

# wonder world

*seasonal*

ITALIAN STYLE IN DESIGN, FOOD AND LIVING

## The Art of Travel

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# Nomen **omen**

The name says it all. The Sereno, on Lake Como, has opened its doors. Its name sums up the essence of a dream destination

by Marta Bernasconi



nly recently opened, but it's already one of the top international tourist destinations for lovers of Lake Como. Fresh from the success of the Le Sereno St Barth's, the company has launched this new, prestigious five-star initiative. The hotel, nestling among the lush vegetation of a sun-drenched promontory near the town of Como, embodies the concept of discreet, contemporary luxury. This is expressed throughout by solutions and facilities that create an exceptionally sumptuous welcome. Take, for example, the thirty large suites with terrace that are designed to make the most of the lake view and surrounding panorama. The small Riva fleet in its private moorings, available for guests, merits a special mention, as does the experience provided by the Berton al Lago restaurant. Like its Caribbean twin, the Sereno on Lake Como offers a service run with a simplicity that belies its great sophistication, and from the design viewpoint its interiors blend the evergreen elegance of traditional materials like wood, stone and natural fibres with the latest in contemporary design. This seamless continuity between the two designs is the work of Patricia Urquiola, who is responsible for both. The Spanish designer carried out most of her creative work in Italy, with a studio in Milan and collaborations with the major interior design brands. We asked her to talk about the new hotel, starting with the influence the natural setting and surrounding landscape had on her imagination. "It was very strong. To me it's extremely important, in every architectural project, to create a continuity with the place it belongs to. In this case the Sereno reflects the area's typical natural colours and materials, in total harmony with the context". This is a luxury hotel, so it seemed only logical to ask the designer about her idea of hospitality and the indispensable facilities offered by a hotel at this level. "I'd say privacy, elegance, the quality of the service and spaces, and select

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THE HOTEL, NESTLING AMONG THE LUSH VEGETATION OF A SUN-DRENCHED PROMONTORY NEAR THE TOWN OF COMO EMBODIES THE CONCEPT OF DISCREET, CONTEMPORARY LUXURY



DESIGN HOTEL



THE LUXURY IS EXPRESSED THROUGHOUT BY SOLUTIONS AND FACILITIES THAT CREATE AN EXCEPTIONALLY SUMPTUOUS WELCOME. TAKE, FOR EXAMPLE, THE THIRTY LARGE SUITES WITH TERRACE THAT ARE DESIGNED TO MAKE THE MOST OF THE LAKE VIEW AND SURROUNDING PANORAMA

materials and furnishings. With the hotels I design I try to create a connection between the space and the guests, a strong empathy that means they always feel at ease, even though they're not in their own home". Finally, Patricia Urquiola offers a series of adjectives to paint a portrait of the essential nature of the Sereno. "Timeless, sustainable, contemporary, elegant". The recipe for a perfect welcome.

[www.ilsereno.com](http://www.ilsereno.com)

