







Luis F. Contreras

"Plus ça change, Plus c'est la même chose"

hat a few years it has been here at Sereno Hotels! A few short years back, after all the hard work of building the new Sereno Lago di Como, we thought we were done with construction for a while. We were enjoying the end of the summer during our first full season in Italy while at the same time we were

nervously monitoring the storms that were threatening the Caribbean. It is not uncommon to have storms that pass near, or even over, our beloved island, but on September 5, 2017 something extraordinary happened. Hurricane Irma hit the island of St. Barth. By some measures it was the most powerful hurricane ever registered in the Atlantic, with record wind speeds and violent storm surges.

St. Barth got hit hard and so did Le Sereno. Most of our buildings withstood the winds, but our location by the ocean meant that a significant part of the hotel was underwater. After we surveyed the damage, we decided that we were not just going to repair the hotel. Instead, we decided to demolish most of the hotel rooms and build new – stronger and better - from scratch.

We had the opportunity to completely reimagine the hotel, while still making it feel the same. We have applied our experience from operating the hotel for



Satellite Image (Google Earth) Le Sereno in 2018 and 2019

more than ten years to implement state of the art technology, while keeping all of what made Le Sereno so great. While the entire hotel is new, we hope our loyal guests will feel that little has changed.

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Mark Zuckerberg con Daniel Ek e Priscilla Chan 28 agosto alle ore 13:06 - Torno, Lombardia

We're at Lake Como in northrn Italy to celebrate the wedding of our good friends, Sofia and Daniel Ek.

Many People know Daniel as one of the great European entrepreneurs - - the founder od Spotify. I know him as a great friend and dedicated father.

Tomorrow I'll be in Rome for a Townhall to hearing from more of you then!



Villa Pliniana by Sereno Hotels

This rebirth of a new hotel, in record time, was possible in no small part thanks to the great professionals and artisans we met when building the hotel in Lake Como. After Hurricane Irma, the small construction trade in St Barth was overwhelmed with rebuilding the island, so working only with our local partners was not an option. We turned to our friends in Italy for help (one data point: just on Air France tickets from Europe to Saint Barth, we spent well over one million euros), and working together with local builders we rebuilt Le Sereno in record time.

In this issue, we pay tribute to one artisan that sadly left us, Giovanni Piotto. Giovanni and his company INTRO made all the woodwork for both hotels, and I still see his gentle smile whenever I see the details in the exotic woods he helped us choose and shape. We miss you Giovanni.

On behalf of the great group of talented people that make Sereno Hotels, we want to thank you for your visit. It really has been an exhilarating journey. From opening the first and only modern hotel in Lake Como, to earning our first Michelin Star after a short-year of operation; from refurbishing the most beautiful Palazzo on the lake to then hosting incredible events there, from being featured in TF1 as the new luxury in Italy to joking around with Eamon and Ruth on How the Other Half Lives on the trail of a certain "George" on Lake Como; to now opening a completely new hotel in St Barth while our Hotel in Lake Como is voted as the best in Italy by the readers of Conde Nast Traveler.



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Editor: Luis Contreras - Sereno Hotels Owner. Cover by JP Piter. Photos by Patricia Parinejad, Christian Ott, Jean-Philippe Piter, Michael Gramm, Pierre Carreau. Design and print by Florence Voix, 6emeconcept.com - #3 edition - Note: we used the original texts from various publications without any change. We did edit some photos for reasons of space and formatting.

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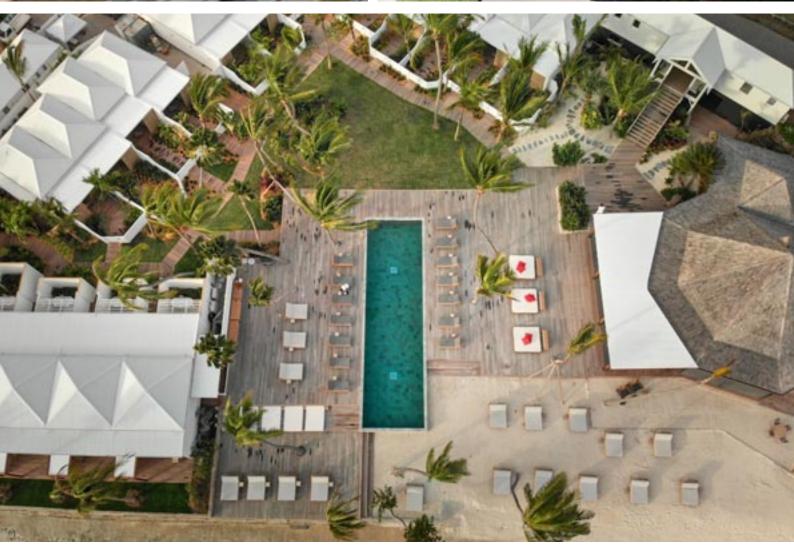
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Villa Pliniana









In memory of Giovanni Piotto

Giovanni Piotto was a great entrepreneur, artisan, father, husband and friend. Giovanni, his family and his company, Intro, helped us build II Sereno Lago Di Como and Le Sereno St Barthelemy. Before we had finished the rebuilt of Le Sereno, Giovanni unexpectedly departed. He left behind a mark in everyone who knew him. Below we include a few words from his family. Rest In Peace.

Luis Contreras

Seneca scrisse: "Vivi con coloro ti possano rendere migliore e che tu possa rendere migliori. C'è un vantaggio reciproco, perché gli uomini mentre insegnano imparano.

Abbiamo scelto questa frase per ricordare il nostro Giovanni, un uomo sempre pronto ad imparare da tutti e che a tutti ha insegnato qualcosa.

Grande marito e padre affettuoso, non fece mai mancare niente alla propria famiglia; nel lavoro la Sua serietà, la grande esperienza e non da meno, i molti sacrifici, fecero di lui un grande imprenditore.

In tutte le esperienze lavorative da lui svolte, Giovanni viveva ogni luogo di lavoro con cura e dedizione come fosse proprio, con smisurata passione e senza tenere in considerazione il passare del tempo.

Sono queste le caratteristiche che hanno fatto di lui il grande imprenditore che è stato, e che tutti, dai clienti ai suoi collaboratori, hanno sempre apprezzato; la sua leadership non era imposta, ma voluta dal suo team che vedeva in lui un punto indiscusso di riferimento, che trasmetteva sicurezza e coraggio, e motivazione a non arrendersi mai.

In ogni progetto che affrontava, maggiori erano le complicazioni e più grande era il suo impegno e la soddisfazione nel cercare le soluzioni geniali che permettevano di portarlo a termine con successo.

Si dice che si muore soltanto quando non riusciamo a mettere delle radici negli altri; per quanto la vita sia stata troppo breve per il nostro Giovanni il suo ricordo e i suoi insegnamenti saranno con noi per sempre.

Seneca had written: "Live with those who can make you better and make you better. There is a mutual advantage, because men learn while they teach. "

We chose this phrase to remember our Giovanni, a man always ready to learn from everyone and who taught everyone something.

Giovanni has been a Great husband and affectionate father, that he never let his family miss anything; In his job, his seriousness, his great experience and above all his many sacrifices, made him a great entrepreneur.

Always in his work experiences, Giovanni lived every workplace with care and dedication as if it were his own, with immense passion and without taking into consideration the time passage.

These are the characteristics that made him the great Business owner that everyone, from customers to his collaborators, have always appreciated; his leadership was not imposed, but wanted by his team that saw him as an undisputed reference point, which conveyed security and courage, and motivation to never give up.

In his way to do on every projects, and greater was the complications, the greater his commitment and satisfaction in finding the ingenious solutions that allowed him to carry it out successfully.

Someone said that one person dies only when he fail to put roots in others; Giovanni's life has been too short, but his memory and his teachings alive in us, and it will be forever.

Condé Nast CONDENTANTES

THE BEST HOTELS IN ITALY 2019 Condé Nast Traveller Readers' Choice Awards

It's with good reason that Italy tops so many "dream destinations" lists. The food is outstanding, the architecture is beautiful, the history is ever-present, and the museums are full of important works. And when it's time to bed down you'll find Italy is a treasure trove of gorgeous hotels with warm service and plenty of allure.

For our 32nd annual Readers' Choice Awards survey—yes, more than three decades—a record 600,000 registered voters weighed in. The impressive number of 2019 results were especially exciting for us: we're ever curious about where you go, what you loved, and who you went with. As you continue to travel, we continue to listen: Here are the hotels in Italy you loved most this year.





il sereno lago di como



From Lake Como to St. Barths

The all-Italian team from the Michelin-Star restaurant at II Sereno Lago di Como has landed in St. Barth at Ristorante al Mare.

A group of over 50 professionals from il Sereno Lago di Como takes over the stoves and the floor at the most amazing location on the island, at water's edge in the natural reserve of Grand Cul de Sac.

An all Italian menu of crudos, fresh pasta, fish and other Italian classics perfectly suited for the setting, to be enjoyed beachside either under Le Sereno's historic Ajoupa, or in the new feet-in-the-sand restaurant under the shade of coconut trees.



Sereno. HOTELS T //





TF1 - 50 MIN INSIDE / 22.12.2018

Voix off:

L'ile compte sept hôtels cinq étoiles, pour une superficie de seulement vingt-et-un km². En ce mois de décembre, au Sereno, l'heure est encore aux travaux. Comme chaque jour, le propriétaire de l'hôtel Luis Contreras vient inspecter les lieux avec son responsable de chantier.

Luis Contreras:

C'est agréable de voir cette piscine terminée, non ? Avec ces pierres de Bali, il ne reste plus qu'à la remplir et la couleur de la piscine sera exactement la même que le turquoise du lagon. Cela va être beau!

La journaliste :

On dirait que vous avez encore pas mal de travail, non?





Voix off:

Voilà à quoi ressemblait cet hôtel avant Irma. Un luxueux établissement de trente-neuf chambres et trois villas, conçu par le célèbre architecte parisien Christian Liaigre. Chaque année, résidence officielle des anges de Victoria's Secret, lors des shooting photos des collections de maillots de bain.

Le cyclone a entièrement dévasté la piscine, inondé les chambres, arraché le toit du restaurant et toute la végétation. A quelques jours de la réouverture, c'est opération jardinage de grande envergure. Les paysagistes sont en pleine plantation des nouveaux cocotiers, arrivés il y a quelques jours de Miami.

Luis Contreras:

Les palmiers semblent avoir été ici depuis toujours. En fait, ces anciens palmiers courbés faisaient vraiment partie de l'identité de l'hôtel.

Et malheureusement, la plupart n'ont pas survécu à l'ouragan. Alors on a demandé à un spécialiste de conduire à travers tout le sud de la Floride pour chercher de très grands cocotiers un peu tordus et taper à la porte des gens en disant « Salut, est-ce que je peux acheter votre arbre?».

La journaliste :

Et combien ça coûte un palmier?

Luis Contreras :

Un palmier comme ceux que l'on a plantés ici, cela peut coûter dix mille euros.

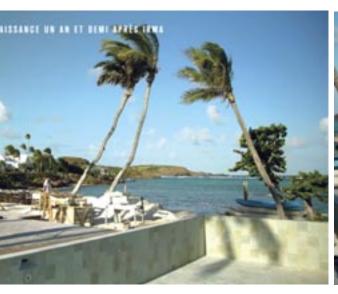
La journaliste :

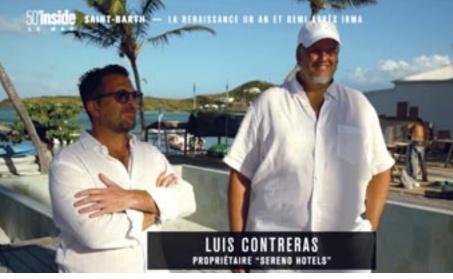
Ah oui ? Et combien avez-vous dû en acheter ?

Luis Contreras:

On en a beaucoup. Les courbés on a dû en acheter quarante ou quarante-cinq!







Luis Contreras:

Oui, on a encore un peu de travail. Mais comme vous le voyez, on a plein de bons ouvriers pour le faire.

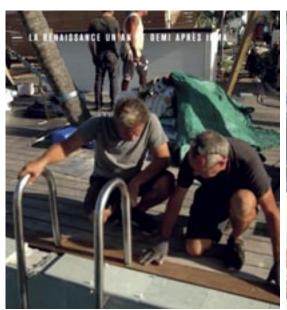
Il ne reste plus que dix jours, mais dix jours à dix heures par jour avec cent cinquante personnes, cela fait quinze mille heures, cela devrait le faire.

La journaliste :

Comment vous vous sentez?

Luis Contreras:

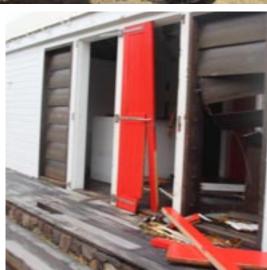
Un peu nerveux, parce qu'on doit être prêt. On a des clients très importants qui arrivent dans seulement quelques jours, mais je suis aussi très content.











Voix off:

Plus surprenant encore, toujours dans le but de conserver l'esprit de son hôtel, Luis Contreras a fait venir toute une équipe d'artisans d'art italiens. Des spécialistes de la restauration de meubles anciens endommagés par l'eau, habitués à travailler à Venise. Une équipe plutôt ravie d'être sous les tropiques.

Marika Ester Pozzi :

Les couleurs de la mer sont incroyables ici. Ce sont mes couleurs préférées. Cette palette de vert d'eau, de bleu clair, c'est tellement

Cristina Cancellara:

Moi je me baigne tous les jours à la pause déjeuner.

Marika Ester Pozzi :

C'est une sacrée expérience de travailler à Saint Barth.

Cristina Cancellara:

Rêve. Rêve.

Voix off:

Un rêve que le propriétaire aime savourer avec ses équipes. Chaque jour, c'est face à ce lagon qu'il prend sa pause déjeuner, en compagnie des cent cinquante ouvriers.







A ses côtés Charlotte Viala, la toute nouvelle manager de l'hôtel, arrivée à Saint Barth début novembre. Cette toulousaine a travaillé dans des établissements à travers le monde. De Bora-Bora à l'île Maurice en passant par le lac de Côme en Italie. Mais c'est la première fois qu'elle doit gérer une ouverture.

Luis Contreras:

Pour vous il y a ce premier marathon jusqu'à l'ouverture et ensuite de l'ouverture au nouvel an, un second marathon très différent mais qui va aussi être un défi.

Voix off:

Un défi, car à Saint Barth, la période des fêtes représente près d'un quart du chiffre d'affaires des hôtels. A cinq jours de l'ouverture pour Charlotte, c'est l'heure du premier brief du nouveau personnel.

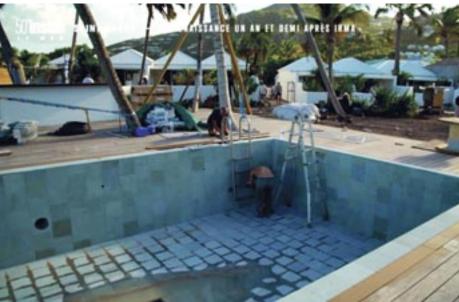
Après l'ouragan, la majeure partie des saisonniers a dû quitter Saint Barth, faute de travail.

Charlotte Viala a la lourde tâche de former cette nouvelle équipe et coordonner l'arrivée de tout le matériel dont ils vont avoir besoin pour la saison.

D'ici à Noël, Charlotte et tous les employés vont devoir redoubler d'efforts pour être prêts à temps...















VICTORIA'S SECRET Swim Special

Featuring the Victoria's Secret Angels and musical performances by Demi Lovato and Nick Jonas.





















SHOOTING AND CONCERT ON THE POOL AT LE SERENO













Check in - Saint Barthelemy

Aqui o meu verdadeiro pouso, o Hotel Le Sereno. Este hotel é "Charmant". Esta Piscina é da cor da própria praia, não, a cor do mar é mais bonita do que da piscina. Sorry!

Referência de Saint Barths, o Le Sereno foi eleito como um dos melhores hotéis do mundo pela exigente Connexion Travel.

O hotel está totalmente recuperado depois do furação Irma, que atingiu a região em 2017. A reinauguração do Le Sereno foi em dezembro de 2018, desde então este paraíso está pronto para receber você. Dentre todas as melhorias pós furação Irma, o Le Sereno está fazendo um trabalho importante de reflorestamento.

Eu vim passar 5 noites aqui, mas dar para ficar 1 mês, fácil, fácil, fácil... Oh que delícia!





















Quarto

O meu quarto. Vou levar vocês para conhecer. Eu faço questão de começar pela banheira ao ar livre, o ponto alto desse quarto lindo, que tem uma cama deliciosa e essa vista linda. O quarto é tão gostoso! Vou mostrar esta vista linda...

Restaurante Le Sereno

Um Almoço delicioso. Para acompanhar, esta vista e uma cerveja bem gelada, tem coisa melhor?





















Shops

O Le Sereno tem também um shops, esta aqui é a casa da marca italiana Larusmiane em Saint Barths. A marca masculina é uma das mais tradicionais do mundo, e aqui tem um shop muito especial, tem um espaço também para marcas parceiras femininas, inclusive os friulis, sapatos típicos da Itália, que por mais de 1 século são feitos com sobras de materiais, são sustentáveis e um "must" entre as mulheres elegantes da Itália, como Costanza Pascolato, ítalo brasileira, que adora. E tem ainda bolsas, acessórios e muito mais.



Agora eu vou fazer uma massagem também deliciosa. Uau! Welcome. Você acha que precisa de alguma coisa a mais?















La journaliste :

Un groupe hôtelier de Saint Barth vient d'ouvrir le tout premier établissement d'architecture contemporaine du lac. Posée sur la rive est, cette nouvelle adresse chic et design attire déjà son lot de célébrités. Chris Rock, Mark Zuckerberg et Bruno Mars ont célébré ici le mariage du milliardaire Daniel Ek, patron de Spotify.

Aujourd'hui c'est le prestigieux magazine de design anglais Wallpaper* qui y est en plein shooting photo.

Face à l'objectif, Patricia Urquiola, l'architecte d'intérieur espagnole, très en vogue en ce moment, qui a conçu les lieux.

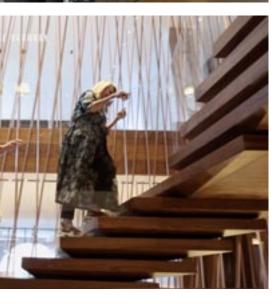
Si Patricia est si exigeante, c'est parce que cet hôtel a été un challenge. Avec le propriétaire, il leur a fallu 6 ans pour convaincre les autorités italiennes de leur laisser construire un établissement contemporain sur le si classique lac de Côme.













Luis Contreras:

La première réaction quand on a dit «on va faire un bâtiment moderne au lac de Côme», était un «NON» ferme!

Nous avons été en contact avec différents architectes qui avaient à coeur avec nous de protéger le lac, de s'en inspirer, d'en utiliser les matériaux, mais pour aller vers une autre proposition. Donc eux ont fait leur travail et nous aussi le nôtre qui était d'expliquer que... ça va être très beau ! Et vous voyez aujourd'hui, quand vous êtes de l'autre côté du lac, probablement le bâtiment le plus difficile à trouver, c'est celui-ci.

La journaliste :

Avant, voilà ce qu'il y avait sur ce terrain. Aujourd'hui, les lieux ont bien changé. 32 chambres, toutes avec vue sur le lac.

Des salons remplis de meubles de créateurs et une piscine à débordement. Du contemporain, certes, mais toujours une ambiance chic et raffinée, à l'image du lac.













Off: Historical land mark, Villa Pliniana is 17 bedrooms the cost of \dots starts at £ 90000 \in a night; so, only people like Facebook creator Mark Zuckerberg can afoard to book in. Celebrities are drowned lake Como by the luxury and the guaranteed privacy. Then as Madonna, Brad Pitt, Sting, they all bought huge villas on the lake.







Off: Luis Conreras owns two of the luxurious properties on the lake and also knows who owns all the others.

Eamonn: It looks... The house I am looking at the palace here, this is one of your properties ?»

Luis Contreras: Yes, correct; this is the villa Pliniana, the palace builded in 1573; it is a big, big property like 25 acres, which we rent to only one client. So it's just one client to take the all property.

Eamonn: Wait wait ... Only one person it's 25 acres ?

Luis Contreras: Yes.





Ruth: Let's be honest though all we really want to know is where's Georges?

Luis Contreras:

Oh! this is right here, that's his house!

Ruth: That one?

Luis Contreras: Yeah!

Ruth: Geooorges!







ou'd think it might be hard to stand out on an island that is essentially the glitzy Riviera of the Caribbean. On St Barths, however, Le Sereno St. Barth in its own understated way does just that. Or, should we say the new Le Sereno to be exact?

A mere ten-square-mile volcanic island in the French West Indies, St. Barths was gutted by the most fearsome hurricane in recent times when Irma plowed through the Leeward Islands in September, 2017. Neither being in the shadow of Morne du Vitet peak on the island's northeast side, nor having its 600-foot-long beachfront well behind coral reefs within the deep-set Grand Cul de Sac marine reserve spared the property from major damage.

Following a year of work, last December, the Leading Hotels of the World member reopened as essentially what is a brand new hotel with new suites, restaurant and spa.

Those who know their French cinema stars will remember Lino Ventura. The tough Italian-born actor was a co-founder with René Sereno of an original 1970s beach hotel here, whose vibe they modeled after their St. Tropez crowd. One of the great pleasures all these years later is that still today at Le Sereno, as with St. Barths in general, no mass hotels stare at you from across the bay.

Under the present ownership of Luis Contreras, the Sereno Hotels group also includes II Sereno on Lake Como and its adjacent Villa Pliniana, a modern structure by Spanish architect Patrica Urquiola that opened in 2016.

The first thing you see after you enter Le Sereno's breezy and modest reception hut are huge coconut palms outside the door that are set around a central infinity pool whose green stone tiles imported from Indonesia shine in the sunlight.

For the revamped suites, of which there are now thirty-nine to go along with three villas, Contreras and team turned once again to celebrated designer Christian Liaigre.

The popular Bungalow Piscine category that faces the pool comes with private garden and the units are designed with oak ceilings and crema luna limestone floors. The redone



Forbes

Le Sereno St. Barth: A LEGEND IS BACK

Grand Suite Plage are waterfront suites with terrace gardens as well. The similar Grand Suite Plage Sud also have outdoor tubs facing the lagoon. The Villa du Pêcheur waterfront suite with its own pool also overlooks the Grand Cul de Sac.

As before the redo, bath amenities are by Ex Voto/Paris and exclusive Le Sereno towels and robes by D. Porthault. Guests receive handsome complimentary beach bags and customized Le Sereno Havaianas flip flops as well. Also new on property, a boutique from Milan's high-end Larusmiani menswear shop also carries womenswear, beachwear and jewelry.

For the gardens which had to be redone post-hurricane, Le Sereno turned to Vene-

zuelan landscape architect Enrique Blanco. A happy benefit of Irma was that the property was given the chance to upgrade its sustainability efforts with the addition of solar panels, as well as air conditioners, lighting and windows that consume lower energy. The renovation also saw the installation of a water desalinization plant and the property now uses greywater for irrigation.

Le Sereno's open air dining pavilion is a hit island-wide. Executive Chef Alex Simone whose career went through Belgium and London is back at the revamped venue. New F&B director Riccardo Ravaglia comes from New York after stints there in Harry Cipriani and the Greenwich Hotel.

You might be in the Caribbean, but the menu is decidedly Mediterranean in its preparation of fresh fish, octopus and the popular lobster linguine. Their Instagram post of asparagus and foie gras might be enough alone to induce you to book a meal. The restaurant also has a new lounge area, and Plage restaurant is, as it sounds, a casual dining service on the beach where you can sit in funky blue and red chairs.

Three treatment rooms and a waterfront pavilion make up the new Spa which uses the Swiss Valmont brand of products in their

facials and massages. For a little water sport activity, guests paddleboard, kayak and windsurf, while those looking to get closer to the resident sea turtles will want to don snorkels.

A Champagne catamaran trip with the Jicky Marine service takes you to Anse de Colombier, a popular crescent bay that sits under the ruins of an old Rockefeller family compound up on a hill. The snorkeling is excellent here and the sunsets at this northwest island tip are spectacular.

A walk through the capital Gustavia with its posh boutiques also offers visitors a peek at a lot of fine stone structures that remain from the nineteenth-century Swedish colonial period. Tucked away behind town, Shellona Beach is popular for sunbathing and food and drinks, while along the marina La Guérite and Bagatelle are popular restaurants in which to see and be seen, with the latter known for its late night party vibe.

Just one fun evening out in Gustavia taking in its Riviera vibe and you'll be more than ready for the serenity of Le Sereno on your return.

DDDE CONTENT OF THE LUXURY LIFESTYLEM



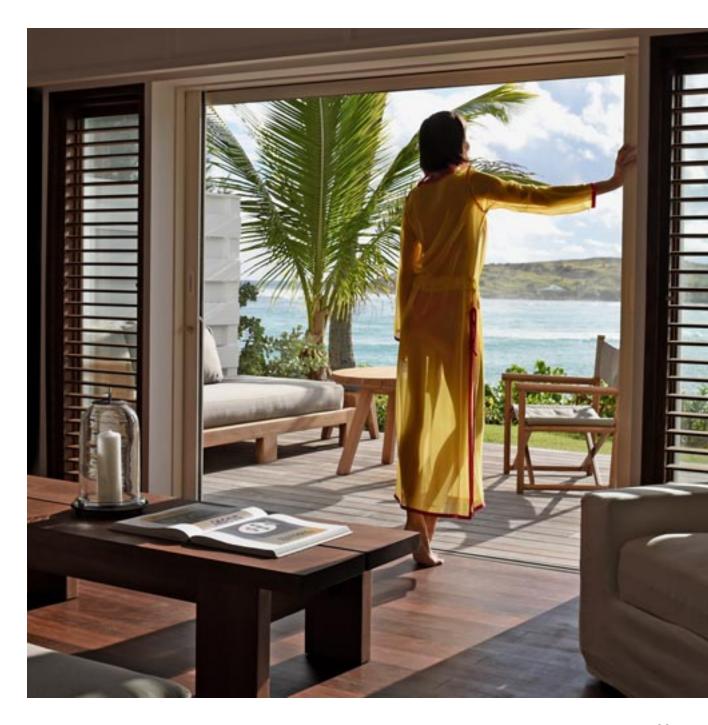
Barts Back.

hat could top St. Barts? The Francophone island is gearing up for one of its most spectacular winters yet after much revitalization in the wake of Hurricane Irma in 2017. Marking the first season that the island is fully "back," plenty of Amels and Feadships will be glimmering at the quay in Gustavia.

Prefer to ditch the yacht for land? "The most iconic hotels and villas on the island have truly raised the bar. The newly renovated rooms are chicer than ever," said Samy Ghachem, managing director of Sereno Hotels, which includes Le Sereno in St. Barts and II Sereno on Lake Como.

This winter, Le Sereno, a hideaway on the opposite side of the island from Gustavia, is back open for business. First erected in 1980—now rebuilt and revamped following Irma—the resort debuted four new suites in October that overlook the Grand Cul de Sac lagoon, with private pools and the option to connect rooms for a private villa experience. (Bonus: The beach and lagoon in front of Le Sereno form the island's only protected marine sanctuary, giving you easy access to superb snorkeling and paddleboarding with turtles.) ...

Now, really, what could top St. Barts? ■









Le Sereno – Plus ça change, plus c'est la même chose ... just better than ever!

Photos: Christian Oth, Jacques Zolty, Pierre Carreau et Jean-Philippe Piter-Traduction: Vladimir Klein

Tropical Magazine : A l'image de l'île, Le Sereno a subi d'importants dommages pendant le cyclone Irma. Pouvez-vous partager les détails de la rénovation entreprise, comme par exemple l'équipe designartisanat-hôtellerie avec qui vous avez collaboré?

Luis Contreras: Nos bâtiments ont plutôt bien résisté aux vents, mais comme nous sommes situés au bord de l'eau et qu'il y a eu une marée de tempête exceptionnelle, plus de la moitié de l'hôtel s'est retrouvée sous des mètres d'eau. Compte tenu des dommages occasionnés par la tempête et l'ampleur des travaux et investissements nécessaires à remettre l'hôtel en état opérationnel, nous avons décidé d'en démolir de Tropical Magazine: Did Le Sereno undergo a lot of damage during Hurricane Irma? Can you share some details about the renovations, including which designer/architect they worked with?

Luis Contreras: Our buildings stood strong against the wind, but unfortunately since we are on the water's edge, and there was a very large storm surge, well over half of the hotel was several feet under water.

Seeing the damage from the storm, and the large amount of work and investment needed to make the hotel operational again, we made the decision of actually demolishing a substantial part of the hotel and rebuilding it from scratch, not just to repair, but to improve it!

grandes parties pour les rebâtir entièrement. Nous voulions faire mieux que réparer et réhabiliter, nous voulions l'améliorer!

Depuis le départ, cela a été une course contre la montre. Nous avons accompli en une année un travail qui serait normalement programmé sur quatre ans. Cela a été très intense, mais nous avons réussi notre pari! Nous avons une équipe formidable, de remarquables artisans, une équipe design, les autorités locales et toute une communauté qui ont travaillé ensemble pour réaliser tout cela

Alors voilà, nous avons un hôtel tout neuf qui n'a pourtant pas change de d'ambiance, de feeling, nos hôtes fidèles se sentiront à nouveau comme à la maison. L'hôtel est neuf et rappelle pourtant ce que nous avons connu et aimé...

C'est une version positive de "plus ça change, plus c'est la même chose! », car nous nous sommes surpassés. C'est l'équipe d'origine, qui a créé Le Sereno, que nous avons reconstituée pour cette reconstruction de fond en comble, ce qui a permis de garder intacte l'essence de l'esprit du lieu.

Nous n'avons pas voulu changer une chose aussi iconique, qui fonctionnait si bien et qui était tant aimé par nos clients. A l'arrivée nous avons un mix d'un design nouveau griffé Le Sereno incorporant de subtiles améliorations sur ce que nous connaissions. De plus, la qualité de notre ameublement et construction à base d'essences tropicales est si formidable, que je défie quiconque de distinguer le neuf de ce qui incarne dix ans d'histoire! Le deck original de la fameuse piscine du Sereno est aussi de retour, alors qu'il est tout neuf. Nous avons dû chercher les pierres jusqu'en Indonésie pour remplacer celles perdues, mais cela a permis de faire revivre cette superbe piscine.

Après l'état des lieux d'après-catastrophe, qu'est-ce qui vous a le plus impressionné ?

Sans doute d'autres personnes interrogées diront-elles la même chose, mais ce qui nous a tous inspiré, c'est la manière dont toute l'île a serré les rangs après le cyclone. Cela relève du cliché, mais c'est entièrement vrai. Cela a été fascinant de vivre à quelle vitesse Saint-Barth a rebondi, comment les autorités ont assumé leur rôle et ont assuré les services de base, tout en laissant aux particuliers un espace d'initiative dans la reconstruction.

Quels seront les points forts du nouveau Sereno et à quoi ses hôtes peuvent-ils s'attendre?

Grâce à l'importance que nous accordons aux détails et à un design respectueux d'une certaine éthique, traits qui font la renommée de nos hôtels, le nouveau Le Sereno met en avant le fait que tout en respectant les contraintes des permis de construire, l'ensemble bungalows-piscines a été entièrement reconstruit en intégrant de substantielles améliorations. Nous avons résolu une équation complexe, intégrant les essences tropicales dans les structures des plafonds alors que le dallage en pierre crema luna italienne est du plus bel effet.

Grande nouveauté, la toute nouvelle Family Suite, composée de suites ayant chacune sa piscine privative. Les chambres de la Grande Suite Plage Sud en front de mer ont été entièrement reconstruites, avec une chambre de maître plus spacieuse et un jardin privatif mariant intimité et baignoires à ciel ouvert.

Nous avons revu la conception du restaurant, intégrant

It has been a race against the clock from the beginning. We are doing what normally takes four years in less than a year. It has been intense, but we made it! Our great team, the fantastic artisans that rebuilt the hotel, the design team, the local authorities and community, everybody worked hard to make this happen.

So now we have a brand-new hotel, but at the same time our loyal guests will feel at home when they come back; the hotel is new, but looks similar to what it was before ... plus ça change, plus c'est la même chose ... just better than ever! The original team that created Le Sereno was reassembled to undertake a complete rebuild, while keeping the essence of the hotel intact.

We didn't want to change something that was iconic, that was working very well and that was loved by our clients. We have a mix of new design, inspired by Le Sereno, coupled with subtle improvements on the existing designs. And the quality of our tropical wood furniture and buildings is so great that we dare anyone to tell what is new and what has been there for over ten years! And even though it is actually all new, Le Sereno's iconic pool deck is back

And we had to haul the stones all the way from Indonesia to replace the old ones, but our great pool is also back.

What impressed you the most after seeing the destruction from the hurricane?

Probably other people in this magazine will say the same thing, but the way the island came together after the storm was inspiring. It sounds like a cliché, but that doesn't make it less true! It is amazing how fast St Barts started to bounce back, how quickly the authorities took control, provided basic services and allowed the people of the island to start rebuilding.

What will the new Le Sereno feature and what can guests look forward to?

With the high level of attention to detail and design-driven ethos that Sereno Hotels is known for, the new Le Sereno



un nouveau bar, un lounge et une nouvelle, fantastique extension du restaurant de plage, où nos hôtes pourront dîner les pieds dans le sable, à ciel ouvert, sous l'ombre des cocotiers. Le tant admiré plafond de chêne a été reconstruit et le panorama de la baie lagunaire reste inviolé. Nous avons aussi profité de l'occasion pour créer un spa tout neuf et un espace fitness et des salles de soins à la pointe de l'art.

Un nouvel espace paysager mène aux chambres de la Suite Grand Plage qui marient leur ambiance avec de nouveaux intérieurs.

Pour parfaire le tout, une nouvelle boutique, en partenariat avec Larusmiani, adresse exclusive de la Via Montenapoleone à Milan, vient parfaire le tout.

Vous voulez bien nous dire un peu plus sur les améliorations du Restaurant Le Sereno et le nouveau Restaurant de la Plage?

Le Restaurant Le Sereno a fait robe neuve tout en conservant son ameublement signé Christian Liaigre et son magnifique panorama à 180 degrés du Grand Cul de Sac. Avec son ouverture à l'extérieur il exploite pleinement son environnement, offrant aux dîneurs une vue imprenable sur les eaux de la baie. Le Chef Alex Simone est de retour avec un menu époustouflant qui marie les classiques du restaurant avec la fraîcheur de nouvelles créations.

Un nouveau bar, occupant le centre du restaurant, servira des cocktails de création, travaillant des ingrédients frais et inattendus, offrant une liste de vins et spiritueux et un service de jus frais où nos hôtes pourront déguster des élixirs de santé et détox, répondant ainsi à une demande toujours plus forte.

Quant à la nouvelle ambiance du Restaurant de plage, elle s'étend à quelques pas des eaux cristallines du Grand Cul de Sac. A proximité du restaurant principal, ce nouvel espace vous permet de dîner en toute décontraction, les pieds dans le sable, à l'ombre des cocotiers, devant une vue à un million de dollars de la barrière de corail du Grand Cul de Sac. C'est l'endroit rêvé pour siroter des cocktails et se prélasser en dégustant des mets gastronomiques sans renoncer aux plaisirs de la plage.

Dites-nous un peu plus sur le nouveau Spa et comment sa refonte l'a amélioré?

Le Spa Le Sereno a été agrandi et comprend désormais trois salles de soins avec le pavillon de front de mer, convoité par tous, un espace de relaxation et l'unique salle de soins adjointe à la plage de l'île. Nous offrons également des services spa dans l'intimité de votre chambre. La nouvelle salle de fitness offrira les équipements et la technologie les plus récents. Les deux espaces, spa et fitness, sont liés par un nouveau jardin, idéal pour la pratique du yoga ou la méditation.

Comment cette refonte du Sereno a-t-elle pris en compte l'impact environnemental?

Nous avons entièrement reconçu et reconstruit les systèmes d'énergie et d'eau et la plateforme technologique de l'hôtel. De nouveaux panneaux solaires génèrent l'électricité et le chauffage de l'eau, des climatiseurs à la technologie de pointe réduisent la consommation d'énergie et des échangeurs thermiques utilisent l'air chaud rejeté par les climatiseurs pour chauffer l'eau courante et la piscine. Ajoutez à cela le nouvel éclairage basse consommation et vous avez un hôtel qui offre à

will deliver marvelous features throughout the grounds. While remaining within the constraints imposed by our building permits, the entire Bungalow Piscine room category has been built from the ground up; these new rooms are really a big improvement. We flipped the equation and have the exotic wood in the ceiling structure and the floors are white; we used Italian crema luna stone to great effect. We have a brand-new Family Suite option that includes private pools for each suite.

All-new waterfront Grand Suite Plage Sud rooms were built from the ground up, featuring a larger bedroom and private garden with outdoor bathtubs.

A completely redesigned restaurant with new bar, lounge and a fantastic all-new beach restaurant extension, where guests can dine with their feet in the sand and the sky over their heads, protected from the sun by coconut trees. Le Sereno's much-loved oak roof was rebuilt, and amazing views of the lagoon remain intact.

The brand new spa and fitness facility comes with new treatment rooms and new fitness equipment.

A new garden space leads up to the Grand Suite Plage rooms, which will retain their classic look with new interiors. And to round it all off, we have a new on-site retail boutique in partnership with Larusmiani of Via Montenapoleone, Milan.

How has the iconic Restaurant Le Sereno changed and can you tell us more about the new Beach Restaurant?

Restaurant Le Sereno will unveil a new look, while still maintaining the dramatic 180-degree views of Grand Cul de Sac and its Liaigre furniture. A fully open-air concept, the space takes full advantage of its surroundings to provide guests with a sea view from every angle. Executive Chef Alex Simone returns to Le Sereno and will unveil a new menu for the restaurant that features signature dishes seamlessly integrated with updated favorites.

A new bar, centrally located in the restaurant, will serve craft cocktails made with the freshest ingredients, and an extensive list of wines and spirits as well as a new juice station, where guests can order freshly squeezed wellness and detox elixirs - a need we are consistently seeing among our guests. The new beach restaurant experience will also debut just a few steps away from the crystal-clear waters of Grand Cul de Sac. Located adjacent to the main restaurant, the entirely new space offers casual dining under the shade of coconut trees, where guests can have their feet in the sand and a million-dollar view of Grand Cul de Sac's protected reef. The restaurant is the perfect spot to sip on cocktails and enjoy a laid-back meal without having to leave the serenity of the beachfront location.

Tell me more about the changes to the Spa and how the redesign has affected this space?

The Spa at Le Sereno has partnered with the Swiss cosmetic company Valmont and has been expanded to now include three full treatment rooms, including the guest favorite waterfront pavilion - a coveted space for relaxation and the island's only beachfront treatment room. In-room spa services are also available. The new fitness room will boast the latest fitness technology and equipment. In between the spa and fitness facilities is a new garden that provides a serene space for guests to practice yoga or meditation.

How has Le Sereno's redesign taken environmental impact into account?

We rebuilt all of the systems, energy, water and technology platform for the hotel.

New solar panels heat the water and generate electricity,

ses hôtes tout ce qui peut contribuer au bien-être tout en baissant la consommation d'énergie du site dans son ensemble. Tous les éléments de la reconstruction, pierres, roches, essences de bois, proviennent de sources durables. Toute la propriété est équipée de fenêtres et de matières d'isolation qui permettent de réduire la consommation d'énergie. Le Sereno se targue également de ses unités de dessalement d'eau de mer et du traitement et recyclage dans l'irrigation des eaux usées, ce qui lui permet d'être complètement « hors réseau », indépendant des maigres ressources du réseau d'eau municipal.

Y a-t-il eu un effet Saint-Barth sur les hôtels Sereno?

Sereno Hotels est une entreprise familiale, et personne d'entre nous aurait pu deviner à quel point Saint-Barth allait changer la vie de notre famille élargie.

Aujourd'hui, je travaille exclusivement pour nos hôtels et j'ai déménagé en Italie pour me rapprocher de notre site sur le Lac de Côme. C'est mon frère qui a construit le premier Le Sereno, ma sœur n'a pas hésité à déménager à Saint-Barth pour plusieurs années et ses enfants y ont grandi, fréquentant les écoles locales. Quant à mes parents, ils ne cessent de prodiguer leurs conseils pour améliorer l'opération.

Cette île magique nous a transformé et amélioré nos vies et celles de la nouvelle génération qui a grandi au Sereno. state of the art air conditioners reduce energy consumption, and heat exchangers use the heat emanating from the air conditioners to heat the pools and the water. Coupled with new low power lighting, this allows the hotel to offer new amenities to guests while significantly lowering energy consumption throughout the property. All of the new construction is made with sustainably sourced wood and stone. The entire property is outfitted with new windows and insulation designed to reduce energy consumption. Le Sereno also features on-site water desalinization capability and grey water is treated and reused for irrigation, which allows the property to be completely "off the grid" from scarce city water resources.

How has Sereno Hotels developed since you first came to St Barts?

Sereno Hotels is a family company, and none of us could have guessed how much St Barts would change the life of our extended family.

I now work exclusively in the hotels and moved to Italy to be near the Lake Como operation; my brother built the original Le Sereno; my sister actually moved to St Barts for several years, where her children grew up going to the local school; and my parents are always providing advice on how we can improve the operation.

This magical island has touched and improved all of our lives, and the lives of the next generation that have grown up at 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 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 crystalclear 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 lanscape, 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, impetous Caribbean nature certainly casts its own spell, taking a starring role in a colorful explosion of sights, sounds and scents.









The Telegraph
LUXURY

Where to find the soul of the real "Caribbean"



RELAX, S'II VOUS PLAÎT

Combining European luxury with Caribbean hospitality, St. Barts is ready for your visit. By Sheila Marikar

THE FIRST OUESTION on the mind of many new comers to this tiny Caribbean island is what to call it. St. Barth's? St. Barts? Saint Barthélemy? Short answer: Stop stressing, and sip some rosé. "Sain Barts' is how we pronounce it," says Sarny Ghachem, managing director of Le Sereno, which recently reopened on the northwestern edge of the island, newly sleekened and ex panded following 2017's Hurricane Irma. "But at this point, there isn't a right or a wrong."

A French territory, St. Barts attracts both bankers and bohemians as well as a slew of celebrity regulars (Jay-Z, Beyoncé, Cindy Craw ford, Leonardo DiCaprio). While the natural splendor of the island makes it ha.rd to have a bad time-white-sand beaches; luminescent, bath-warm water in shades ofblue so brilliant it's as if an Instagram filter has been applied Ghachem's insider tips can be the difference between a good vacation and a spectacular one.

1. Fireworks in Gustavia 2. Grande Suite PLage at Le Sereno

Best time to go: Of course we get a lot of guests during the late fall and winter months, when it's cold and snowing in the States. But March through July can also be guite nice, with fewer crowds and better room rates than you'll find during peak season. September, October, and early November tend to be the rainy months.

Best way to get there:

Unless you're flying private, you'll have a layover, either in San Juan, Puerto Rico; or St. Martin, I think the better option is San Juan. It's a one-hour flight from San Juan to St. Barts, and you're in a Pilatus aircraft, which has a pressurized cabin, with drinks on board. It's slightly more comfortable than the alternative: From St. Martin, it's a 15-minute flight on a propeller plane. Plus, if you go through San Juan on the way back, you clear customs there, so that when you arrive in New York or wherever, you can just claim your bag and go.

New and revamped restaurants: In downtown Gustavia, there's a place called the Fish Corner. It's got maybe eight to 10 tables max. It's lunch only, and it's run by local fishermen. The menu changes every day depending on what they've caught; it's a hidden gem. Of course, I have to mention that Le Sereno offers one of the very few options to actually eat on the beach, with your seat in the sand-a seat that was designed by Patricia Urquiola, so you'll be enjoying your pasta in style. Nearby, there's Tamarin. which was historically a beautiful restaurant that



was better known for its garden and 200-year-old tamarind tree than its food. But they've stepped it up, and the food is as good as the garden now.

Locals' secrets: Go out on Monday night. That's the night many of us do, since places on Friday and Saturday tend to be packed with visitors. Also, while some of the island's best restaurants and day clubs are on prime beaches, you don't have to have a fancy meal to take advantage of them. The Nikki Beach restaurant and beach club is spectacular, but the beach it's on, St. Jean, is open to the public as well, so you could bring a picnic, spread out a blanket, and enjoy a similar experience.

Thing to avoid: Renting a luxury car. Since we don't have public transit and taxis can get costly, it's ideal to have a vehicle to



drive around the island, and sometimes visitors think they should go for the grandest, biggest option. This is a small island. Roads are guite narrow. The turns and curves can be intimidating. and you're always coming up against oncoming traffic. Smaller is better. Every now and then, you'll get someone who took the five-door Jeep Wrangler, and then they come back a day later, saying, "It's all scratched. Can you give me something smaller?" The car that many people

enjoy is the Mini Cooper convertible, but you can drive a Kia, and nobody will care. Locals really don't pay attention to that kind of thing.

Worth the splurge: A table at Nikki Beach for New Year's Eve (starting at \$10,000). A watch from Richard Mille in downtown Gustavia (\$60,000 to \$200,000). A private boat charter to follow the Bucket Regatta, St. Barts's annual parade of superyachts (starting at \$10,000).

Un OSIS OBSIS de serenidad



ed life

Le Sereno, enclavado en la isla St. Barth, es un exclusivo hotel en medio del caribe queproporciona mucho más que un placer momentáneo: es un caudal de recuerdos que acompañan al huésped el resto de su vida.





One of the World's Best Waterfront Restaurants

This chic but laid-back beachside bistro was recently unveiled at La Sereno following the property's top-to-bottom rebuild after Hurricane Irma. And it's sublime: situated right on the pearly white-sand beach, it overlooks the dazzlingly clear teal-green waters of St. Barts' iconic Grand Cul du Sac. The fare of burgers and salads is casual and satisfying -- and best enjoyed with your toes in the sand.



PERFECTION *In Paradise*

ne of the most important locations at the hotel Le Sereno is it's restaurant, Al Lago, with its spacious setting overlooking the turquoise waters of the lagoon in Grand Cul de Sac. The kitchen is the domain of executive chef Raffaele Lenzi, working with chef Andrea Cimino to create Italian cuisine with a Caribbean twist: the use of a lot of local fish. "We have decided to use 90% of local fish like mahimahi and wahoo, which are the best known, besides Caribbean lobster," says Lenzi, who opened the Il Sereno sister hotel on Lake Como in Italy as chef in 2016. Above all, he wants his guests in Saint Barth to feel that they are "in Italy" when they dine at Le Sereno, where he brings the flavors from his native country to life.

By Ellen Lampert-Gréaux St-Barth Weekly Magazine



At Le Sereno, Painting And Gastronomy Go Hand-In-Hand

The second edition of Art Week takes place February 2-8, with a focus on painting. Seven evening events, one at the museum, six in island hotels, including Le Sereno, where chef Andrea Cimino has concocted a very special menu for the occasion.

"I didn't sleep all night," jokes Andrea Cimino, the Italian chef at Le Sereno, who comes from the kitchens at Il Sereno on Lake Como with one Michelin star to attest to his talent. He was inspired by the Art Week concept, and will shine on Friday, February 7, when the hotel in Grand-Cul-de-Sac hosts a reception for another Italian, Luca Bornoffi, whose abstract paintings are designed to incite joy and serenity for his viewers. In any case, they appealed in such a big way to Andrea Cimino that he decided to recreate each canvas on a plate. "When I saw the paintings, I thought it was possible. It would have been impossible with the other artists, so I was lucky."

The biggest challenge: blue does not exist very much in terms of food. So Andrea Cimino, who has been on the island for three months, represents blue by way of a fish, mahi-mahi. And to reproduce the gold in the painting "Lost

in Gold," risotto with saffron, while roasted pineapple for dessert to evoke "Sky is Gold." An exercise in creativity that adds a touch of spice to Saint Barth Art Week!

The World's Most Beautiful Museum

The participating painters all have a connection to Saint Barthélemy: some have lived here, while others have family here, and some are regular visitors. That is one of the conditions to be part of association Artists of Saint-Barth, which has 50 members and is the force behind Art Week. "The five hotels from last year all renewed their participation, with enthusiasm," notes Emmanuel Leprince, director of the association. "For a week, Saint Barthélemy will be the world's most beautiful museum!"









One painting, one plate: after the cocktail reception at Le Sereno, Friday evening, February 7, to showcase the work of artist Luca Bornoffi, diners can find each of the paintings on their plates. An idea brought to life by Andrea Cimino, Le Sereno's Italian chef. ©DR

Paddy Cohn, Luca Bornoffi, Eric Demarchelier, Jason Bereswill, Dominique Le Grand Philouze, and Gabriela Berrutti: the six invited artists of the second Art Week are all inspired to some extent by Saint Barth. "They all know the island very well, and via their art also create a bridge to the exterior," says Nils Dufau, president of the Tourism Committee. "This is a quality event that attracts tourists as well as residents. We hope to make this an important annual occurrence: it also allows the CTTSB to promote the destination by way of art, and maintain contact with our high-end clientele."

For additional information: www.sbhartweek.com



Au Sereno, peinture et gastronomie ne font qu'un









Un tableau, une assiette : après le cocktail au Sereno, vendredi soir, autour des peintures de Luca Bornoffi, les clients pourront retrouver dans leurs assiettes chaque tableau de l'artiste. Une idée du Chef italien du lieu, Andrea Cimino. ©DR

La seconde édition de la Art Week se tiendra du 2 au 8 février, sur le thème de la peinture. Sept soirées au programme, une au musée, six dans des hôtels étoilés de l'île. Le Sereno rejoint l'événement, et son Chef Andrea Cimino a concocté pour l'occasion un menu très spécial.

«Je n'ai pas dormi de la nuit! » rit Andrea Cimino, Chef cuisinier du Sereno. Cet Italien venu des cuisines du Sereno Lac de Côme, une étoile au Michelin, a été fort inspiré par la Art Week. Vendredi 7 février, l'hôtel de Grand-Cul-de-Sac accueillera une soirée autour des œuvres d'un autre Italien, Luca Bornoffi. Des peintures abstraites grâce auxquelles l'artiste souhaite susciter joie et sérénité chez le spectateur. Elles ont en tout cas séduit Andrea Cimino, qui s'est lancé dans la retranscription de chaque toile dans les

assiettes. « Quand j'ai vu les tableaux, je me suis dit que c'était faisable. Ca aurait été impossible avec les autres artistes, j'ai eu de la chance!»

La plus grosse difficulté : le bleu n'existe que très peu en cuisine. Andrea Cimino, installé sur l'île depuis trois mois, l'a donc représenté au travers d'un produit de la mer, le mahimahi. Pour reproduire le doré du tableau Lost in Gold, un risotto safrané, et un ananas rôti en dessert pour Sky is Gold... Un exercice de créativité qui donnera une touche de piquant à la Saint-Barth Art Week.

Le plus beau musée du monde

Les peintres exposés ont tous un lien avec Saint-Barthélemy : certains y ont vécu, d'autres y ont de la famille, d'autres encore sont de fidèles visiteurs. C'est une condition pour intégrer l'association Artists of Saint-Barth, qui compte une cinquantaine de membres et est à l'initiative de la Art Week. «Les cinq hôtels de l'an dernier ont tous renouvelé leur participation, et avec enthousiasme», se réjouit le directeur de l'association, Emmanuel Leprince. « Saint-Barthélemy sera durant une semaine le plus beau musée du monde!»

Paddy Cohn, Luca Bornoffi, Eric Demarchelier, Jason Bereswill, Dominique Le Grand Philouze et Gabriela Berrutti : les six invités de la

seconde Art Week tirent une partie plus ou moins importante de leur inspiration de Saint-Barth. « Ils connaissent tous bien l'île, mais par le biais de leur art, ils créent aussi un pont vers l'extérieur», souligne Nils Dufau, président du Comité du tourisme, co-organisateur du festival. « C'est une animation de qualité, qui attire aussi bien les touristes que les résidents. Nous comptons en faire un rendez-vous annuel important; il permet aussi au CTTSB de communiquer sur la destination à travers l'art, et d'entretenir le lien avec notre clientèle haut-de-gamme. »

Plus d'infos sur www.sbhartweek.com.













Welcome to The Spa at Le Sereno

KING OF BARTS

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*





Dreamy Hotel Rooms with Views

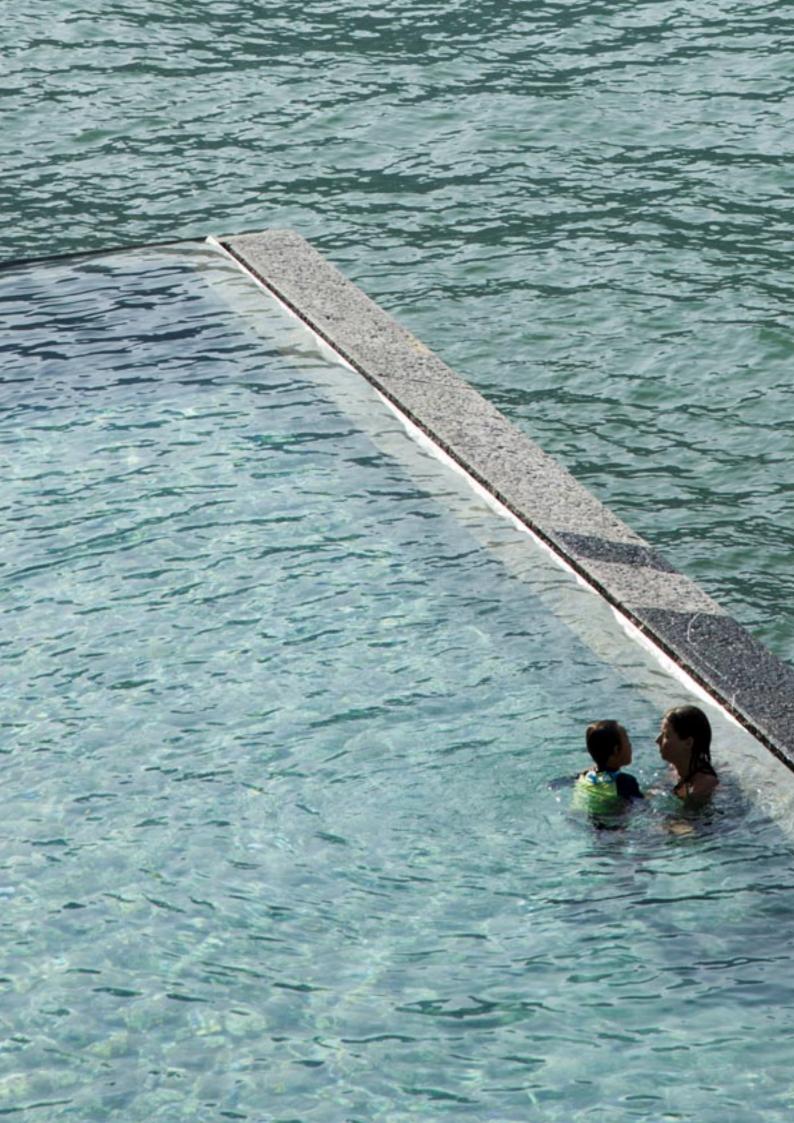
What sets apart Le Sereno St. Barth in St. Barth from the many other resorts on this Caribbean island is well, where it sits: right on the shoreline. No matter which suite you decide to book, you'll wake up to see swaying palm trees, crystal blue waters and the beaming sun.

Reader's

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 drcss code: just enough and no more. Ceiling fans stir the gauze bed canopics in the suites' cool interiors, while private sundecks beckon beyond glass doors. A beach arcs across the cove, where kite surfcrs speed over turquoise waters. At Le Sereno's outdoor restaurant, ..., service is continental and intuitive: Before you feel thirsty, a waiter appears with Champagne.









THE SUCCESS OF LUIS CONTRERAS. IL SERENO,

LAKE COMO ONE OF THE 25 MOST

BEAUTIFUL ULTRA LUXURY HOTELS IN THE WORLD AND AMONG THE "32 BEST HOTELS IN THE WORLD", AWARDED A MICHELIN STAR JUST ONE YEAR AFTER THE OPENING OF ITS RESTAURANT, WHICH WILL SOON BECOME TWO, AND WINNER OF THE "BEST DESIGN" FROM THE AFAR TRAVELLER'S CHOICE AWARDS. IL SERENO, LAKE COMO IS A MAGICAL PLACE GUIDED BY AN ENTERPRISING MAN. DI ENRICO CAMMAROTA

Il Sereno ... A unique architectural project of its kind made in respect of the natural and historical heritage of the context, but which speaks of sophisticated contemporaneity.

It is no coincidence that in just one year it has bought up awards related to design and sustainability: behind every piece of furniture, fabric, complement, work of art, there is Patricia Urquiola, the world-famous designer. At the Sereno Lake Como time flows in a different way, it is able to let you enjoy only the beautiful part of life. When you are at the centre of the infinity pool, you notice the gifts someone generously gave you, the magnificence of nature.

A project born by chance but strongly desired by its owner: Luis Contreras, the customer with whom everyone would like to negotiate, can be understood immediately when it comes to absolutely recordable investments and realization times. An affable man, who knows how to speak the language of money but above all who knows how to understand its value: "I do not sell out my rooms", he states with fervour when we talk about rates, mind-boggling if we think of the private suites of Le Sereno, St. Barths : for € 15.000 per night you stay in a seafront villa, totally reserved. It took four years to build the Caribbean complex from scratch, today unfortunately damaged by a hurricane and closed until next year, an impediment to the structure that for Contreras is not a problem - it can be demolished and rebuilt beautiful as and more than before... Besides, Luis likes adrenaline challenges, just like the off-road races he used to do in America on his racing bike. We met him in Milan in one of those green corners he loves, a stone's throw from via Montenapoleone and not far from his new home in Piazza San Babila to discover his new projects as a second restaurant in collaboration with Andrea Berton and a new destination for another exclusive resort.

A substantial investment in one of the most beautiful Caribbean islands in St. Barthes. What brought you to Italy?

Italy is a place that I love, I visited it often and I was particularly fond of some places like the Amalfi Coast: I'm a big fan of Don Alfonso. The decision to invest in Lake Como was not strategic but rather casual. In the air there was the will to expand, after ten years from the opening of Le Sereno St. Barths and the complex of four surrounding villas that we use as extra-luxury private suites, it was time to grow again. One morning I was in the swimming pool of the structure and I made friends with two clients, a couple of Italian architects, the harmony was immediate, and we exchanged contacts. After two years they wrote to me reminding me of my intentions to build a new resort and pointed out what was then the old structure of the hotel on Lake Como, I was not at all convinced it was right for my plans, but I knew I had to evaluate it for myself. I fell in love with it, the location is wonderful. After two years the construction site started and after four years it was completed.

The opening of Il Sereno Lago di Como took place in pomp and circumstances ...

Yes, but in reality it was not an event organized for the inauguration, the case wanted them to have coincided. We were not yet open to the public, but the rumour of our arrival had already spread and for the first night Daniel Ek (as well as Mr. Spotify ed) reserved the whole Pent House to ask his partner to marry him: he proposed at 10.30 pm, fortunately she said Yes because at the same time we had planned an unparalleled fireworks display. An incredible event with many international guests (including Mark Zuckerberg ed).

"WITH THE INAUGURATION OF IL SERENO LAKE COMO, I WANTED TO GIVE LIFE TO A TRUE

TEMPLE OF WELL-BEING. A RESERVED PLACE WITH UP-TO-DATE AND TAILORED SERVICES DEDICATED

TO TRAVELLERS AND CUSTOMERS SEEKING EXCLUSIVITY."

- Luis Contreras -





What were the intentions with the opening of Il Sereno?

With the inauguration of II Sereno Lake Como, I wanted to give life to a true temple of well-being. A reserved place with up-to-date and tailored services dedicated to travellers and customers seeking exclusivity. Every element is treated in detail and I have to thank Patricia Urquiola for her touch. Her experience and her in-depth knowledge of design and materials is truly boundless. Some of her creations are exhibited in museums such as the MoMA in New York, the Triennale di Milano, the Fonds National D'Art Contemporain in Paris and the Die Neue Sammlung in Munich. Both the exterior and the interior of the structure are in continuous connection with nature, and although we wanted to connote the air of contemporaneity we have decided to respect the historical and cultural heritage of the place. The spacious design of the suites is designed to maximize the view of natural landscapes, which in this way integrate into the interiors. The materials used such as stones, wood and fibres are all natural, thus infusing a sustainable style and timeless elegance. The plants are a fundamental element, the hotel is immersed in a lake-front garden crossed by paths where you can walk, but the real gem is the two vertical woods that reinforce the harmony of the hotel with the surrounding nature created by the botanist Patrick Blanc who for II Sereno has also created three different works: Le Mirroir Vert du Lac, Le Canyon and Les Racines Echasseesm.



The name of its structures perfectly recalls the kind of harmony that is breathed in the environments. Is this also random?

I would not say completely random. For me the hotel business is a real passion but also a family business, I am an engineer I graduated in Venezuela and then I attended an MBA in France, along with my dad I took care of real estate. He was a visionary, he had built one of the first hotels in Miami, he bought disused buildings and completely redeveloped them, realizing exclusive residences, while I assessed the condition of the buildings. In 2001 we happened to run into a hotel with a heavy loss and poorly managed without a solid brand equity. A great deal for us to enter the tourism sector. We liked the name "Sereno Beach Hotel" and decided to turn it into a solid and recognizable brand, precisely Il Sereno, requalifying everything. We threw down the old building and built our luxury hotel, today Le Sereno St. Barthes, with only 39 rooms and madeto-measure services.

We decided to add a touch of uniqueness dedicated to a few customers, lovers of comfort and privacy, with a complex of four surrounding villas, truly magnificent, which we use as maxi suites from € 15.000 per night.

What are the exclusive services at II Sereno, Lake

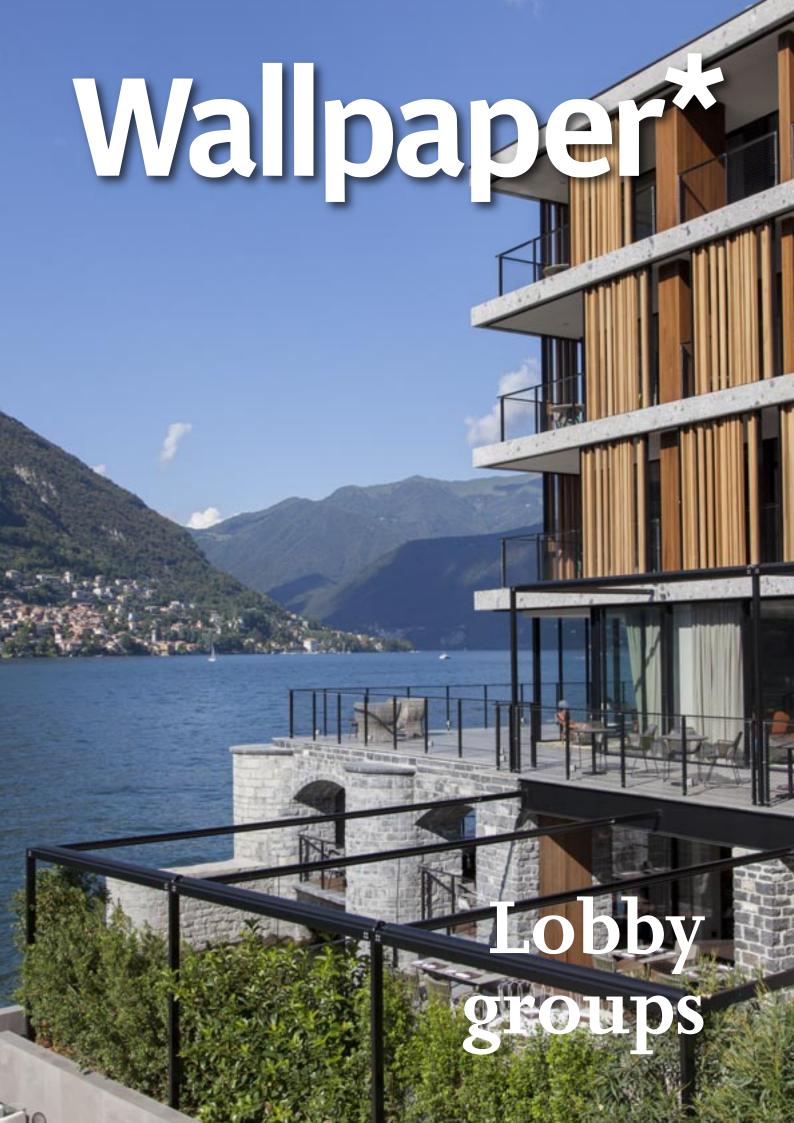
Magnificence of the design aside, we asked Ernesto Riva's shipyard to create a custom boat for us, a small yacht, a true handcrafted jewel made of wood and in a workmanlike manner, a little larger than 5 meters with a power of 40 horses that we leave for the exclusive use of our customers. These are boats that can be driven without having a boat license, a special occasion to make the excursions live in total autonomy. We are also developing one that will be approved very soon and that incorporates the lines of the old steamer but will be totally electric. In addition, we are launching a water taxi service to ensure that guests can reach the other side of the lake from our private dock and discover Como as they prefer. Then, there is the exclusivity of our restaurant led by Chef Berton, Patricia presented him to me, and we immediately found ourselves in harmony. Only one year after opening the restaurant has earned a Michelin star. Within two years we will open a second restaurant where we will differentiate the gourmet proposal, the dishes will be even more refined. Then there is our beautiful SPA, the first on the Lario to offer products and treatments of the exclusive Valmont.

Besides the new restaurant in collaboration with Berton, something tells us that there are other projects in the pipeline ...

We have several good intentions for a new expansion. We are looking at properties for example in Venice, Sardinia, Portofino but also in St. Moritz for the winter season. But at least this year our energies will be concentrated on the rebuilding of Le Sereno St. Barths: there was a bad cyclone that damaged the structure and rather than repairing I decided to rebuild everything from scratch, an important but functional investment.

You are Venezuelan, you lived in America, in France, in Spain and now in Milan. What convinced you to stay?

I arrived here in 2015 to follow assiduously the last part of Il Sereno, Lake Como construction site. In the end the Italian welcome, the savoir-faire, the creativity and the way of thinking and working made me snatch the return ticket. In Milan I like the tranquillity of the city-centre. A small city but totally accessible and liveable. I love green spaces and there are plenty of them here. Gradually, I also made a map of my favourite food-related places like Ribot for meat dishes. The Salumaio for business lunches. Sorbillo for pizza. And, of course, Berton.



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

also worked rogether 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 Travel I 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

Il Sereno, Lake Como, 2016

Urquiola's striking, rationalistinspired 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.





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

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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 toulipier 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 rockface, 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 verallo 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 UR-QUIOLA'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.'





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Das neue Hotel von Patricia Urquiola

DESIGN TOO

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STIL-IKONEN: Zehn weibliche Design-Größen ARCHITEKTUR: Bauwerke in Frauen-Hand TECHNIK WEIBLICH: Erfunden von Frauen

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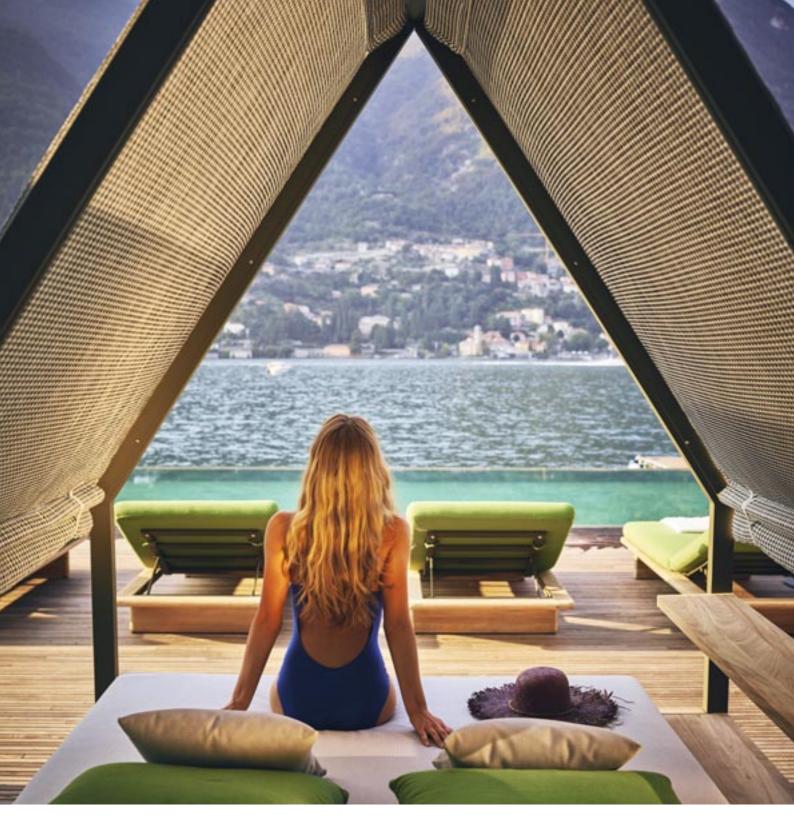














Laps of luxury: 17 jaw-dropping pools around the world

#3. Il Sereno, Lake Como, Italy

While Lake Como in Italy itself is the perfect spot for a dip, another slightly warmer option comes at Il Sereno, which overlooks it. It's the newest hotel and the first built in decades in the always-fashionable destination.

The 20-meter lakefront infinity pool is filled with heated freshwater, while the surrounding sun deck and bar is perfect for sipping a cocktail or people watching. The pool is for guests only.



Lake Como Is Now Home to Europe's Most Insane (and Instagrammable) Luxury Pool

ake Como has long been one of the most luxe, Instagrammable destinations beloved by the rich and famous. The freshwater reservoir in northern Italy is known for its wishbone shape and the fact that George Clooney is a resident. And it's no wonder: With forest-filled and snowcapped mountains that soar into powder blue skies and outdoor dining under leafy pergolas, it's one of the most insanely good-looking settings in all of Europe. It's the sort of place you go when you want to be both lazy and luxurious at the same time.

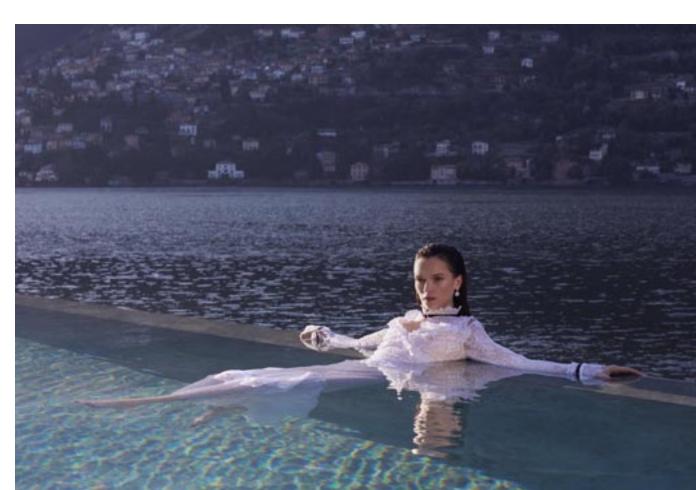
Now, with the new II Sereno boutique hotel, about 20 minutes from the city of Como itself, there's no cooler place to sit, drink a spritz, and watch the world float

by. All 30 rooms, which run upwards of \$1,000 a night (cash in those points!), come with direct lake views and are outfitted with the most James Bond—esque tech features—like no-touch, motion-censored lighting. (Never has a trip to the bathroom in the middle of the night been so easy, even after two bottles of Nebbiolo.)

The space was designed by Italian decorator and stylist Patricia Urquiola, and rose gold and tan leather accents abound—from drawer knobs to faucets—while vibrant vertical gardens and herbal structures by botanist Patrick Blanc help the property blend into its natural landscape. But the real draw is the (heated) 60-foot infinity pool that looks

over the lake, with the sort of view that will make you forget you're spending an entire paycheck on a night or two of extremely sound sleep. It's a great way to cosplay Clooney for a few days. And if you just got a promotion or a tax refund, go all out and captain one of the hotel's custom Cantiere Ernesto Riva boats for \$190 an hour.

No word on whether you can successfully sneak into this pool; if that's your thing, enter at your own risk. Maybe brush up on your Italian first.















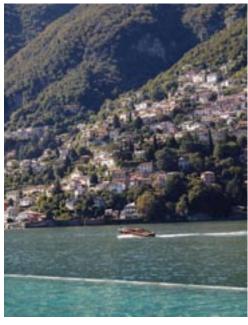


LA PARTICOLARE LUCE DEL LAGO ENTRA NELLA LOUNGE DALLA TERRAZZA PERIMETRALE. ARREDI DI DESIGN ITALIANO E SU PROGETTO, MATERIALI E COLORI NATURALI TRASMETTONO AGLI OSPITI UN SENSO DI RILASSANTE ELEGANZA.

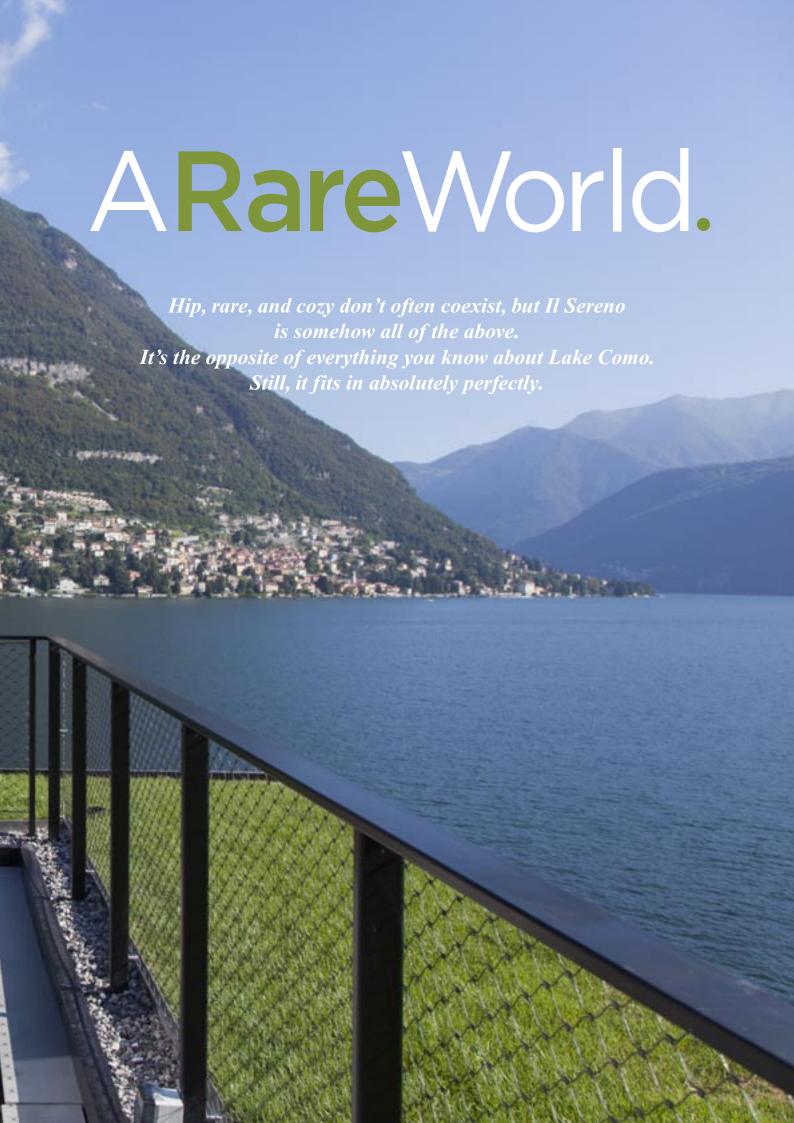
Nella biblioteca della lounge, che continua nella terrazza, poltrona di Cassina, design di Franco Albini, divano Husk di B&B Italia, tappeto di Warli. Pagina accanto, dall'alto, uno spazio di convivialità con poltrone di Coedition, tavolini di Cassina e divani di Moroso, come quelli della foto in basso, 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.













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, II 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 southwestern 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 for: geometric "Silverlake" armchairs designed by Urquiola and produced by Moroso (test-drive them in the lobby and buy here for \$1,700, if you so desire); and sculpted wood tables in all of the suite's terraces. They tables are made in Botswana -one of the few exceptions to the all-Italian rule-and run a cool \$7,000. The tally for 30 of them: nearly a quarter-million dollars.

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 Mirroir 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.

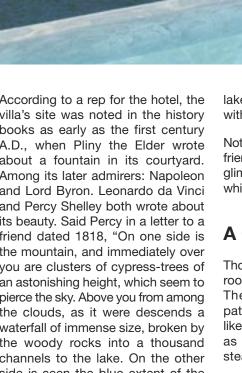
The Chicest Way to Get to Dinner in Bellagio

No trip to Como is complete without zipping around the lake, James Bondstyle, 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 Stayand a Quick History Lesson

About a half-mile from II 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 lakefront aces, 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 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.

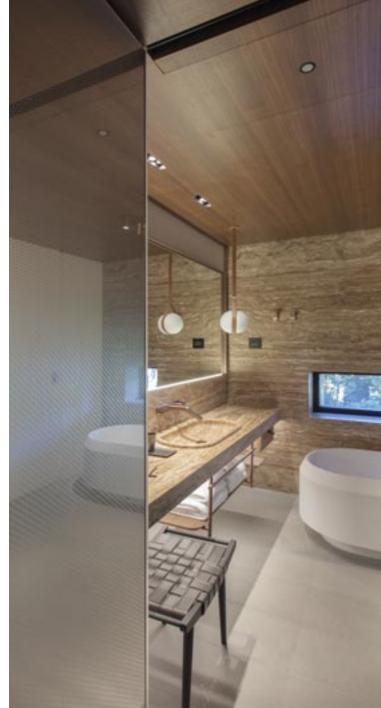




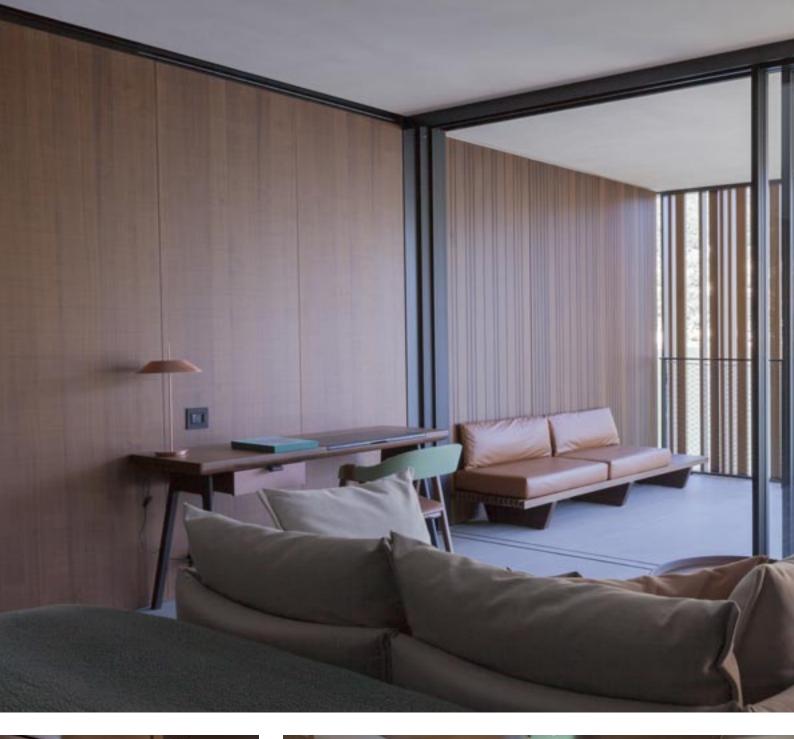
Those fabulous silk scarves in each room aren't just decorative objects. They're made with local silk, in patterns designed by Urquiola-just like all the staff uniforms—and serve as souvenirs to take home. Beats stealing the bathrobe.



















When you tell an interior aficionado that you're sleeping in rooms of Patricia Urquiola's design, as you will at il Sereno, their ears will perk up, guaranteed.



il sereno lago di Como

Eleganza naturale

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

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

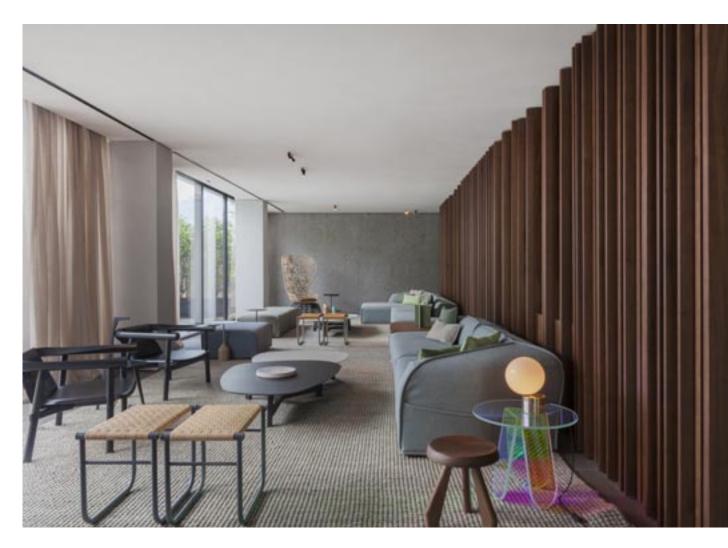




ARCHITECTURAL DIGEST. LE PIÙ BELLE CASE DEL MONDO October 2016



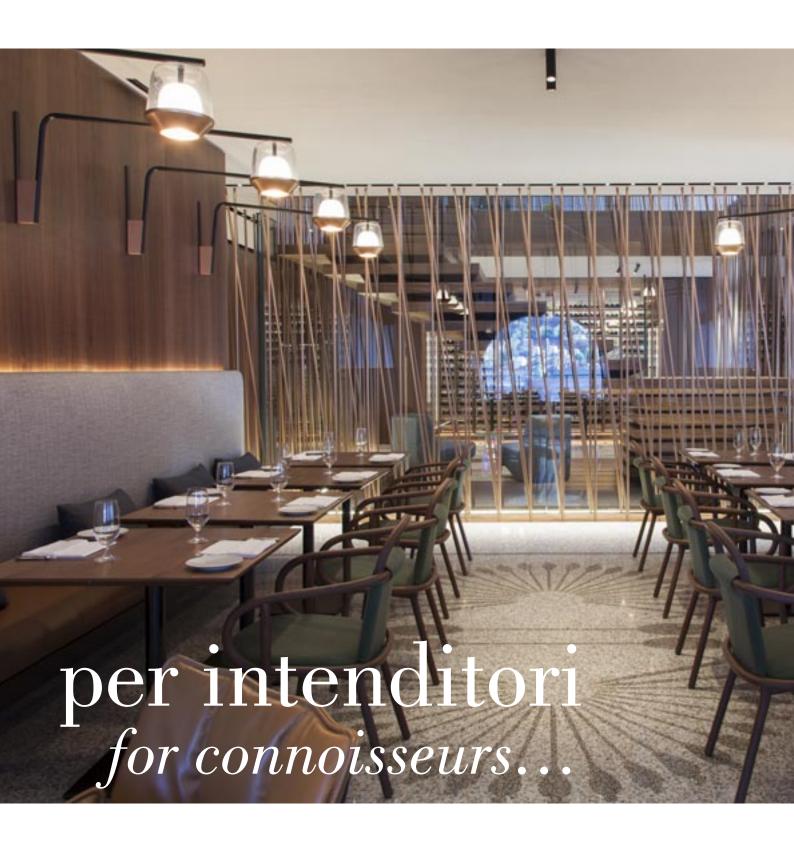




Tranquillità essenziale, PAGRIA PRECIDENTE: nell'area lounge libreria su disegno di Patricia Urquiola; poltrona 836 Tre Pezzi (Cassina), side table Fot Fot [8&B Italia]: tappeto Warli. sonu: in una zona di conversazione, due sgabelli LCP e, accanto al seggiolino 523 Tobouret Meribel (Cassina), tavolino Shimmer (Glas Italia), lampada Tip of the Tongue di Michael Anastassiades, divani e pouf M.a.s.a.s. (Moroso), Altay Chair (Coedition), tavolino 834 Cicognino (Cassina), coffee table Phoenix (Moroso), Burin table (Viccarbe). Crinoline armchair (B&B Italia). Tappeto Warli.

no 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 proprietà, la famiglia Contreras (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 Fascio 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 ambienti interni con la natura esterna. Da questa volontà sono nati anche i giardini verticali di Patrick Blanc, vere e proprie opere d'arte (Le Miroir Vert du Lac e Le Canyon), e una scultura verde (Les Racines Échasses), composti da migliaia di tipi di piante che spezzano lo stile razionalista della struttura e che garantiscono un foliage 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 zona, come la pietra di Moltrasio e la pietra di Fossena per i pavimenti, il travertino per le pareti dei bagni e, per alcuni arredi, granito, legno di ⇒⊳



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 circoscritto da vetri stopsol specchiati che sfumano su tonalità trasparenti. La scenografica struttura della scala crea un'aerea separazione degli ambienti, suggerendo, al contempo, un ideale dialogo con il paesaggio, che si intravede oltre le ampie finestrature, 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





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 parlarci 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 a!nità 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».!



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 barca 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 sete lariane, altra eccellenza locale, 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.





Il Sereno, luxe et bien-être sur le lac de Côme



ur les rives du lac de Côme, le refuge ultra-luxueux et contemporain Il Sereno 5* vient officiellement de rouvrir ses portes pour la saison 2018 dévoilant ainsi ses nouveaux atouts gastronomiques et bien-être.

Aux commandes du restaurant Berton Al Lago, récompensé fin 2017 d'une étoile Michelin après seulement un an de service, le restaurateur milanais et chef Andrea

Berton, totalise 4 étoiles dans trois restaurants différents après plus de 27 ans de cuisine gastronomique. Accompagné du Chef exécutif Raffaele Lenzi, ils mêlent leurs talents pour proposer « des plats italiens (classiques) revisités avec une touche moderne », comme le délicieux risotto au safran, dont le riz viens de la région voisine de Pianura Padana, qui est préparé avec un ragout et une poudre de champignons.

Pour cette saison, le duo de Chefs propose un menu dégustation végétarien de 7 services composé des produits des environs du lac de Côme, région riche et diversifiée de l'Italie du Nord, mais aussi des ingrédients cultivés au sein du jardin de fines herbes de l'hôtel. Menu également disponible avec accord mets vins. Les poissons frais sont péchés sur place, alors que les vins, les fromages et les viandes proviennent des montagnes de Valtellina.

Le riz à risotto ainsi qu'une multitude d'autres délicieux composants sont issus de la région voisine de Pianura Padana. Les intérieurs sophistiqués et contemporains signés Patricia Urquiola rendent subtilement hommage au cadre unique du lac telles que les tables du restaurant fabriquées à partir des mêmes pierres locales que celles présentes sur la façade de l'hôtel.

Le restaurant Berton Al Lago, procure un véritable plaisir pour tous les sens, dans un espace intérieur situé directement au-dessus du lac dans l'ancestral hangar à bateaux (« Darsena ») de l'établissement.

> Jean-Louis CORGIER Class Tourisme







Discover a Michelin-Starred Stay at II Sereno, Lake Como

his summer, the irrefutably chic II Sereno hotel situated upon Italy's magnificent Lake Como invites guests to be the first to experience Michelin star dining at Ristorante Berton al Lago - which has been awarded its first Michelin star within just one year of opening.

At the helm of Berton al Lago is celebrated Milan-based restaurateur and chef Andrea Berton. With more than 27 years of industry experience, Chef Berton has proven his worth within the Milan restaurant scene having earned four Michelin Stars across three different restaurants.

At Berton al Lago, Executive Chef Raffaele Lenzi brings his vision to life, responsible for the daily culinary operations. Together Berton and Lenzi deliver "Italian dishes that are enhanced with a modern twist" which can be seen in simple yet imaginative takes on classic dishes, such as the Saffron Risotto made with Genovese ragout and mushroom powder.

Paying tribute to the rich and diverse area of Northern Italy, only the finest seasonal ingredients are used which are all sourced locally. Fresh fish and aromatic herbs are drawn directly from Lake Como and its surrounding vegetation, whilst incredible wines, cheese and meats are obtained from the neighbouring mountains of Valtellina. Risotto rice and an array of other delicious ingredients are also gathered from the neighbouring region of Pianura Padana. Who's already drooling?

Interiors have been created by renowned architect and designer Patricia Urquiola - think sleek and contemporary, with accents throughout to pay homage to its unique setting such as the restaurant's tables, made from same local stones used in the façade of the hotel.

Truly offering a feast for all the senses. Ristorante Berton al Lago has a beautiful, spacious, outdoor terrace overlooking Lake Como perfect for balmy Italian evenings, as well as an indoor area directly above the lake in the centuries old boat house.

What's more, quests to the restaurant can even travel to the restaurant in style - hop on one of II Sereno's handcrafted Riva boats, transporting you across the glittering Lake Como to its doors.

Lake Como's dramatic backdrop of breathtaking natural beauty and a Michelin-star tasting menu; what more could you wish for from this exquisite Italian getaway?

> Words by Sophie Ritchie Four Magazine



















SAPORE DI LAGO A sinistra, la vaporina del lago di Como, costruita in mogano e cedro del Kentucky ei cantieri di Ernesto Riva. Sopra, Andrea Berton (a sinistra) e Raffaele Lenzi, chef del ristorante

Berton al Lago, e, a lato, una terrina di melanzana con mozzarella campana.

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 Tancredi. È un luogo 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.

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 Loglio, l'Harry's Bar a Cernobbio e il Grand Hotel Tremezzo a Tremezzina

Un mondo nuovo

All'arrivo ci accoglie un giardino profumato e bellissimo con tulbaghia violacea, piccoli fiori violetti, il mirto nano, la crocosmia (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.

La piscina con vista lago è in pietra carsica del Brasile con il deck in frassino, e sull'esterno dell'edificio, in alternativa al legno, è stato usato il ceppo lombardo. C'è anche una sorta di canyon che include un muro vegetale di Patrick Blanc. il designer del giardino verticale più celebrato al mondo, che ha anche creato un'installazione sulla parte esterna della struttura. La reception è un salotto con il meglio del mobile italiano firmato da Urquiola - da Moroso a Cassina, a B&B Italia - e i colori ricordano quelli del lago, con quel verde così affascinante.

Per garantire una continuità estetica - se staccate gli occhi dai tappeti e dalla scala di noce Canaletto e rame, e volgete lo sguardo su un punto a caso - scorgerete le acque placide del Lario: l'idea è non perdere mai il contatto con la natura.

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 uomo 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 lavarello, il pesce che procura Danilo, il custode della Villa Pliniana, poi servito con carote, zenzero e zucchine alla scapece, 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?







That GUE

O melhor de dois mundos

O esperadíssimo II 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 coma 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 lakefront I do's. Or if you're all about the honneymoon, this month the owners are opening a super-luxe 30-suite hotel next door called II Sereno Lago di Como, the frst new construction on Lake Como in years.





Sereno Hotels Acquires Management of Luxury Property, Villa Pliniana in Lake Como, Italy. Located Next to New II 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 II 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.











Le Sereno

The Daily Telegraph

Where to find the soul of
the 'real' Caribbean.

Caribbean Journal
St. Barth's Ultra-Luxe Le
Sereno Is Back

Forbes Brazi

O Renascer do Le Sereno -O luxuoso hotel caribenho reabre suas portas após a devastação do Furação Irma

Luxury Travel Edition
In glamorous St. Barths,
Le Sereno has brought a
stylishly cosmopolitan vibe
to its own renovation.

L'Univers de la Maison Le Sereno, un établissement signature qui invite à la délectation de tous les instants... 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

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**

Il Sereno

Condé Nast Traveler Readers' Choice Awards 2019

Number 1 Hotel in Europe

Valipaper *
Few hotels have balanced impact and discretion as masterfully as II Sereno

Tatler (Lady Amelia Windsor's II Sereno review I could have stayed forever

House & Garden
The coolest hotel
on Lake Como

The New York Times
For a New Generation
of Cool Kids

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

Iravel 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

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**







