrick Blanc, a rock-star botanist with green hair and green nail polish, who's responsible for the 300 different plant



species in the vertiginous green walls. On the horizontal plane, landscaper Flavio Pollano has terraced the rock-face, planting orange trees, oleander, fan palms and a large plane tree beside the green-marble lap pool.

There is a very good casual restaurant, with seating outside and in, by Andrea Berton of Milan's one-Michelin-starred Ristorante Berton. It serves pan-fried verollo fish from the lake, caught by a groundsman, a two-inch-high veal Milanese coated in breadcrumbs as fine as pixels, and al dente minestrone which tastes more like a warm, crunchy salad. All of this is paired mostly with Italian wines, including 20 choices of grape and spumante that puts Champagne to shame. Il Sereno has been crowned the innovative, invigorating design hotspot on the lake. And the Contreras family tells me they are dreaming up a third hotel in Venice, and then perhaps the South of France, promising new properties with enviable addresses with the most sought-after designers.

I loved the location. And I loved the design. But of course what I loved most were the three Rivas. And really that is the only thing you should do on Como. Take a boat out. Hug the shore with all its glories. Then make your way to the middle of the lake, kill the engine, take off your clothes and jump in.

### MADLY, DEEPLY

#### STARCHITECT PATRICIA URQUIOLA'S LOVE AFFAIR WITH THE LAKE

'What I like best about Lake Como is the feeling that you are back in the 1950s. I adore the colours, the changing light throughout the day, the green and blue reflections in the water, the sharp lines of the mountains and sky. For those of us living and working in Milan, Como is our closest escape. It makes a nice break for lunch on a sunny day. I like to just sit outside and watch the lake, or take a small motor boat to get out on the water. Looking at its surface has such a calming effect on me. One of my favourite places on the lakeshore is the 16th century Villa Pliniana, where the Sereno hotel group holds special events. The waterfalls, coming down the mountain behind it actually flow through the villa and into the lake. That cascading water has been written about for 2,000 years, by the likes of Pliny the Younger and Leonardo da Vinci. The guest list of those who have stayed at the villa is incredible and includes Byron, Shelley, Puccini, Bellini, Liszt and Rossini, who composed the opera Tancredi there. The history, the heritage, this is what makes Lake Como so very special.'



**Bloomberg  
Pursuits**

# Il Sereno Is Europe's Most Luxurious New Hotel

## It's a bold claim, but it sure stands up.

by **Nikki Ekstein**

Didn't snag an invite to crash with George and Amal Clooney at their villa in Lake Como this summer? Shrug it off. All the cool kids are staying somewhere else this year anyway.

Opening on August 1, Il Sereno Lago di Como is one of 2016's most hotly anticipated hotel debuts—and perhaps the buzziest, most stylish new place to stay in all of Europe. It's a spinoff of the exclusive Le Sereno in Saint Barthélemy, built by the same owners; it's on the edge of a cliff in a quiet and secluded Como town called Torno, set on the south-

western corner of the glamorous, horseshoe-shaped lake.

But this isn't just another Lake Como grand dame, filled with century-old antiques or crushed velvet window drapes. This is Lake Como for the next generation. It's less Oscar de la Renta and more Alexander Wang.

The hotel's 30 suites run upwards of \$800 per night and are already sold out for the first few weeks. For those who can get in while it's still peak season, here's a primer on the hotel's most impressive design features. Pocket the intel and your

fellow jetsetters will think you're already a regular.

### Custom Pieces Everywhere—including Some You Can Buy

Milan-based designer Patricia Urquiola is known for many things. She's designed furniture collections for Louis Vuitton and B&B Italia, has work in New York's Museum of Modern Art, and earned royal distinction in her home country of Spain. She's been called "the most

important female designer in the world today" by the CEO of the Italian home design brand Boffi. So when you tell an interior design aficionado that you're sleeping in rooms of her design, as you will at Il Sereno, their ears will perk up, guaranteed.

Owner Luis Contreras and his partners gave Urquiola two main mandates: create the same open-concept feel that makes the St. Barths property so special, and use as many local artisans as possible. (Milan, after all, is less than 40 miles away—and the countryside between the fashion capital and Como is home to many of the world's best furniture makers.)

In the airy, living room-like lobby, Urquiola and a local builder have created a 22-foot-tall walnut wood staircase where each step looks like it's floating in mid-air. As if it wasn't dramatic enough, the whole thing is shrouded by a boxy structure made from copper pipes.

Nearly all of the furniture in the lobby and suites comes from top Italian names like B&B Italia, Cassina, and Molteni—much of it purpose-designed by Urquiola and then manufactured locally. "Even the mattresses for the bed are made a few miles from Como," said Contreras in an interview.

The most special pieces to look out



### The Most Serene Place for Sundowners in All of Como

Sit on the hotel's main terrace, lined with plush couches and nest chairs

in ivory and wood tones, and you'll have picture-perfect views in every direction. Straight ahead: the wide open expanse of Lake Como, with terracotta roofs peeking out from the mountains along its shores. Above you: open skies, or retractable shades in a brilliant white fabric. And behind you: Le Miroir Vert du Lac ("The Lake's Green Mirror"), one of two vertical gardens created for the hotel by world-class botanist Patrick Blanc. It's made up of 2,000 individual plants and more than 130 individual species, according to Contreras.

## The Chicest Way to Get to Dinner in Bellagio

No trip to Como is complete without zipping around the lake, James Bond-style, in a gleaming, all-wood motorboat. Il Sereno has two of them, custom-designed by Urquiola and crafted by boatbuilding legends at the 250-year-old Cantiere Ernesto Riva. Their distinctive feature? Extra tall cabins, so you can comfortably stand up to take in the scenery. Use them to zip up to Bellagio, a half hour north of Torno town—no license needed.

## Where VIPs Will Stay—and a Quick History Lesson

About a half-mile from Il Sereno, the Contreras family is operating another, more traditional exclusive-use property called Villa Pliniana, which also bears design from Urquiola. It dates to the 16th century and is set on 18 lake-front acres, with 19 bedrooms and three stand-alone villas on its grounds. (The whole place sleeps 39 guests.) If you're thinking "celebrities and their entourages" or "wedding of the century," you're spot on—not least because of the villa's incredibly history.

According to a rep for the hotel, the villa's site was noted in the history books as early as the first century A.D., when Pliny the Elder wrote about a fountain in its courtyard. Among its later admirers: Napoleon and Lord Byron. Leonardo da Vinci

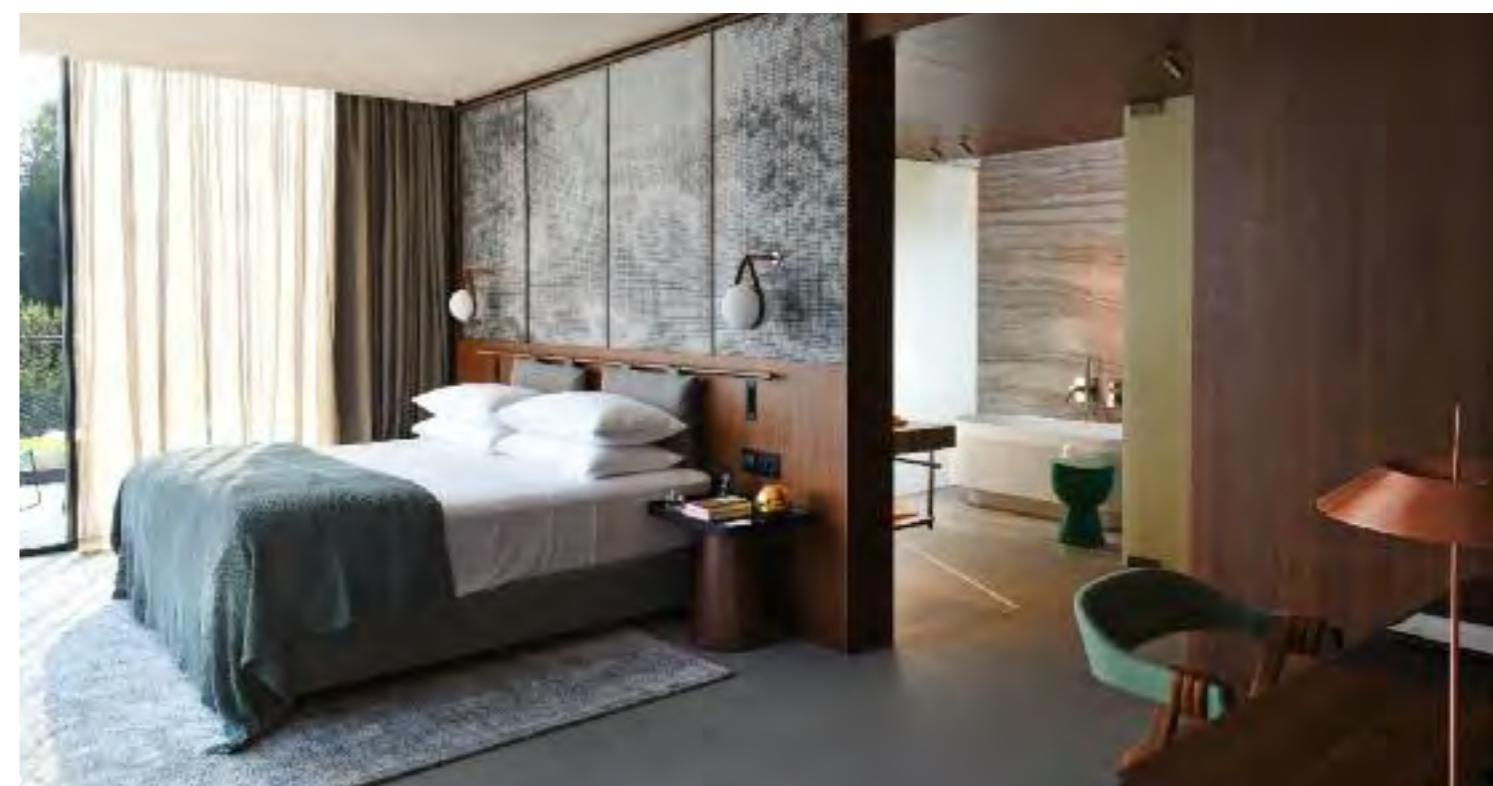


## A Gift for Each Guest

Those fabulous silk scarves in each room aren't just decorative objects. They're made with local silk, in patterns designed by Urquiola—just like all the staff uniforms—and serve as souvenirs to take home. Beats stealing the robe.

and Percy Shelley both wrote about its beauty. Said Percy in a letter to a friend dated 1818, "On one side is the mountain, and immediately over you are clusters of cypress-trees of an astonishing height, which seem to pierce the sky. Above you from among the clouds, as it were descends a waterfall of immense size, broken by the woody rocks into a thousand channels to the lake. On the other side is seen the blue extent of the lake and the mountains speckled with sails and spires..."

Not checking in with 38 of your closest friends and family? No matter. Get a glimpse of the spectacular property while you're sailing around the vicinity.



ELLE DECOR

ITALIA

# EXTRA- ORDINARY DESIGN

Sul lago di Como  
L'hotel il Sereno, l'ultimo progetto  
di Patricio Urquiola: un dialogo con  
la natura e la storia

di Rosaria Zucconi



Il cortile a cielo aperto con scultura verde di Patrick Blanc illumina la reception. Design Urquiola per il Bend Sofa di B&B Italia, le poltrone Lilo di Moroso, il tappeto custom made di Ruckstuhl e il tavolino Shimmer di Glas Italia, con lampada di Anastassiades. Tavolini di Cassina.



**LA PARTICOLARE LUCE DEL LAGO ENTRA NELLA LOUNGE  
DALLA TERRAZZA PERIMETRALE. ARREDI DI DESIGN ITALIANO  
E SU PROGETTO, MATERIALI E COLORI NATURALI TRASMETTONO  
AGLI OSPITI UN SENSO DI RILASSANTE ELEGANZA.**

Nella biblioteca della lounge, che continua nella terrazza, poltrona di Cassina, design di Franco Albini, divano Husk di B&B Italia, tappeto di Warli. Pagina accanto, dall'alto, uno spazio di convivialità con poltrone di Coedition, tavolini di Cassina e divani di Moroso, come quelli della foto in basso, che si alternano con modelli di B&B Italia, mobili d'appoggio in legno e marmo, su disegno, lampada Flos. All'esterno, l'acqua della piscina incontra il lago.





È felice Patricia Urquiola quando sbarca dalla classica Vaporina del cantiere Ernesto Riva, di cui ha curato il design degli interni, guardando Il Sereno. "Questo hotel 5 stelle nasce in un territorio speciale, con un genius loci storico e naturalistico molto forte, la sua architettura vuole essere un'interpretazione in chiave contemporanea dell'identità lariana che affascina tutto il mondo. Il rapporto di empatia e di complicità culturale con la proprietà, la famiglia venezuelana Contreras, è alla base del progetto. L'amore per il lago di Como di Luis Contreras, che si è trasferito in Italia per rendere tutto questo realizzabile, mi ha contagiato dal primo momento. Al centro di ogni pensiero è stato il rapporto con l'ambiente. Come guardi il lago e come il lago guarda te, come la piscina a pelo d'acqua protetta dalle rocce naturali non si percepisce dal lago, ma regala l'emozione di immergersi nelle sue acque. La luce è stata l'altro elemento imprescindibile, è brillante e soffusa, magica al tramonto. È stata sempre concepita dal fuori al dentro. Inevitabilmente la mia memoria è andata a Giuseppe Terragni e alla Casa del Fascio a Como, icona dell'architettura razionalista che esalta uno dei temi che sento di più, le logge, elemento di profondità in facciata. In ogni camera la luce entra attraverso logge di generose proporzioni e si diffonde all'interno, pian piano sfumando sul fondo. Nei corridoi dai colori neutri e pareti in legno la luce è minima, si entra nelle stanze dal buio". Guidati dall'architetto Urquiola ripercorriamo ogni dettaglio del progetto. Dall'arrivo via terra, attraverso il caratteristico paese di Torno, nel piccolo piazzale lungolago. L'attenzione è subito catturata da un segno contemporaneo: il portale di accoglienza immerso nel giardino. Da qui una leggera passerella corre sospesa fino alla grande terrazza su cui si affaccia la lounge, portando lo sguardo sugli spazi relax, con piscina e imbarcadero. "Inizialmente la nuova architettura doveva crescere sopra la darsena, ma dopo un costruttivo dialogo con gli enti locali abbiamo pensato di arretrarla di 4 metri. Dal lago la tradizionale rimessa delle barche è ancora percepita come elemento del paesaggio". Si è così creato un nuovo spazio all'aperto: la terrazza. Da qui l'ingresso all'hotel si apprezza come una fessura alta e buia, una secca entrata nell'architettura, stretta tra la roccia e il lago. Dal buio alla luce, grazie al taglio orizzontale sulla parete del corridoio e al piccolo cortile a cielo aperto nella reception. Al centro del piano terra un volume trasparente, che l'architetto Urquiola definisce il cuore pubblico dell'edificio, penetra dall'interno fino al livello del lago. Avvolto da una palafitta di tubi in rame, per rendere invisibile la struttura di sostegno, contiene uno scenografico scalone con gradini sospesi che porta alla darsena. La rimessa per le barche di un tempo è recuperata come spazio di convivialità, con il ristorante Berton al Lago, meta gourmand internazionale, aperto agli ospiti non residenti. "Oggi il concetto di lusso per un hotel 5 stelle consiste nella qualità del sistema costruttivo, rigorosamente sostenibile, e nel rapporto che riesce a creare con un intorno di valore. L'architettura ti riceve, ti invita nelle parti comuni, ti accompagna alle stanze, ti lascia memoria del luogo", conclude Urquiola. Gli ospiti de Il Sereno respirano l'aria dolce del lago, sentono l'architettura, ne diventano partecipi. Nelle logge sono entusiasti di poter spostare i frangisole in legno per disegnare il loro rapporto esclusivo con il paesaggio. —



In alto, Patricia Urquiola nella terrazza con arredi di B&B Italia. Sul muro l'opera, intitolata 'Miroir vert du lac' di Patrick Blanc, porta il verde in facciata. Pagina accanto, il corridoio d'ingresso con pareti altissime, legno da barca sul soffitto e il taglio di luce sull'intervento di Blanc 'Le Canyon', una nuova pelle botanica tra la roccia e l'architettura.

# Wallpaper\*

## Clean break

A new Lake Como hotel by Patricia Urquiola discreetly reflects its surroundings

WRITER: GUY DITTRICH

The vertiginous topography of Lake Como, in the Southern Italian Alps, is home to a new hotel. Perched on the lake's eastern shore, il Sereno Lago di Como is a sister property to the Christian Liaigre-designed Le Sereno Saint-Barthelemy in the Caribbean.

This time, the cultured hand of Spanish architect Patricia Urquiola has been involved in every detail of the new property. The 'absolutely clean' architecture is a series of loggias topped by a flat garden roof, inspired by the modernist Casa del Fascio, designed by Italian architect Giuseppe Terragni, while the interiors have a subtle connection to the surroundings. 'What guests see from the view – the water, stone,

greenery or boats – is reflected in the interiors of the hotel,' says Urquiola. 'I have tried to integrate the identity of the place in a contemporary way.'

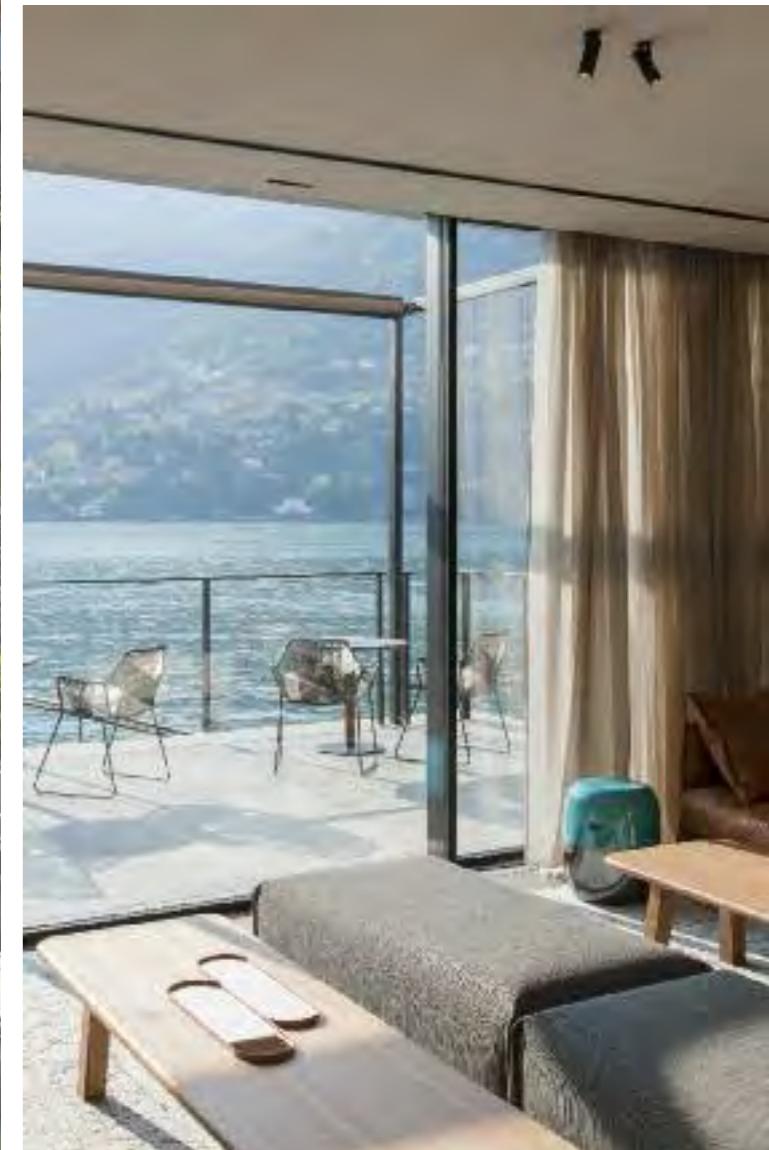
This is evident in the use of local stone Ceppo di Gré and Pietra de Fossena, in the walnut used for rough-cut wall panels, and in the subtle palette of earthy greys and browns, accented with a few greens. Enhancing the link between indoors and out are architectural elements such as the black steel balustrade mesh, which is repeated in the interiors and in the silicone-jointed decking of the hotel's three Riva boats, made at the brand's boathouse on the neighbouring Lake Iseo. Furnishings meanwhile include select pieces from Urquiola's

own portfolio of designs for Italian brands such as Cassina, Kettal, Moteni, B & B Italia and Moroso, which serve to expand the local connection. 'I am very proud to be using them,' says Urquiola. Specially commissioned for the hotel are door handles by Olivari, Axor Hansgrohe taps, lighting by Flos and the 'Lariana' bathtub by Agape.

Guests arrive at a 20ft-tall entrance door through gardens planted by vertical garden inventor Patrick Blanc, who has also installed three works of art featuring thousands of plants. A walk-way looks down on the lake-level restaurant, Ristorante Berton Al Lago, and the 18m infinity pool, which set along part of the resort's 140m shoreline, drops directly

The lounge/terrace with urquiola's custom walnut table, produced by interior plus; custom pouffes, produced by moroso, in kvadrat fabric; and 'tropicalia' chairs, for moroso.

Opposite, sliding wood louvres bring dynamism to the exterior.



# MADAME

AIRFRANCE

## *La magie DU LAC*

Lake Como dreams

L'architecte d'intérieur Patricia Urquiola signe l'hôtel Il Sereno Lago di Como, réalisant à Torno un brillant exercice de design, en écho aux eaux du lac de Côme dans une fluidité délicate et chic.

*With its design by Patricia Urquiola, the hotel Il Sereno Lago di Como is an ode to contemporary comfort and elegance, echoing the beauty of Italy's most famous lake.*

*Par FRANÇOISE HA VINH*

**S**ITUÉ à deux heures environ de Milan, le lac de Côme jouit d'une situation remarquable dans les contreforts alpins. Ce joyau naturel encaissé est entouré de hauts massifs à la végétation dense. Mais ce qui attire et ne lasse jamais le visiteur de ces lieux, ce sont ses eaux profondes qui se parent de teintes bleues tirant sur les verts ou les gris et qui, au gré de l'humeur des journées, deviennent inspirantes ou inquiétantes. Il y a aussi ces remarquables changements de lumière. Ici des zones d'ombre qui enveloppent les rives, là des villages baignés par la lumière du soleil. Ceux-ci s'étirent à flanc de colline en de véritables mosaïques colorées où les ocre flamboyants ravivent les roses pastel, ou les gris satinés des habitations se réchauffent dans les reflets du couchant. Et puis il y a le ciel et son ballet de nuages qui se reflètent à l'infini dans le miroir des ondes lacustres. Incontestablement, le lac est maître, donnant le diapason au promeneur qui foule ses berges.

Il a toujours attiré les grands de ce monde. Dès l'Antiquité, Pline l'Ancien puis son neveu, Pline le Jeune, y séjournaient dans leurs villas respectives. Au XIX<sup>e</sup> siècle, son aura romantique exalte les artistes. Il devient le témoin d'amours passionnées, comme celles que vécurent le compositeur Franz Liszt et Marie d'Agoult, femme de lettres française. Il s'ancre dans la littérature italienne avec le chef-d'œuvre d'Alessandro Manzoni, *I Promessi sposi* (*Les fiancés* en français). Stendhal, grand amoureux du lac, le citera dans *La Chartreuse de Parme*. Au fil des siècles, ses rives s'ornent de somptueuses demeures entourées de jardins extraordinaires, comme la Villa Carlotta, la Villa Melzi, la Villa Pliniana...

Aujourd'hui, le lac de Côme peut s'enorgueillir d'un nouveau bijou architectural. Installé dans la bourgade de Torno, sur la rive est, au sud du lac, l'hôtel Il Sereno Lago di Como est la deuxième propriété du groupe Sereno Hotels. En 2005, le propriétaire du groupe, Luis Contereras, lançait le Sereno Saint-Barth sur l'île de Saint-Barthélémy, boutique hotel designé par Christian Liaigre.



A SHORT DRIVE from Milan, Lake Como is a gem of nature, a vast expanse of blue surrounded by green hillsides, with the snow-capped Alps in the distance. But what captivates the visitor most is the water itself, its azure surface tinted with green or gray and its mood shifting with the weather, by turns inspiring or disquieting. Around the lake, the changing light is a spectacle unto itself: a stretch of shoreline draped in shadow, a village bathed in sunshine, its houses a mosaic of ochre and pastel pink, fading to satiny gray at twilight...

Lake Como has been a prized destination for centuries. Already in ancient times, Pliny the Elder and his nephew Pliny the Younger had villas here. In the 19th century, the region's romantic aura made it a pilgrimage spot for artists and the scene of passionate love affairs, like that of the composer Franz Liszt and the French author Marie d'Agoult. The lake figures prominently in literary works like Alessandro Manzoni's masterpiece *I Promessi Sposi* (*The Betrothed*) and Stendhal's *The Charterhouse of Parma*. And over the centuries, its shoreline has been transmuted by palatial estates and mansions surrounded by sumptuous gardens: Villa Carlotta, Villa Melzi, Villa Pliniana...

Today Lake Como boasts a new architectural jewel. In the town of Torno on the southeastern shore, the hotel Il Sereno Lago di Como is the second opus of the Sereno Hotels group. When its first boutique hotel opened in St. Barts in 2005, with a design by Christian Liaigre, it was an instant success. Sereno director Luis Contreras then began looking for a location in Europe. In 2010 he purchased a property on Lake Como and oversaw the construction of a building inspired by >

*Cé-canne, à gauche : les salons de repos et l'lobby avec bibliothèque et larges baies vitrées intenant à contempler le lac. Cé-droite : la chambre de l'une des deux Pendouze ; bûche de noyer, tapis avec un élégant imprime de mimosas composent la tête de lit, applique en cuivre, suspension en cuivre, cuir et verre opales. Pige d'gauche : un bureau à genoux ; le lobby, avec des ouvertures vitrées sur le jardin suspendu réalisé par le paysagiste français Pouliquen. Le mobilier est signé Paulien Uquino avec une collection de malabés vertes et bleues pour les tissus. Pige d'gauche, en bois à droite : l'escailler suspendu, en moyen massif andésien, est signé par l'entrepreneur italien Toninato.*

Le succès est immédiat. Très vite, naît l'envie de créer en Europe une deuxième entité hôtelière toujours sur le mode du chic contemporain. En 2010, il acquiert une villégiature en bordure du lac de Côme et fait appel à l'un de ses amis, le botaniste français Patrick Blanc, créateur de fabuleux murs végétaux. Le cadre enchanteur sera parfait pour l'ambitieux projet qui prendra forme dans un bâtiment aux lignes rectilignes, bien ancré dans son temps, inspiré de *La Casa del Fascio* (1936) à Côme réalisée par l'architecte rationaliste Giuseppe Terragni. Patricia Urquiola, la designer espagnole installée à Milan, est approchée. Elle se décide sans hésiter. Reconnue dans le monde entier pour ses réalisations, auteure de projets hôteliers très remarqués comme le Mandarin Oriental de Barcelone, elle a quasiment carte blanche. "Tout est signé par elle, le mobilier, l'aménagement intérieur, la vision de l'espace et des volumes. Mais c'est indéniable, le lac a été l'élément clé inspirant", souligne Luis Contreras. >>





« La Casa del Fascio in Como, an angular modern palazzo by the nationalist architect Giuseppe Terragni. Next he called upon the Milan-based Spanish designer Patricia Urquiola. Renowned worldwide for her furniture and décors (like the Mandarin Oriental in Barcelona), she was virtually given carte blanche. "She created everything," Contreras emphasizes, "from the interiors to the furnishings, the vision of the space and the volumes. But through it all, the lake was the prime inspiration."

The color scheme features an aquatic palette of greens, grays, browns and taupes. The materials are of the finest quality, with walnut, leather, accents of copper and bronze, and stone like Travertino Noce marble and Verde Karzai granite. The furnishings are a veritable compendium of Urquiola's bestselling designs, produced by prestigious houses like Cassina, B&B Italia, Moroso, Driade, Flos for the lamps, Axor for the plumbing fixtures... And all this refinement is matched by comfort. In the lounges, guests can curl up in an armchair and relax, perusing an art book from the library and savoring a delightful languor, lulled by the harmony of the décor and the murmuring of the lake. ■

► Voler : vols AIR FRANCE Paris-Milan, rens. 9054, airfrance.com  
► Se loger : IL SERENO LAGO DI COMO, Via Tiberella 10, I-22050, Italie, ilsereno.com. Membre de The Leading Hotels of the World, ihw.com  
► Architecture et décoration : PATRICIA URQUIOLA, patriciaurquiola.com  
► Meubles design : PATRICK BLANC, mureqctalpatrickblanc.com  
► Livre : "PATRICIA URQUIOLA, TIME TO MAKE A BOOK", de Patricia Urquiola, ed. Rizzoli New York, 2013.



« L'architecte a puisé dans les eaux profondes du lac pour établir sa palette de camées de couleurs, des verts, des gris, des bruns, des taupes... Les matériaux sont nobles, comme le bois de noyer américain, le cuir est omniprésent, les tissus de laine enveloppants, le cuivre et le bronze réchauffent les pierres telles que le travertino noce, le granit Verde Karzai ou le marbre vert, qui apportent pour leur part de la puissance aux volumes. Patricia Urquiola a su jouer avec la lumière naturelle qui pénètre le bâtiment grâce aux larges baies vitrées. Partout l'on retrouve ses meubles, véritables best-sellers édités chez Cassina, B&B Italia, Viccarbe, Moroso, Artelano, Driade, les luminaires Flos, la robinetterie Axor Urquiola... ■

Le talent de la designer s'exprime enfin dans la mise en espace de ce mobilier : le résultat est un brillant exercice de chic contemporain élégant, dont émane un sentiment d'épure et de raffinement, doublé d'un confort absolu. On se plait à se lover dans un large fauteuil, l'esprit porté par de douces réveries, à feuilleter l'un des beaux livres de la bibliothèque et à se laisser porter par une douce torpeur, baigné par les ondes du design et les murmures du lac. ■

# traumhaus

DAS SCHWEIZER MAGAZIN FÜR PLANEN, BAUEN, WOHNEN

## DESIGN AUF HÖCHSTEM NIVEAU

Die Küste des bezaubernden Comersees ist um eine Perle reicher geworden. Das Hotel II Sereno strahlt zurückhaltende Eleganz aus und bietet seinen Gästen jeden erdenklichen Luxus. Architektur und Design stammen aus der Feder von Patricia Urquiola.

TEXT DONIKA GJELOSHI



In anmutiger Schönheit schmiegt sich das Luxushotel II Sereno an die östliche Küste des Comersees. Nur sechs Kilometer von der Innenstadt von Como entfernt wird das Hotel vom kleinen Dorf Torno beherbergt. Bei der Anfahrt durch die typischen schmalen Gassen alter italienischer Dörfer deutet nichts auf ein Luxushotel hin. Umso überraschender ist es, wenn sich einem am Ende der Via Torrazza der Anblick des eleganten II Sereno eröffnet.

Bereits beim Gang über die kleine Brücke von der Einfahrt zur Rezeption präsentiert sich das Hotel mit seinem Infinity-Pool und der Bootsanlegestelle von seiner schönsten Seite und weckt im Besucher die Vorfreude auf den bevorstehenden Aufenthalt. Der Garten lädt zum Flanieren

ein und ist zu jeder Jahreszeit mit einer duftenden Blumenpracht geschmückt. Drei Skulpturen vom renommierten Gartenarchitekten Patrick Blanc ergänzen die Gartengestaltung.

### IN INTIMER ATMOSPHÄRE

Egal, welche der 30 Suiten man für seinen Aufenthalt wählt, der Gast kommt in jedem Fall in den Genuss einer sorgfältig eingerichteten, gepflegten Suite mit Ankleide, Badezimmer, Schlafbereich und privater Terrasse, wobei man bereits vom Bett aus die Aussicht auf den Comersee erleben kann. Es ist einem glücklichen Zufall zu verdanken, dass dieses Hotel in Torno entstand. Nach Fertigstellung

der Sereno Villas in St. Barthélémy schaute sich der Besitzer Luis Contreras nach einem neuen Projekt um. Über eine zufällige Bekanntschaft mit Gästen aus Mailand erfuhren er von einem zum Verkauf stehenden Grundstück in Torno. Nach dem ersten Besuch war der Entscheid schnell gefällt: Wo eine alte Villa und heruntergekommene kleine Häuser aus den 60er-Jahren standen, sollte das neuste Mitglied der Sereno Hotels entstehen. «Wir wollten keine antike Villa aus dem 18. oder 19. Jahrhundert nachahmen», erklärt Luis Contreras. «In Torno befinden wir uns nur wenige Kilometer von Mailand entfernt, wo einige der weltbesten Architekten und Designer leben, und nur wenige Minuten von Brianza, wo legendäre italienische Möbelmarken ihren Sitz haben. Deshalb wollten wir einen lokalen Designer engagieren, der mit lokalen Herstellern zusammenarbeitet. So dachten wir sofort an Patricia Urquiola und waren extrem froh darüber, dass sie ihre Mitarbeit an diesem wunderbaren Projekt zusagte.» Beim Bau des Hotels wurden die Strukturen der alten Bootshäuser aus dem lokalen Naturstein beibehalten. Darauf aufgebaut wählte man natürliche Materialien, wenn möglich regionaler Herkunft. So kam es, dass in der zeitlosen Eleganz des Hotels die Materialien Stein und Holz eine tragende Rolle spielen. Kupfer, Leder, Marmor, Glas und hochwertige Textilien in sanften Erdtönen mit kräftig grünen Akzenten tragen ihren Teil zu einem schlichten und geschmackvollen Erscheinungsbild des Hotels bei. Nicht nur die Architektur, auch das Interieur trägt die Handschrift von Patricia Urquiola. Möbel und Accessoires, die sie für Hersteller wie Cassina, Moroso, Molteni oder Glas Italia design hat,

bestimmen die Einrichtung. Einzelne Objekte wurden exklusiv für das Hotel entworfen, wobei einige davon mittlerweile auch im Handel erhältlich sind. So zum Beispiel die Badewanne «Lariana» von Agape.

Im II Sereno wird den Gästen jeder Wunsch von den Lippen abgelesen. Das junge, engagierte Personal ist zuvorkommend, freundlich und geht seiner Arbeit mit Leidenschaft nach. Das gilt auch für das separat geführte Restaurant im untersten Stock, wo die Gäste mit traditionellen und internationalen Gerichten kulinarisch verwöhnt werden.

Ein weiteres Highlight ist der Infinity-Pool, in dem es sich wunderbar entspannen lässt. Wer Abkühlung sucht, kann über einen kleinen privaten Strand in den Comersee eintauchen. Der See und die umliegenden Dörfer lassen sich auch mit dem Boot erkunden. Dazu stehen zwei Jetos bereit, kleine Motorboote aus Holz, die von jedem ohne Führerschein gesteuert werden können. In den edlen, in Laglio produzierten Booten aus der Manufaktur von Ernesto Riva kommt schnell ein James-Bond-Feeling auf, und man erlebt den Comersee von seiner abenteuerlichen Seite. Für eine geführte Rundfahrt oder einen Transfer zum gegenüberliegenden Seeufer steht die Vaprina, ein grösseres Boot, samt Kapitän zur Verfügung.

II Sereno hat seinen Gästen vieles zu bieten. Wer einmal in den Genuss dieses Design-Hotels gekommen ist, dem fällt der Abschied äusserst schwer.



# ARQUITECTURA y DISEÑO

El nuevo hotel de Patricia Urquiola, Il Sereno, emerge de las aguas del lago Como y se sitúa como nueva pieza imprescindible de este lugar excepcional del norte de Italia.

POR MÒNICA ARTIGAS



**E**n un escenario mítico por su belleza natural, donde los Alpes se vuelven amables por amor al lago di Como, emerge en el municipio de Torno el nuevo Hotel Il Sereno, la última gran obra de la arquitecta y diseñadora asturiana Patricia Urquiola. Aguardado durante meses por quienes adoran el enclave y por los seguidores de su artífice afincada en Milán, se trata del primer hotel de nueva construcción a orillas del famoso lago en décadas, y de ahí también la expectación que ha despertado su apertura. El resultado, la foto final: una joya que, en su exterior, enlaza con el paisaje con maestría, y en su interior se convierte en un santuario de diseño que entiende el lujo con tranquilidad y elegancia.

Con 30 habitaciones de entre 65 y 200 metros cuadrados, todas con terraza y vistas sobre uno de los lagos más bellos del mundo, su fachada es una combinación grácil y transparente, sin estridencias, de materiales naturales –cristal, madera de nogal, mármol travertino...– donde se integra un jardín vertical del botánico Patrick Blanc, “Le Mirror Vert du Lac”, con más de 2.000 especies e inspirado en el movimiento del agua. En el interior, la sólida propuesta de Urquiola incluye una zona central que actúa como lobby construida en base al bronce y la madera de nogal sobre la





**“VIAJAR TANTO  
ES PARA MÍ EL  
LUJO: SEGUIR  
METIÉNDOME  
COSAS EN  
LA CABEZA”**

que luce una obra icónica: una escalera de grandes escalones encastados que flota sobre la sala. Los materiales básicos y los detalles de las zonas comunes y de las habitaciones son un canto a los colores y a los orígenes locales: abundan el mármol travertino, las paredes y suelos de terrazo veneciano y los elementos con tonalidades grises, azules y verdes, la misma paleta que se encuentra en las aguas, en las rocas, en las arboledas del entorno.

Como si los elementos del interior y exterior quisieran convertirse en un todo, y gracias a Patrick Blanc, el hotel es una obra de arte botánica constante. Y el jardín, una de sus perlas, donde una imponente piscina infinity sobre las aguas del lago corona el espectáculo natural. Una de las curiosidades del edificio se encuentra en el restaurante del chef Andrea Berton. Se trata del antiguo embarcadero sobre el que, en realidad, se construyó el hotel. Hoy es zona de mesas con sombra y vistas: un vestigio perfectamente enmarcado dentro de la proyección de Urquiola.



# Viagem

## APOTEÓTICO LAGO DI COMO

REFÚGIO DE CELEBRIDADES DESDE SEMPRE, O LAGO RODEADO DE VILAREJOS CHARMOSOS E PALACETES CLASSUDOS É, CLARO, CHEIO DE GLAMOUR. MAS RECEBE MUITÍSSIMO BEM OS SIMPLES MORTAIS



### NOVATO ESTRELADO

Com acesso por uma rua estreita no diminuto vilarejo de Torno, a 8 quilômetros de Como, o hotel 11 Sereno é a novidade do pedaço – e aposta da família venezuelana Contreras, dona do hypado Le Sereno de St. Barths, no Caribe. O novato destoa das grandes senhoras da hotelearia local. Em uma encosta, o discreto caixote de linhas finas se apoia sobre uma base de pedras, cercado de jardins verticais imbatíveis, obra do excêntrico botânico francês Patrick Blanc. As lanchas que passam por ali reduzem a velocidade para os passageiros espiarem a apoteótica piscina de borda infinita.

Projetado pela arquiteta espanhola radicada em Milão Patricia Urquiola, o design de interiores é uma obra-prima, com móveis curvilíneos e cores da paisagem (verde, azul, cinza).

Uma escada cercada de vidro leva ao restaurante Berton Al Lago, no andar inferior. No cardápio, assinado por Andrea Berton (que pilota uma casa estrelada pelo Michelin com o seu nome, em Milão), predominam os peixes de água doce. "Tenho certeza de que o George Clooney vai aparecer aqui. Não há outro restaurante no mesmo estilo nos arredores", diz Samy M. Ghachem, diretor do Il Sereno.

Querendo mais privacidade, os hóspedes podem pagar 150 000 dólares por semana para ter à disposição o anexo Villa Pliniana, palazzo do século 16 com 19 suítes e salões forrados de obras de arte. Foi o que fez Daniel Ek, fundador do Spotify, que se casou ali no último verão – tudo postado no Instagram do padrinho Mark Zuckerberg, mister Facebook.

*Bertón al Lago is  
awarded prestigious  
Michelin Star after only  
1 year of operations*



MICHELIN STAR

## The restaurant

Savor artfully prepared regional specialties with the freshest local flavors by Michelin star chef Andrea Bertón presented in a uniquely contemporary space designed by renowned Patricia Urquiola. Designed with rich traditional Venetian Terrazzo and Travertine stone, the restaurant features a beautiful large outdoor terrace overlooking Lake Como, including a section that is built right over the water. At the center of the restaurant, a dramatic and intricate stairwell solidifies the restaurant as a visual experience, as well as a culinary one. At Bertón Al Lago, guests can celebrate life, love and friendship in a casually elegant environment set against stunning Lake Como views.

## The food

At the helm of Ristorante Al Lago, Chef Bertón presents modern Italian cuisine in a relaxed yet refined atmosphere for breakfast, lunch and dinner. The menu's inspiration comes from the local surroundings—the lake with its fish and aromatic herbs, the mountains of Valtellina known for its incredible wines, cheeses and meats, and the nearby Pianura Padana, known for its risotto and other fantastic ingredients, are all incorporated in a tribute to the rich and diverse area.



BERTON AL LAGO



# LA CUCINA ITALIANA

# como

## PERCHÉ PROPRIO QUESTO LAGO

TRA MISSOLTINI E SOUFFLÉ **FIAMMETTA FADDA** CI ACCOMPAGNA  
A SCOPRIRE IN 48 ORE IL NUOVO LATO GOURMET  
DI QUEL FAMOSISSIMO RAMO... (PER CUI CI HANNO TORMENTATO A SCUOLA)  
NEL MOMENTO DELL'ANNO IN CUI È PIÙ MAGICO E ROMANTICO

FOTOGRAFIE MONICA VIRELLA

10 & OTTOBRE LA CUCINA ITALIANA

Effetto fiaba per i funghi cantarelli con foglie di nasturzio nell'interpretazione dello chef Andrea Berton al Ristorante Berton Al Lago.



**S**iamo in barca, prendiamo un aperitivo, torniamo per cena». È l'invito che si legge sul frontespizio del menu di un ristorante del lago di Como, ed è anche la suggestione perfetta per un weekend di ottobre. Ma perché poi proprio quel lago lì? A ben pensarci, tra gli specchi che punteggiano il Nord Italia, quello di Como potrebbe accusare un certo complesso d'inferiorità. Lungo, stretto, scosceso, verbalmente orfano del ramo di Lecco, che gli è stato sottratto una ventina di anni fa quando la cittadina è diventata capoluogo di provincia, non ha né il

respiro del Garda né l'impatto scenografico del Maggiore, in netto vantaggio con la teatralità delle Isole Borromee sulla modestia dell'Isola Comacina.

E invece no. Lo affermano i «laghisti», cultori, per personale inclinazione o tradizione familiare, del fascino colto e discreto delle acque dolci. Circondato come una Shangri-La da una vegetazione verticale e compatta che si riflette nelle acque verde-cupo che non desiderano in alcun modo imitare il turchese di quelle marine, il lago di Como è la quintessenza del fascino lacustre.

Il momento magico della sua bellezza romantica, estetizzante, malinconica, è adesso, quando il turismo mordi e fuggi scompare e lascia spazio al silenzio, alle buone letture, ai virtuosi della vela, del golf, del toc-toc delle partite di tennis giocate nel verde delle ville tra amici impeccabilmente abbigliati in puro stile Finzi-Contini. Persino le celebrities hollywoodiane e i loro faraonici ospiti, quando hanno scoperto questa sorta di giardino segreto, sono stati contagiati dal suo bon ton sussurrato.

Per partecipare a questa perfezione, lo spazio di un fine settimana, alla fine 36

ore effettivamente godibili, dovrebbe liberarsi dall'obbligo feroce di vedere tutto il vedibile, anche perché il perimetro, oltre 160 chilometri, è un tuttocivere estenuante. Perciò abbiamo privile-



La versione del Tiramisu di Andrea Bertoni; lo chef col capocuoco Raffaele Lenzi.

**Torno.** Solo trenta suites, inaugurate l'anno scorso, appoggiate fragilmente sull'acqua, aperte ai venti che si spingono fin dentro le sale e le stanze, entrando nelle vetrate scintillanti. Di fronte c'è Cernobbio, da toccare allungando un dito, a destra rocce e verde fitto, interrotti dalla cinquecentesca **Villa Pliniana**, un gioiello magnificamente ristrutturato dai proprietari attuali, dove hanno fatto tappa molti protagonisti del voyage culturel ottocentesco, da Byron a Stendhal, sostato Rossini e Manzoni, e che oggi è una sorta di dépendance del Sereno. Poi di nuovo bosco, lago e la scia dei Riva di legno biondo.

Un approdo, come dire?, fusion, che unisce l'omaggio al luogo alle citazioni esotiche care a Luis Contreras, il proprietario venezuelano: pietra carsica del Brasile e frassino, una scultura di piante equatoriali e una parete istoriata

Fai. Più su, sull'Alto Lario spazzato dal Tivano, il vento freddo e teso che entra da nord, il lago cambia faccia e diventa terra di pascoli, dove nascono lo Zin-carlin, la sapida ricotta ricoperta di pepe nero; il Semuda, giallo, morbido, di mucca, adatto alla polenta; i caprini.

Ma qui la vegetazione pare studiata per costituire solo uno squisito divertissement. Difatti l'unica industria fiorente del posto era quella della seta con etari di gelsi ma vite e ulivi latitanti. Tanto che c'è voluto l'intervento di un laghista doc, il professor Gianfranco Miglio, pioniere dell'enologia lariana, erede di terreni e di una delle più belle ville del lago, a Domaso, sopra Como, per far iscrivere nel registro nazionale delle varietà il verdese, solo vitigno autoctono autenticamente comasco, sopravvissuto su piccoli appezzamenti familiari. «Una nanoviticoltura eroica, tutta in verticale», sottolinea il figlio Leo, che ha affidato la sperimentazione all'entusiasmo di Emanuele e Eleonora Angelinetta, due ragazzi che hanno messo a punto cinque vini che si possono degustare anche visitando l'azienda ([cantineangelinetta.com](http://cantineangelinetta.com)). Etichetta di punta La moglie del Re, un bianco armonico e aromatico che, insieme a una bella scelta di vini lariani, si assaggia all'Enoteca Castiglioni di Cernobbio o di Como ([castiglionistore.com](http://castiglionistore.com)) insieme a simpatici stuzzichini che stanno benissimo anche con le birre locali, come la Lariana di castagne o la premiatissima Vudù, color tonaca di frate e stile tedesco, del Birrificio italiano di Lurago ([ilbirri.it](http://ilbirri.it)), poco sopra il capoluogo, ambedue amate dai buongustai giovani che prediligono i nettari naturali e del posto a quelli masticabili e artefatti.

Sono loro che hanno messo il turbo alla secolare monotonia della gastronomia del lago, ferma ai suoi pesci, mortificati da ricette grasse e indigeribili. Il persico reale, la trota, il salmerino, il lavarello. E, innanzitutto, gli Grigio lucente, lunghi una ventina di centimetri, una volta così abbondanti da sfondare le reti, hanno il merito di aver ispirato alle donne comasche la creazione dei «missoltini», un sistema di conservazione a metà tra lo stoccafisso e le acciughe sotto sale. Eviscerati, salati, appesi ad asciugare e poi pressati in contenitori di latta per tre mesi con foglie d'alloro, si conservano fino a un anno. Fantasiosa l'origine del nome: forse da misolta, il contenitore di legno in cui venivano pressati; forse da Miss Oldin, nobile viaggiatrice scandinava che avrebbe suggerito di essiccare gli agoni all'aria come si fa con lo stoccafisso; forse da «mis sul tett», messo sul tetto. Spruzzati di aceto e accompagnati da fette di polenta taragna erano il cibo dei gram

mesi invernali della gente del posto. Oggi sono lo sfizio da intenditori del Movimento Gente di Lago, un'iniziativa cultural-gastronomica che ha il suo clou in una serie di cene officiate da cuochi che hanno eletto a tema ispiratore della loro cucina il pesce d'acqua dolce. Il 12 ottobre al Piccolo Lago di Verbania (ci siamo spostati un attimo sul lago Maggiore, [piccololago.it](http://piccololago.it)) i riflettori saranno puntati sullo storione, il riverrito protagonista dei banchetti cinquecenteschi, che è tornato a popolare le nostre acque. Sentenziavano i gourmet: pesce di lago? Poco consistente, poco saporito, a volte con un gusto melmoso. Ma non più. Perché gli allevamenti sono nettamente migliorati e le acque comasche sono diventate pulite, balneabili per oltre il 70 per cento, grazie agli scarichi convogliati in un grande depuratore. Perciò può capitare a chi si svegliesse alle sei per un po' di jogging mattutino di assistere a Laglio, proprio sotto la villa di George Clooney, all'arrivo di Rodolfo Carisi, uno dei sessanta pescatori con licenza del lago di Como, per scaricare il pescato della notte. Può trattarsi di un bel cinquanta chili, «o di niente», commenta amaro. Li porta ad Argegno, poco sopra, dove li lavora e li vende in giornata a ristoranti e intenditori.

Tra questi c'è **Andrea Bertoni**, lo chef che ha ideato lo stile di cucina del Sereno. Giusto all'opposto dei piatti bandiera della tradizione grondanti burro, dal riso in cagnone condito col burro fritto del pesce alla tinca farcita, qui produce piatti ispirati e leggeri come gli gnocchi di patate viola arrostiti su filetti di pesce persico. Dritta da copiare: «Per esaltare la polpa cedevole del pesce di lago bisogna cuocerla velocemente e accostarla a saperi sapidi», spiega. Come succede con il lavarello alla plancha con ristretto di cassoeula e lattuga.

**D**avide Caranchini, ventisette anni, nonna gran cuoca, al suo Materia a Cernobbio ([ristorantemateria.it](http://ristorantemateria.it)), dopo un decisivo passaggio al Noma di Copenhagen, dove ha assorbito la cucina primitiva nordica, usa anche la «coladura», il liquido di scarto rilasciato dai missoltini, a gocce, come si fa con quella di alici, erede del garum degli antichi romani, per conferire umami, la speciale intensità gustativa codificata dai giapponesi, ai suoi piatti. Che esigono palati avventurosi perché gli «piace lavorare sull'acido e sull'amaro». Ottobre è il momento del rabarbaro, della rosa canina, degli asparagi che stanno bene con i funghi di



## Si chiamano «laghisti» i cultori delle acque dolci, predilette dai protagonisti del voyage culturel.

giato il concentrato di bellezze, di sapori ora tranquillizzanti ora allarmanti, di lusso minimalista e di grandeur, racchiuso nel triangolo d'oro tra Torno, Como e Cernobbio.

con la «sperada brianzola», l'acconciatura fatta di spadine disposte a semicerchio a fermare i capelli intorno alla nuca. La stessa indossata da Lucia nel settimo capitolo dei Promessi Sposi.

**P**oi, d'accordo con la sensualità di Colette, per la quale la prima destinazione per familiarizzarsi con un luogo nuovo è il balcone del proprio hotel, abbiamo iniziato affacciandoci a quelli dell'**hotel Il Sereno**, a

Un mix che, in chiave contemporanea, continua la secolare vocazione del lago a riserva vegetale, dove le araucarie convivono felicemente con i cipressi e le piante grasse con i roseti, culminando, più su, con Villa del Balbianello, la perla dei grandi giardini italiani del





cola

I Rospi (irospi.it), ed è in realtà una serie di terrazze discendenti alla darsena privata con vista sul paesino di Brienz, sulla riva opposta, dove crescono erbe, verdure, foglie e fiori. «Tutta roba che mai vedresti se ti accontentassi di fare la spesa per telefono». Di lì provengono le foglie giovani di bambù da arrostire e i fagottini di foglie di fico. Il passo è quello della grande cucina francese, di Pierre Gagnaire e di Gordon Ramsay, con servizio impeccabile e «saperi diretti senza audacie sperimentali». Per esempio, una versione della zuppa di cipolle, un'interpretazione personale della *caille en sarcophage*, una quaglia servita in una scatola aromatica, che riporta al film *Il pranzo di Babette*; un lucioperca con bisque di granchio all'erba limoncina. Due menu degustazione con la promessa di non stare a tavola più di un'ora e mezzo. Poi ci si può spostare al Punch Bistrot and Cocktails per sperimentare uno dei punch ghiacciati o una serie di abbinamenti iconoclasti tra piatti e cocktail del fratello Simone, barman di taglio anglosassone. Magari costelette di maiale marinate in salsa agrodolce e Orange Punch preparato con rum giamaicano, tè nero, lime e zucchero all'arancia.

**E**adesso che il pesce del lago di Como è tornato a essere una bandiera, anche l'olio, il suo condimento ideale, senza aver niente da inviare a quello celebrato del Garda, fa sentire la sua presenza. Però va detto che qui al Nord fino agli anni Sessanta l'olio in tavola era più raro delle banane in Groenlandia e il Lario, il territorio di produzione più a nord d'Italia, concentrato nella Zoca de l'oli, conca all'altezza dell'Isola Comacina. Lo si

vendeva in farmacia, come ricostituente naturale, alla stregua di quello di fegato di merluzzo. Gli ulivi più vecchi, distribuiti su piccoli appezzamenti, non superano i trent'anni, ma sono oggetto di nuove attenzioni: verde brillante, vivace e pungente, l'extravergine dei Laghi Lombardi, vanta la Denominazione di origine protetta (Dop), mentre tra Lecco e Como 25 coltivatori appassionati si sono uniti in cooperativa e hanno aperto un loro punto vendita a Perledo (La Bottega dell'olio, via alla Stazione). Al vertice, quello scherzosamente soprannominato «del postino», perché prodotto da Gianmaria Agnelli, impiegato alle poste di Como, che dai suoi 700 ulivi estrae poche bottiglie dandole «a chi se le merita». Cioè a un risicato numero di negozi di specialità lariane e qualche grande albergo frequentato da ospiti stranieri colti e preparati che lo cercano. Perché, diciamo, parte della rinascita di questi prodotti di nicchia è dovuta alla loro curiosità. Altro che pizza e spaghetti with meatballs.

Basta chiederlo a Danilo Zucchini, direttore di Villa d'Este, a Cernobbio, uno tra i grandi Palace del mondo, la cui regola è: tutto ciò che sei in grado di desiderare noi siamo in grado di procurartelo. Ci sono 750 metri di cucine luccicanti, un tripudio di cristalli, porcellane, argenteria, velluti, sete; tre ristoranti, dal formale Veranda allo sile libero del Grill. «Accortentare la richiesta di un omble chevalier, il raro salmerino di acque fredde che era la passione di Mitterrand», precisa lo chef Michele Zambanini, «può essere più difficile che procurarsi un piatto di gamberi blu della Nuova Caledonia. Ma da noi il no non esiste».

Naturalmente tutto ciò non si improvvisa. Alle spalle ci sono secoli di vescovi, principesse ripudiate e lussurose, ciambellani, zarine, ognuno dei quali aggiungeva alla Villa costosi capricci architettonici: dépendances, gazebo, scalinate, giochi d'acqua, fino alla trasformazione definitiva a fine Ottocento in grande albergo, meta di un mix eccitante di alta borghesia, teste coronate, belle donne, gentiluomini con la gardena all'occhiello, culminato nel 1948 con lo scandalo della contessa Pia Belleni-

tani, che a cena nel salone dell'hotel uccise l'amante con un colpo di pistola sparato attraverso la cappa d'ermellino. Mai le lettrici di Liala avevano sospirato così perdutamente.

Oggi il mix è altrettanto eccitante, e tutto si svolge, come allora, in una raffatta perfezione: tovaglie candide doppie e triple, servizio di soave professionalità, rito del tè in puro stile anglosassone. Se poi tutta questa perfezione ha bisogno di una tregua (succede) si fanno due passi fino alla piazzetta di Cernobbio, benedetta dalla posizione sul lago, di facile accesso anche quando si procedeva in carrozza, o ci si approdava con le Lucie, le tipiche barche lariane con i cerchi adoperate dai pescatori su cui si tendevano i teloni per proteggere le reti o i passeggeri, tra cui la manzoniana Lucia in fuga da Don Rodrigo. Se non è già fatta provvista consultando l'elenco delle aziende associate al Consorzio Sapori di Terra (saporidocomo.it), prima ci si ferma alla boutique delle Specialità Lariane (lespecialita-lariane.it) per rifornirsi di missoltini, di Zin-carlin, di pan mataloc fatto di farina di segale e miele, o di miascia, o di pan meino, utili alla cena frugale del ritorno. Oppure si sosta per un Martini (shaken, not stirred) o un boccone all'Harry's Bar, presidio di sapori classici, dove da quarant'anni le ricette non cambiano di una virgola: prosciutto e melone, lasagne, gamberoni al curry, vitello tonnato, filetto al pepe verde, lavarello alla piastra. Poi, sì, è vero, magari di fianco sono seduti Quincy Jones o Robert De Niro o Mr Facebook Mark Zuckerberg, reduci da una festa di matrimonio bilionario (in dollari) alla Villa Pliniana, ma nessuno mostra di farci caso. È il gran finale di questo weekend. Tornerete rinfanciati: promesso.

#### LA CUCINA ITALIANA



# Welcome to The Spa at il Sereno



from TORNO

### G・クルニーも満足のコモ湖畔でスパ体験。

ジョージ・クルニーの別荘があることでも有名なイタリア北部にあるコモ湖。ミラノ在住の上流階級の人々にとっても人気の保養地であるこの場所に、超豪華なホテル「イル セレーノ ラーゴ ディ コモ」が誕生した。全室スイートルームのこのホテルは、プライベート感、優れたデザイン、高級感、非の打ちどころのないサービスが特徴。デザイナーのパトリシア・ウルキオラが手がけるインテリア、植物学者のパトリック・ブランがデザインしたガーデン、ミシュランで星を獲得したシェフ、アンドレア・バートンを擁するレストランを揃えている。さらに併設のスパは、かつてボートハウスだった建物を、ウルキオラの手によりスタイルリッシュな空間に改装。水面に浮かぶスパには、湖を見下ろすキャビンと、プールを備えたリラクゼーションエリアもある。



**O**riginally built as the Darsena (boat-house) of the property over a century ago, the SPA has been transformed by the well-known designer Patricia Urquiola into a modern and relaxing facility which reflects its history and Lake Como. The SPA dispenses of an outdoor relaxation area with a pool literally built over the water, which is the perfect place to rest and cool down.

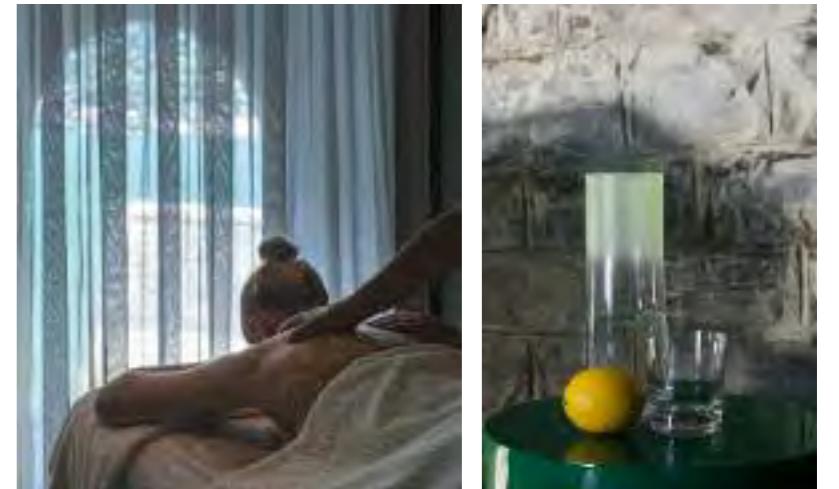
There are also a sauna and a steam room, both designed by Patricia Urquiola and finished with Italian tiles. The SPA at Il Sereno offers massages along with a wide range of rejuvenating treatments and Valmont products, renowned cellular cosmetics and anti-aging treatments inspired by nature.

Whether you are looking for a facial or a body treatment, the SPA at Il Sereno will offer you a unique and tailored experience, leaving you with visible and effective results signed by Valmont.

Tutto è ricondotto ad un'esperienza emozionale e la Spa forse ancora più di altri è il luogo per eccellenza dedicato all'emozione, al benessere e alla cura di se stessi.

*Everything is brought back to an emotional experience and the Spa above all is the perfect hideaway dedicated to emotion, well-being and self-care.*

Architectural Digest





Urquiola has also helped create a Renaissance-style alternative at Villa Pliniana, Il Sereno's restored 16-century estate... Adorned with restored frescoes and Venetian floors, the exclusive-use property is old-school Como with just the right amount of modern Milanese style.

*Robb Report*



VILLA PLINIANA

LAGO DI COMO - by SERENO HOTELS



*Invitation à la contemplation.*



## LIFESTYLE

**L**E CANOT Riva file à toute vitesse sur le lac, dans un impeccable sillage d'écume blanche. Teintées de bleus et de verts tirant sur les gris, les eaux profondes attirent et inquiètent. Instants suspendus... Le lac de Côme offre toute sa magie troublante. Au loin, on devine les contours d'une bâtisse entourée de hauts massifs. Sa couleur ocre se détache sur le vert profond et la brume enveloppante lui confère une aura mystérieuse. A l'approche, la bâtisse se découvre majestueuse.

En 1573, le comte Giovanni Anguissola choisit la propriété en raison de la source qui la traverse. Lorsque s'achève la construction du palazzo, son appellation "Villa Pliniana" fait référence aux écrits du naturaliste et écrivain romain Pline l'Ancien. Au fil des siècles et de ses différents propriétaires, elle accueille artistes, scientifiques, aristocrates, monarques... Napoléon, Lord Byron, Percy Shelley, Stendhal, Liszt, Bellini, Rossini... en furent les prestigieux hôtes. Au XIXe siècle, elle abrita les amours cachées du prince Emilio Barbiano di Belgiojoso et d'Anne Berthier de Wagram. Le couple y vécut durant plusieurs années, isolé, faisant l'objet de légendes locales pas toujours bienveillantes.

Achevés en 2015, les travaux de rénovation de grande ampleur entrepris par l'actuel propriétaire, la famille italienne Ottolenghi, redonnèrent à la Villa Pliniana sa splendeur d'antan. Dès lors, une nouvelle page s'est tournée. A l'été 2016, elle rejoint le portefeuille du groupe hôtelier Sereno Hotels. Carte blanche fut confiée à Patricia Urquiola pour revisiter la décoration des parties communes. Mixant pièces design et antiquités, la designer espagnole signe un subtil et brillant exercice de style, sublimant l'âme des lieux de touches contemporaines.

Avec ses 19 chambres, sa piscine et ses somptueux jardins de 5 hectares, la Villa Pliniana est désormais une retraite pour hôtes en quête de discréetion et de contemplation.

# Songe D'ÉTÉ

## Light of the lake

Sur le lac de Côme, la Villa Pliniana, palazzo du XVIe siècle revisité par Patricia Urquiola, devient retraite ultra-exclusive.

*In a 16th-century palace on Italy's Lake Como, Villa Pliniana offers its guests luxury, tranquility, and a resplendent décor by Patricia Urquiola.*

*THE RIVA speedboat slices across the lake, leaving a neatly symmetrical trail of white foam in its wake. The grayish blue and green water is at once entrancing and discomfiting—the enigmatic magic of Lake Como. In the distance, we discern the outline of a stately building surrounded by steep hills. Its ochre walls stand out against the greenery, shrouded in a mist that lends the scene a mysterious aura. As we draw closer, the villa begins to reveal its majesty.*

*In 1573, Count Giovanni Anguissola chose this plot of lakeside land, irrigated by a spring, as the site of his palazzo "Villa Pliniana," named in reference to the writings of the Roman naturalist and author Pliny the Elder. Over the centuries its successive owners played host to a long list of illustrious artists, poets, musicians, scientists and aristocrats. Napoléon stayed here, as did Lord Byron, Shelley, Stendhal, Liszt, Bellini, Rossini...*

*Today Villa Pliniana houses a luxurious retreat owned by the Ottolenghi family, who undertook a massive renovation project, completed in 2015, to restore the property to its former splendor.*

*One year later the villa joined the portfolio of Sereno Hotels and Patricia Urquiola was called in to update the décor of the common areas. Mixing designer pieces with antiques, the Milan-based Spanish designer composed a subtly brilliant stylistic medley, heightening the historic character of the palazzo with contemporary touches.*

*With its 19 rooms, swimming pool and five hectares (12 acres) of splendid gardens, Villa Pliniana offers ultra-exclusive accommodations for guests seeking seclusion and discretion in a truly inspiring setting.*

**MADAME**  
AIRFRANCE



# VANITY FAIR

## MANZONI AVEVA RAGIONE

Si, il lago è bello. E la sua rinascita inizia da TORINO, grazie alla riapertura di un palazzo antico e a un nuovo hotel dal design contemporaneo.

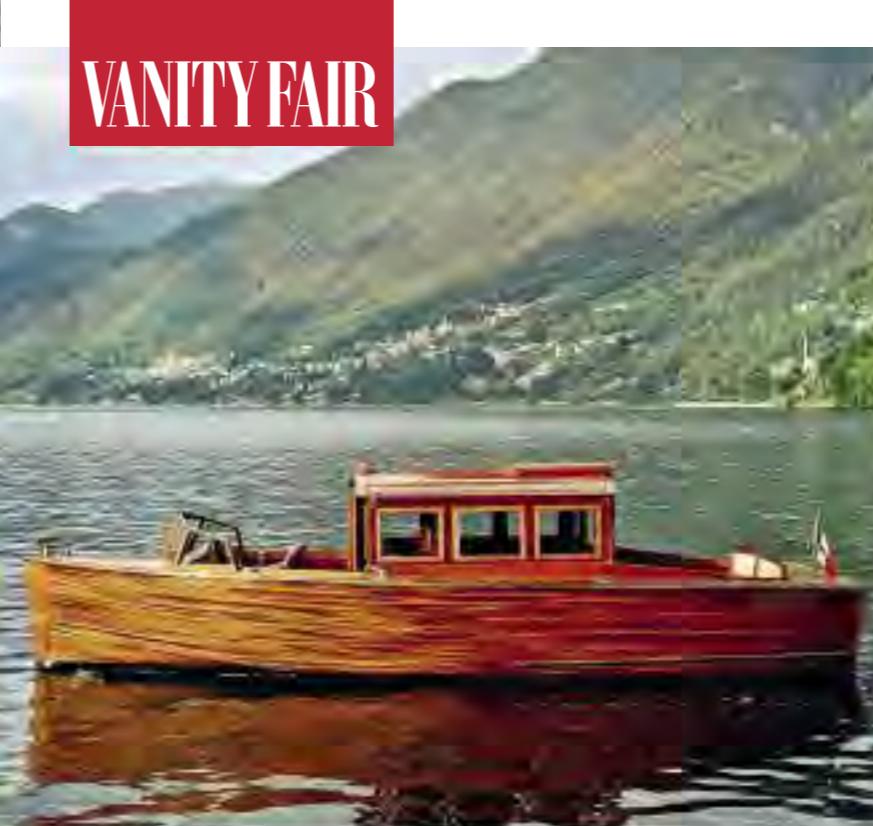
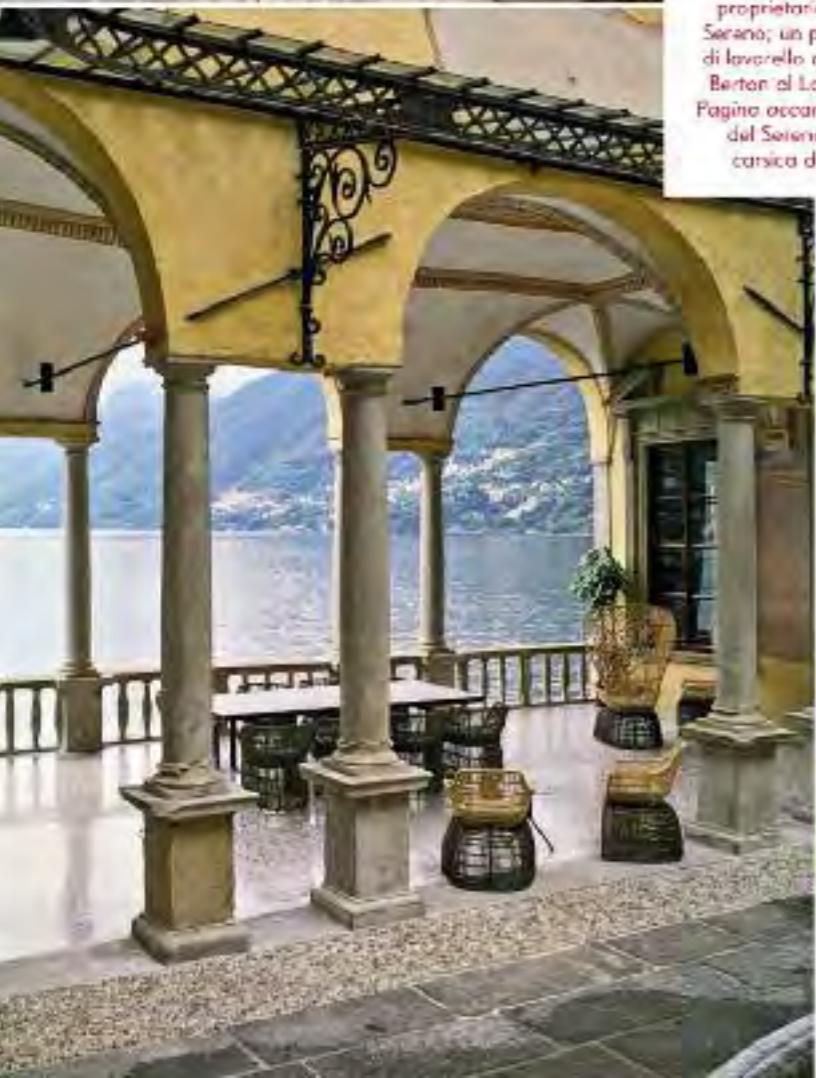
di Maddalena Fossati

Pliniana's Salone Rossini  
(the composer wrote Tancredi on this piano)



## VERDE SMERALDO

Dall'alto, il busto della signora Ottolenghi; la famiglia è proprietaria di Villa Pliniana; Luis Contreras, proprietario dell'hotel Sereno; un piatto a base di lavello del ristorante Berton al Lago; la Villa. Pagina accanto, la piscina del Sereno in pietra carica del Brasile.



## SAPORE DI LAGO

A sinistra, a destra del lago di Como, costruita in mogano e cedro del Kentucky nei cantieri di Ernesto Riva. Sopra, Andrea Berton. A sinistra) = Raffaele Lenzi, chef del ristorante Berton al Lago, e, a destra, una frittata di melanzana con mozzarella campana.

**C**he il lago piaccia tanto agli stranieri è un dato di fatto: nel 2015 il turismo è cresciuto, con un 78 per cento di presenze provenienti dall'estero (i tedeschi al primo posto, ma ci sono anche inglesi, francesi, americani e svizzeri). Noi italiani siamo sempre stati meno entusiasti, anche quelli che abitano a pochi minuti di auto, forse troppo viziati dagli 8 mila chilometri di costa della penisola, forse saturi per via di quel bel polpettone chiamato *I promessi sposi* che ci impongono a scuola: come disse Umberto Eco, per apprezzarne il suo grande valore bisognerebbe leggerlo liberamente come qualunque romanzo. Eppure qualcosa su queste acque placide celebrate da Alessandro Manzoni sta cambiando: il primo segnale ad agosto, quando Daniel Ek, il fondatore di Spotify (fortuna valutata intorno ai 400 milioni di dollari), tra tutte le località del mondo in cui poteva andarsi a sposare ha scelto proprio la **Villa Pliniana di Torno** (sulla sponda destra del ramo occidentale del lago). Certo, non è un luogo qualunque: costruita tra il 1573 e il 1577 da Giovanni Anguissola, governatore di Como, ha ospitato, tra gli altri, Napoleone, Ugo Foscolo e Stendhal. Lord Byron e naturalmente il Manzoni. Mentre Gioachino Rossini, sul fortepiano che si trova ancora nel salone degli affreschi, ha composto il *Tarcredi*. È un lungo di rara bellezza, tornato alla gloria per volontà dei proprietari, la famiglia Ottolenghi, che ha ristrutturato la villa dalle fondamenta grazie a un restauro durato decenni.

## Un mondo nuovo

All'arrivo ci accoglie un giardino profumato e bellissimo con tulbaghia violacea, piccoli fiori violetti, il mirto nano, la eremosmia (simile a un gladiolo), la lavanda. Flavio Pollano, l'architetto artefice di tutto il verde del paesaggio, ha disegnato una coreografia vegetale di 183 specie.

E poi c'è la sorgente intermittente che attraversa la costruzione: dalle suite si sente lo scroscio dell'acqua che a volte va, a volte no. È un fenomeno naturale raccontato da Plinio il Giovane in una lettera al console romano Lucio Licinio Sura e analizzato da **Leonardo da Vinci**, che visitò la fonte per i suoi studi di idraulica usati per la stesura del *Codice Leicester*, quello acquistato da Bill Gates. Una storia così affascinante che ha sedotto dunque Ek, portandolo a scegliere la cappella della villa per il matrimonio con la modella svedese Sofia Levander, mentre gli invitati (presente anche Mark Zuckerberg) sono stati ospitati nelle trenta stanze dell'hotel Sereno, a pochi minuti di motoscafo, il primo giorno di apertura dell'albergo: quando si dice essere sulla notizia. Progettato dall'architetto e designer spagnola (con base a Milano) Patricia Urquiola, promette di cambiare i connotati del turismo sul lago. Un po' lo ha già fatto perché, dall'acqua, l'edificio moderno interrompe, seppur con armonia, la continuità estetica dell'architettura della costa che include la villa di George Clooney a **Laglio**, l'*Harry's Bar* a **Cernobbio** e il **Grand Hotel Tremezzo** a **Tremezzina**.

## La cucina stellare

E poi c'è il ristorante Berton al Lago, romantico e perfetto per una gita fuori porta. Una carta snella, uno chef, **Andrea Berton**, sempre sul pezzo anche nella scelta del suo nome di fiducia: **Raffaele Lenzi**, 32enne napoletano dagli occhi dolci e il sorriso sincero. Gli ingredienti, come i vini e l'olio, sono locali. A al lago non manca il **lavello**, il pesce che procura Danilo, il custode della Villa Pliniana, poi servito con carote, zenzero e zucchine alla scapaccia, i **ravioli** sono confezionati con una burrata deliziosa, il pane è una *madeleine*. A questo punto sorge un dubbio: ma Alessandro Manzoni non era anche un guru di lifestyle?



# CASA BRASIL VOGUE

## o melhor de dois mundos

O esperadíssimo Il Sereno é quase uma ovelha negra entre os hotéis que rodeiam o Lago de Como, na Itália. Sem ornamentos dourados ou lustres do século passado, o prédio moderno foi erguido e decorado por Patricia Urquiola, conhecida pelo clash de cores e texturas, que une a exuberância maximalista e a pureza minimalista.

“A intenção era criar um santuário contemporâneo com uma relação forte com a natureza”, explica a espanhola. Todos os elementos foram escolhidos para que a construção se confundisse com a paisagem meditativa: a paleta de cores com cinza, marrons, verdes e azuis, os materiais naturais e a grande abertura para o exterior.

Entre os destaques dos interiores, a utilização ousada do ceppo lombardo, mineral de Bérgamo muito adotado nas fachadas do início do século 20, e a escada central, com degraus de nogueira que parecem flutuar.

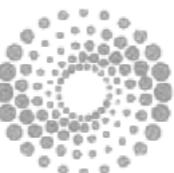
A designer também trouxe um olhar contemporâneo para a Villa Pliniana, palácio do século 16 do grupo, ao lado do Il Sereno, disponível para eventos. Patricia respeitou os ornamentos antigos, mas trocou os móveis de veludo e formas arredondadas por peças mais atuais. Difícil achar exemplo melhor de como estilos contrastantes podem coexistir em harmonia. “Para mim, o mais importante é o equilíbrio e a empatia entre espaços, objetos e pessoas.”





THE #1 WEDDING MAGAZINE  
**BRIDES**

Planning a destination wedding? At VILLA PLINIANA, a 16th-century palazzo on Lake Como in Italy, you can choose among the restored ballrooms and gardens for your lake-front I do's. Or if you're all about the honeymoon, this month the owners are opening a super-luxe 30-suite hotel next door called Il Sereno Lago di Como, the first new construction on Lake Como in years.



**REUTERS**

**Sereno Hotels Acquires Management of Luxury Property, Villa Pliniana in Lake Como, Italy. Located Next to New Il Sereno, Lago di Como, Villa Pliniana Will Be Lake Como's Ultimate Vacation Lodging and Italy's Premier Wedding and Special Events Venue.**

The Villa Pliniana and its 18-acre gardens offer 19 luxurious bedrooms in four large apartments in the main villa plus three additional standalone villas, which can accommodate up to 39 guests. The two large ballrooms of the Villa are equipped to host events up to 200 guests. Additionally, the picturesque waterfront gardens can accommodate up to 500 guests for large weddings and events. Two large meeting rooms, dining room, a kitchen fully equipped for private catering services, a reception hall and a billiard room round out the multi-function space. Each of the villas in the Pliniana complex boasts lake views and is equipped with the state-of-the-art technology.

The Villa Pliniana features its own private spa where there is a large swimming pool with Jacuzzi, rain showers, sauna, steam bath, solarium and a relaxing lounge mezzanine.

To arrive at Villa Pliniana, the property's private boat dock assures the safe harboring of boats, ferries and Il Sereno's custom-designed Riva boat transfers. The on-property helipad allows easy connection to Milan and main airports. Villa Pliniana also is accessible by car and offers a spacious underground parking garage at the complex. The villa is only five miles from Como and 37 miles from Milano Malpensa airport (MXP).

Continuing the tradition of Sereno Hotels, guests can expect Villa Pliniana to embody a strong sense of place along with well-developed design sensitivity.

The Villa's site is first mentioned by Pliny the Elder in the 1st Century A.D., which is what gave it its name. Since then, many naturalists and scholars have written about the

very particular Pliniana wellspring, including Leonardo da Vinci. Villa Pliniana's land was originally selected and built on by Count Giovanni Anguissola in 1573, and over the centuries the site has been visited by many artists, scientists and monarchs, such Lord Byron and Napoleon, widely loved for its beautiful panorama.

Sereno Hotels provides exclusive, sophisticated service in a relaxed and simple manner. A central brand promise is that no matter how luxurious or well-designed, there is no substitute for views and space. Sereno Hotels Managing Director Samy Ghachem will oversee all properties in the portfolio, offering the personal touch guests are accustomed to with Sereno Hotels and ensure that the level of high profile events at Le Sereno St. Barth's translates to the Lake Como offerings.

*Event pricing for Villa Pliniana is available by request. Please contact sales@lesereno.com, for more information.*





PHOTO

Harper's BAZAAR Magazine

An aerial photograph of a tropical island, likely St Barth, showing a large, shallow lagoon with turquoise blue water. The coastline is lined with palm trees and several clusters of buildings with red roofs. In the distance, a small peninsula or island is visible.

St Barth

*magic  
Island*

*Grand Cul-de-Sac lagoon*



## Some news from Cookie

Dear Friends,

They say cats have nine lives, which is really good news as I am down to eight after hurricane Irma. As the charming feline mascot of Le Sereno, I rode out the storm but it was quite the ride. Rumbling rocks, trembling trees, shifting sands, and the wildest waves to ever hit our shores. Winds were gusting up to 250 miles per hour with the barometric pressure at an all-time low. Pretty scary for a little guy like me!

After the storm there was a moment of disbelief as I looked around. The red door to the reception area had flown off and slashed into a nearby roof. The tops were torn off of many of our beloved palm trees, while others were simply uprooted by the force of the wind and the waves. Broken wood and shorn shrubbery everywhere!

But the people of Saint Barth are super resilient and within hours of the end of the storm, they were still a little shell-shocked but working hard to get the roads cleared and restore a semblance of order. With a few days, emergency flights were coming and going, badly needed supplies were coming in, and electricity and water were back on. Telephone and Internet took a while longer but Saint Barth proved its solidarity and strength.

Back at Le Sereno, everyone was glad to see I had weathered the storm. Look, there's Cookie, they exclaimed! So I purred contentedly, even though the fur was still standing up on the back of my neck from the scare. But everyone tells me that the hotel will better than ever when it opens for the 2018-2019 season.

With new wellness, gym, and spa facilities, as well as a new restaurant, there will be plenty of interesting places to explore. In addition, more than half of the original rooms at Le Sereno have been demolished and are being rebuilt from the ground up, with all rooms subject to a major renovation and redesign, yet keeping the essence of what has made Le Sereno successful.

Including its resident cat. As soon as the spa reopens I plan on getting some tender loving care for my claws and paws with a relaxing mani-pedi. Then I'll be in purr-fect shape to welcome you to the beautiful shores of the lagoon in Grand Cul de Sac, and the new version of Le Sereno.

Cookie, the cat  
with the help of Ellen Lampert-Greux



## New **SEASON** *with new amenities and expériences*

Luis Contreras, representative of Sereno Properties, has announced an array of desirable new amenities and experiences to excite guests, promising "new wellness, gym and spa facilities, as well as a new restaurant." In addition, more than half of the original rooms at Le Sereno have been demolished and are being rebuilt from the ground up, with all rooms subject to a major renovation. Contreras describes them as, "beautiful reimagined rooms, including a new family offering with private pools."

He continues, "We are rebuilding the hotel, but we are not changing the essence of what has made Le Sereno successful; we were considered the 'Best Hotel in the Caribbean' by Conde Nast Traveller just before Hurricane Irma hit. We are improving, rebuilding and renovating. We have listened and learned from our clients over several years and we are using this knowledge to rebuild our structures accordingly, but we will always maintain the spirit of Le Sereno."



# BE NATURE'S GUEST

A peaceful oasis suspended between the sea and sky.  
Le Sereno Hotel of St-Barth in the French Antilles.

Interior Design by Christian Liaigre  
Text by Anna Mazzotti



*The entrance to the Grande Suite Plage, facing directly onto the bay*

The rest of the world just drifts away, beyond the indigo line of the horizon, lost in an expanse of ultramarine. And while that spellbinding infinite blue line often sends us off in search of the unknown, sometimes, as happens in heavenly St-Barth, the sirens' haunting song loses its allure. Mind and senses alike are soothed by the melodic, elaborate, timeless beauty of the island, by that irrepressible Caribbean spirit. The wild but peaceful nature captures your soul.

Nothing is missing in Saint-Barthelemy, a tiny island in the Minor Antilles, one of the most sought after and elegant of all resort destinations. Its attraction stems from its French-tropical charm, its green rolling hills and the crystal-clear waters lapping at the pearly beaches.

And nothing is missing at all—in fact, everything is just right. The Le Sereno Hotel is a haven of luxury, beauty and relaxation. 37 suites and villas whose private terraces and villas overlook the beach and the delicately rippling waters by the Grand Cul de Sac laguna, reined

in by the reef. It offers guests a completely satisfying stay, on the one hand the excitement of a dive into an unspoiled landscape, on the other, every possible comfort guaranteed by impeccable customer service and all the requisite modern amenities. Pristine, airy, living environments distinguished by understated décor characterize the different residential units designed in a contemporary key by designer Christian Liaigre, a master of fusing local traditions with touches of French elegance. This thoughtful blend runs throughout the property, from Le Sereno Bar & Lounge to the fitness areas to the Spa, to the Restaurant (...).

From the simple but coveted areas of the villas to the gourmet delights at the table, attention to detail, elegance, and refinement in the French tradition waft through this environment dedicated to well-being. Although the sunny, impetuous Caribbean nature certainly casts its own spell, taking a starring role in a colorful explosion of sights, sounds and scents.





# KING OF BARTS

**L**e Sereno, currently the hottest place in St Barts, is in the idyllic cove of Grand-Cul-de-Sac.

Christian Liaigre is responsible for the elegant interiors, lighting designer Arnold Chan has added some sultry atmosphere, and Venezuelan landscape architect Fernando Tabora has introduced lush tropical planting.

The gourmet restaurant, beach club and spa are set to become the new stomping grounds for sun-loving fashionistas.

**Wallpaper\***

## Best of the Best

Le Sereno, a resort of 37 suites and villas on the island's Grand Cul-de-Sac cove, is the lodging equivalent of the local dress code: just enough and no more. Ceiling fans stir the gauze bed canopies in the suites' cool interiors, while private sundecks beckon beyond glass doors. A beach arcs across the cove, where kite surfers speed over turquoise waters. At Le Sereno's outdoor restaurant, ..., service is continental and intuitive: Before you feel thirsty, a waiter appears with Champagne.

**Robb Report**  
MAGAZINE FOR THE LUXURY LIFESTYLE™

## Perfection in Paradise

Could you ask for a more perfect place than Le Sereno hotel in St. Barths? Only if you were obscenely greedy.

**yachting**





## Dreamy Hotel Rooms with Views

What sets apart Le Sereno St. Barth from the many other resorts on this Caribbean island is well, where it sits: right on the shoreline. No matter which suite you decide to book, you'll wake up to see swaying palm trees, crystal blue waters and the beaming sun.

Reader's  
digest

## SPA EXPERIENCE

At Spa Le Sereno guests are invited to a world of serenity and laid-back luxury. Offering an authentic St. Barth spa experience, the extensive menu of facials, body wraps and massages, is a true blessing after a long day exploring the island. The Spa seamlessly blends indoor and outdoor spaces to create a Caribbean oasis for the senses and its waterfront treatment pavilion is one of a kind amongst spas in St. Barths. Even more, the Spa's couples' suite includes "his and hers" showers that are completely secluded and surrounded by bougainvillea and lush tropical foliage for a distinctive and private experience.

HOTELAND



## Saint-Barth côté luxe, Saint-Barth côté charme

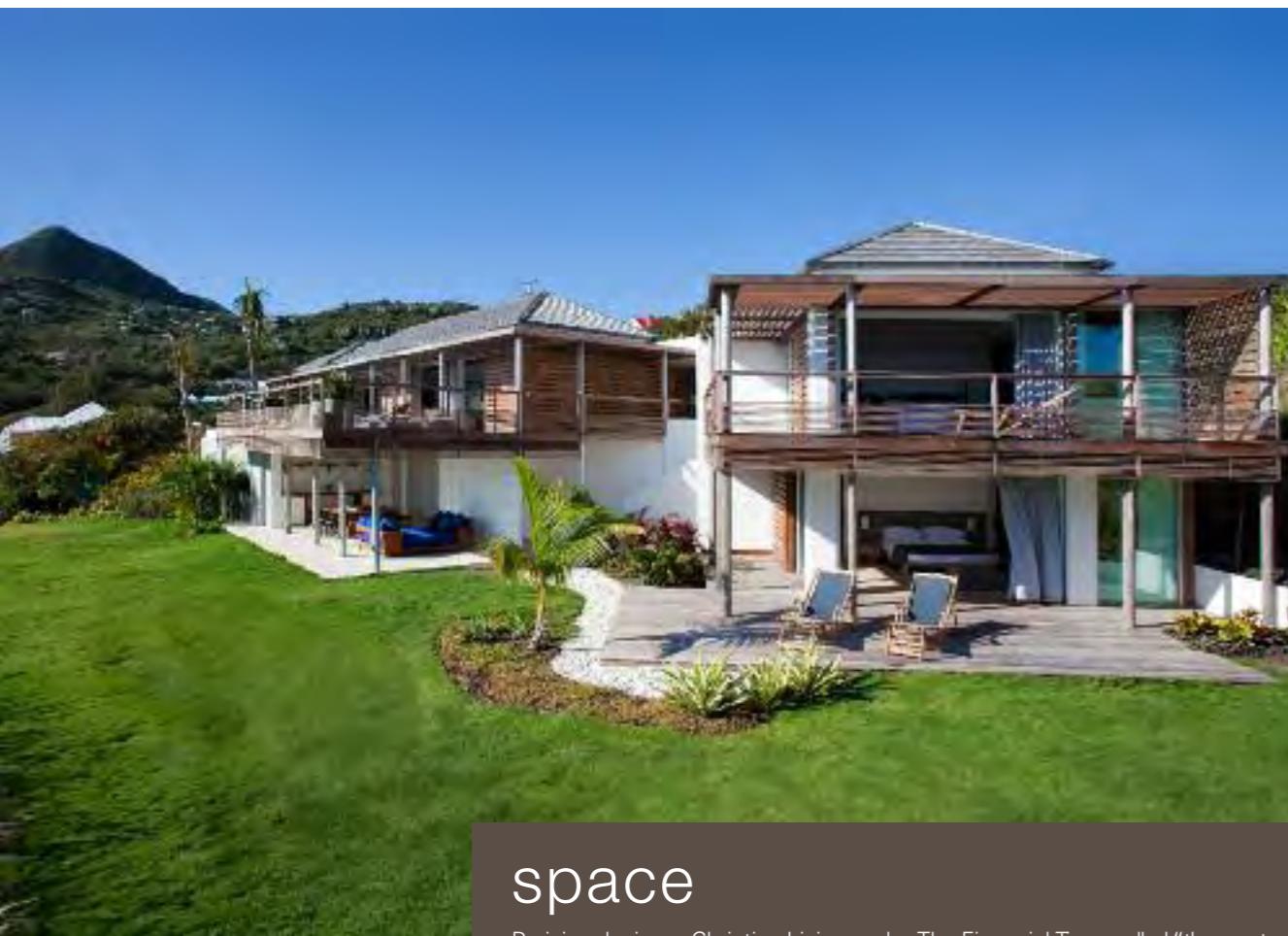
Les people l'adorent. Découverte par Christophe Colomb en 1493, propriété du roi de Suède de 1784 à 1876, ce « petit coin de France » reste l'une des plus belles îles de la Caraïbe.

PAR MARIE-ANGÉLIQUE OZANNE (TEXTE)  
ET STÉPHANE FRANCÉS POUR LE FIGARO MAGAZINE (PHOTOS)



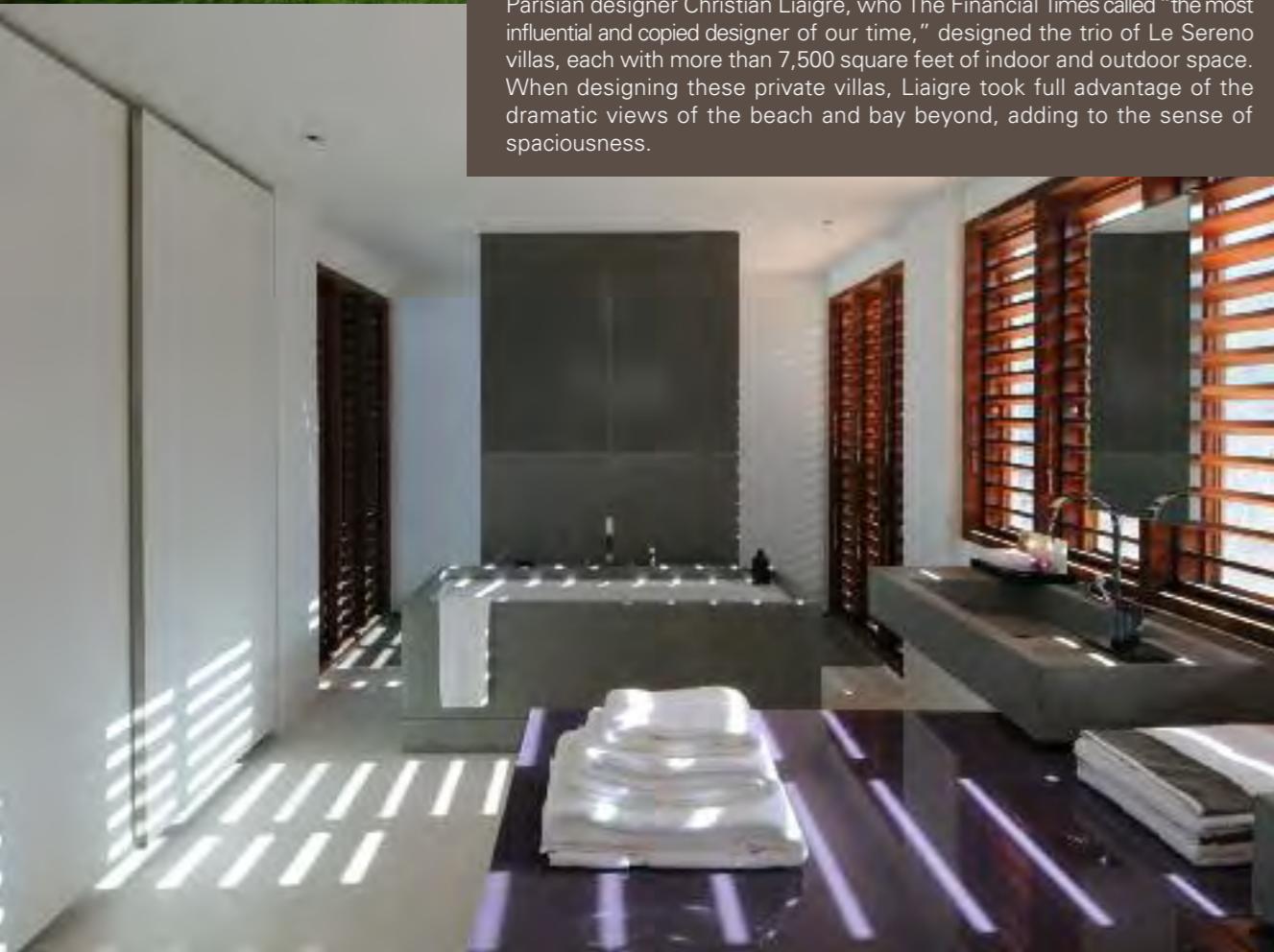
Une villa sublimissime, un yacht de rêve, une table gastronomique, un spa exotique, des boutiques et des galeries exquises... Aucun superlatif ne résiste à Saint-Barth. Il suffit d'un budget illimité. Là, beauté rime avec exclusivité. Au Sereno, une MINI Cooper décapotable (la « it car » de l'île) est réservée avec une chambre ou une villa hôtelière. Car la lubie des happy few à Saint-Barth, c'est de louer une villa privée. Tom Hanks, Steven Spielberg, Bono, Kate Moss, qui n'en possèdent pas, contrairement à Gwyneth Paltrow, par exemple, sont des inconditionnels.

C'est pourquoi Le Sereno, luxueux hôtel posé au pied de la baie et du lagon turquoise de Grand Cul de Sac, vient d'inaugurer trois villas de 700 m<sup>2</sup> avec plusieurs chambres, une bibliothèque et une piscine privative. Décorées par Christian Liaigre, les suites et les villas exaltent un luxe discret, proche de l'épure.

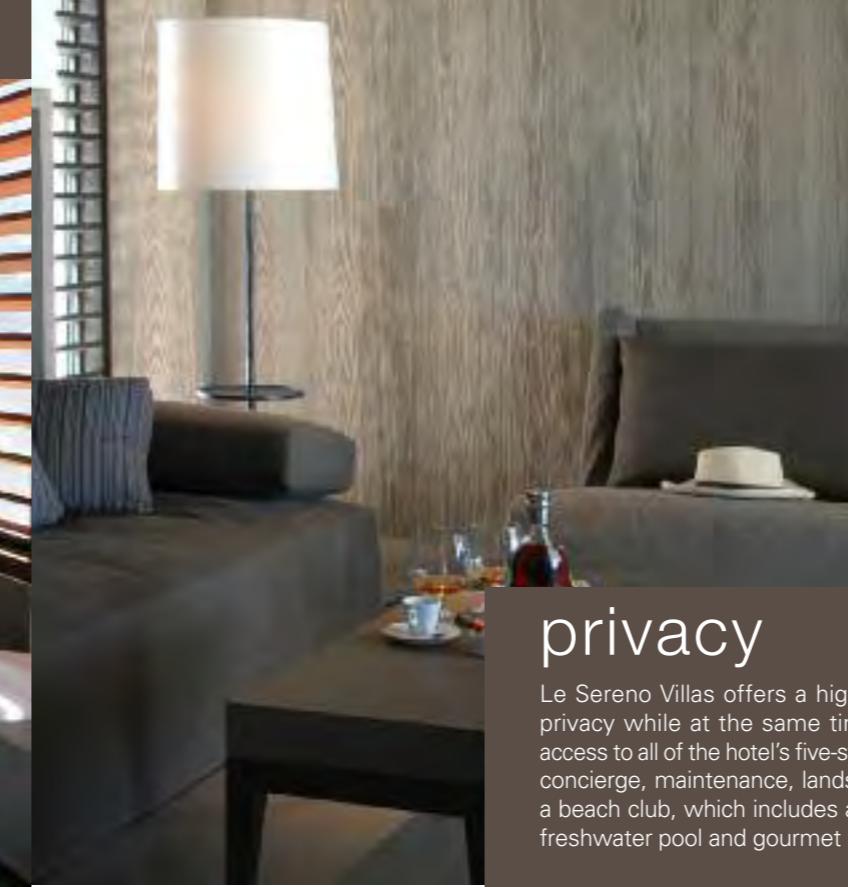


## space

Parisian designer Christian Liaigre, who The Financial Times called “the most influential and copied designer of our time,” designed the trio of Le Sereno villas, each with more than 7,500 square feet of indoor and outdoor space. When designing these private villas, Liaigre took full advantage of the dramatic views of the beach and bay beyond, adding to the sense of spaciousness.



# DRINK IN THE VIEW



## privacy

Le Sereno Villas offers a high degree of privacy while at the same time allowing access to all of the hotel's five-star amenities concierge, maintenance, landscaping, and a beach club, which includes a beachfront freshwater pool and gourmet restaurant.



## serenity

The villa design emphasizes simplicity, serenity, and attention to detail, with ample use of warm and natural textures of varying woods and stones that contrast with the dramatic colors of the view. The all-star design team also included the renowned lighting designer Arnold Chan, and Enrique Blanco, the tropical master landscape architect whose designs are noted from Caracas to Barbados.



# sereno. HOTELS

## Il Sereno

Wallpaper \*  
Judge's Awards  
**Best New Hotel**

Travel and Leisure  
It List!  
**Best New Hotels  
in the World**

Robb Report  
**Best of the best**

Vanity Fair Italy  
**Top 10 Openings in Italy**

Vogue Paris  
**The most beautiful hotels  
for summer**

The Sunday Times  
**Hot Hotels**

The Times  
**Best New Hotels**

Conde Nast Traveller  
**Hot List**

The Telegraph  
**Top Ten Lake Como Hotels**

Departures  
**Top 100 travel experiences**

Harper's Bazaar  
**150 The World's Greatest  
Hotels**

Telegraph  
**The 50 most romantic  
hotels in Europe**

Robb Report  
**The 30 Best Hotels of  
the World**

CNN  
**25 of the World's best  
honeymoon hotels**

Hemisphere Magazines  
**Top 17 New Hotels**

Marie-Claire Maison  
**Top 10 hotel restaurants**

Condé Nast Traveler  
**Best New Hotels in  
Europe: Hot List 2017**

House & Garden  
**Pineapple Award for  
outstanding Design**  
(Patricia Urquiola)

Condé Nast Traveler  
**Reader's Choice Awards**  
**Best Hotel in Italy**

Condé Nast Traveler  
**Reader's Choice Awards**  
**Best Hotels in the  
World**

Michelin Star  
**Berton al Lago Restaurant**

## Villa Pliniana

Vanity Fair  
**Top 10 Openings in Italy  
for 2016**

Tatler  
**9 outrageously beautiful  
rental houses**

Conde Nast Traveler  
**Hot list**

## Le Sereno

Condé Nast Traveler  
Readers' Choice Awards  
2016

**Number 1 Hotel  
in the Caribbean**

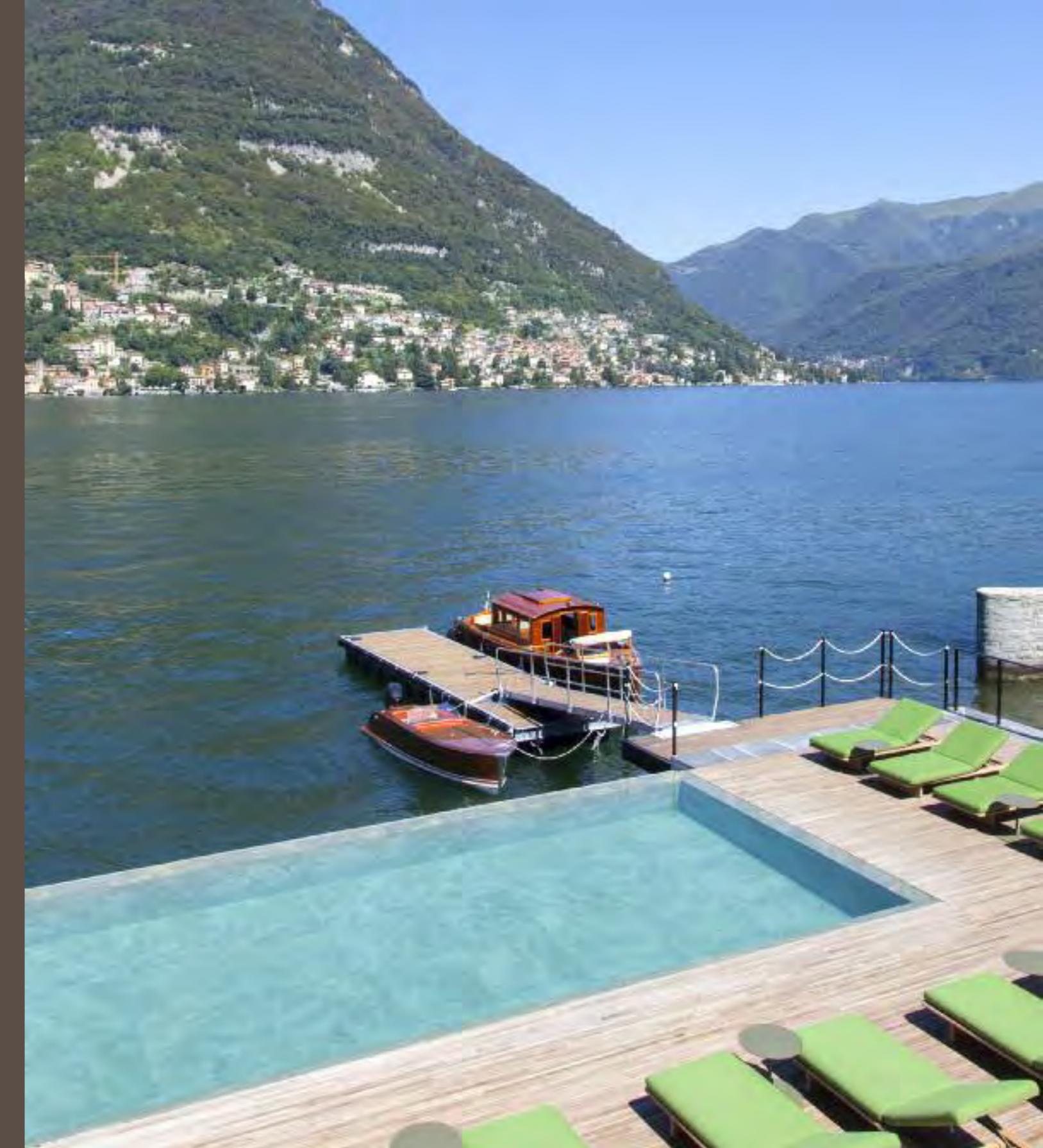
Condé Nast Traveler  
**Gold List "Best Hotels  
and Resorts in the  
Atlantic & Caribbean"**

The Knot  
**50 Best Places to  
Honeymoon in 2015**

Brides  
**20 most romantic  
destinations in the world**

U.S. News & World  
Report  
**Best Hotels in the  
Caribbean**

U.S. News & World  
Report  
**Best St. Barts Hotels**



We look forward to seeing you there very soon!

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il sereno.  
LAGO DI COMO



Voted by readers of the  
Condé Nast Traveler in 2016 as the

#1  
Resort in  
the Caribbean

Photo JP Piter

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