

# LAMPOON



After the opening in Como in 2018, VISTA Palazzo arrives in the Verona city center

A few minutes of walk away from the Juliet balcony and the Renaissance Giardini Giusti, in the Verona city center, arises the boutique hotel part of the Lario Group – VISTA Palazzo

## VISTA Palazzo, Verona

In May 2022 the city of Verona saw the inauguration of a new hospitality structure, the first five star superior in town. VISTA Palazzo Verona stands in the city center, in Corticella Leoni, close to artistic and historical attractions.

The open-air Roman excavations stand right in front of the street leading to the hotel. A few steps away, it is possible to visit the balcony of Juliet and stand in the middle of Piazza delle Erbe. A five-minute walk leads the visitor to the Giusti garden and Palace, a Renaissance green space worth a visit during spring days.

The city – declared Heritage Site by UNESCO, hosting two thousand years of history and stopover for travelers during the Grand Tour between the Nineteenth Century – was the background of one of the most celebrated love stories of literature.

VISTA Palazzo, in the heart of Verona, chose to recover tradition and mix it with contemporaneity, aiming at creating a space for comfort for its visitors exploring the city.

## The opening of the second VISTA, the story of LarioHotels

«With the VISTA brand we look at less known Italian destinations, but rich in history, just like Como and Verona», states Bianca Passera, President of LarioHotels. The Passera family has been operating in the hospitality sector for the last hundred years, choosing to proceed with investments in historical cities with a lower concentration of luxury structures compared to historical attractions for tourists, especially international ones.

The first VISTA Palazzo was inaugurated in the city of Como in 2018 as a boutique hotel part of the Small Luxury Hotels of the World. Both scenarios offer historical buildings aimed at transmitting sensations of intimacy and a 'home' feeling with a touch of modern style.

Other than the two five stars superior VISTAs, LarioHotels offer three more structures on lake Como. «The expansion of the VISTA brand in Verona raises the profile of LarioHotels in the hospitality sector in Italy and confirms the intention to bring our experience beyond Como. We believe the Vista brand defines the future of LarioHotels». This is the motto of Luigi Passera, CEO of the group.

From the restaurant opened on a boat over the Como Lake at the beginning of the Twentieth Century, the history of the Passera family characterized hospitality since 1920.

## Rooms and service at VISTA Palazzo Verona

VISTA Palazzo is composed of sixteen suites, distributed on three floors. The eclectic design aims at combining pieces of the history of design – mostly Italian – and furnishings made by contemporary artisans. Among local suppliers can be found Dedar fabrics and Rivolta Carmignani, which took care of cotton linen.

The bathrooms are made of five different Italian marbles. Most of the rooms have wooden-clad walk-in closets and all offer separate areas to relax. Attention is given to details and room service, from welcome sweets to bath salts and lavender oil placed on the bed before bedtime.

Extra activities can be required at the reception for daily excursions. A trip at the discovery of Lake Garda or Veronese cellars to taste Amarone can be set up, or a personal shopping tour. Even a private helicopter transfer can be arranged.



#### **The Sottovoce restaurant – the roof terrace over Verona**

The last floor of the Palazzo is dedicated to food and drinks, starting from the buffet and à la carte morning breakfast, to aperitivo and dinner.

The *Sottovoce* restaurant, named after the Como structure, offers a contemporary interpretation of traditional Italian, with attention to the territory and local raw materials. At the same level the cellar, designed as a place dedicated to tastings, offers a selection of wines, which honors ranging from Italian to French wineries, with a selection of small producers in the Verona area, proposed by La Collina dei Ciliegi cellar.

Before or after dinner, it is possible for guests to access the terrace, tasting chef Fabio Aceti's amuse-bouche and a cocktail at the Infinity Bar. The terrace offers a 360 degree view of the roofs of the city of Verona and the surrounding hills of Valpolicella, and it is possible for guests to request an en plein air dinner during summer nights.

#### **The only hotel of the city with a SPA and interior pool: VISTA Palazzo**

VISTA Verona is the only hotel in the city with an indoor pool and SPA. Other than the pool with hydromassage, the fifty square meter space offers a steam room, sauna, emotional showers, ice fountain, aromatherapy, chromotherapy, and a food and beverage space to relax – drinking an infusion and snacking on dried fruit.

For the guests that prefer to opt for absolute privacy, a fortyfive square meter SPA suite is bookable, for three hours up to all day. Other than the jacuzzi and sauna area, it is possible to request massages or yoga sessions.

Beauty treatments are branded Biologique Recherche. The formulas for women and men are selected because of the high concentration of organic extracts and lack of synthetic fragrances. Finally, to conclude the wellness path, it is possible to make use of the hotel gym, provided with Technogym equipment. The gym space can be booked as well for privacy and activities – with or without a personal trainer – can be requested: from stretching sessions, to pilates, yoga, and crossfit.

#### **LarioHotels and sustainability**

In 2019, the Group decided to publish their first Value Report, a publicly available document defining the guidelines and principles of the Group with regards to sustainability.

The effort of LarioHotels for an attention towards sustainability starts from the materials used. Natural materials are preferred, such as wood, stones, and marble. VISTA Verona was realized with floors and walls made with natural composition to reduce CO2 and harmful gasses.

Plastic was cut as much as possible and biodegradable detergents were chosen. Attention is dedicated to the use of energy saving (led lighting, heat pumps, thermal insulation) and at water saving. At the basis is, however, an effort towards the sensibilization of workers towards the topic.

A set of electrical bikes and cars is available in front of the structures for guests. Finally, since 2021 LarioHotels has been recognized as a Benefit Company, integrating in its social object – in addition to profit objectives – also a positive impact on society and the environment. Respect for people, responsibility, transparency of the business, no waste, care for resources and for the territory, energy saving will increasingly guide the choices of the Group, which in the year 2023 will report its first impact report.

## VISTA Palazzo, Verona

Corticella Leoni, 3, 37121 Verona VR, Italy. The second VISTA Palazzo property of LarioHotels is located in Verona city center. As the only five-star superior structure and only SPA of the town, VISTA pays a particular attention towards an international audience visiting the historical offer of the 'city of the love'. The philosophy of VISTA is to recover tradition reinterpreting it in a contemporary key to guarantee comfort, intimacy and an 'at home' feeling.

Anna Polgrossi







