

DESIGN HOTELS™

PRESS RELEASE



Villa Arnica

Timeless Tyrol

Berlin, 15, 2019 – Ensnared in a serene landscape characterized by verdant vineyards, sun-dappled orchards and brooding hills, Villa Arnica emerges as a sublimely private, adults-only retreat in the heart of Lana. The sister property to 1477 Reichhalter, the 10-room hotel bears the trademark historical sensitivity and elegant design for which the Dissertori family's projects are renowned, yet maintains a singular visual identity and concept. Originally built in 1925, the villa's vintage styling and understated glamor evoke a bygone era, while contemporary design pieces and fixtures provide a spark of refreshing modernity. A swimming pool and Pool House surrounded by lush, landscaped grounds complete the picture of an Italian idyll, and the garden-to-table culinary concept is the embodiment of la dolce vita. www.designhotels.com/villa-arnica

The graceful proportions of the villa's 1920s architecture set the scene for a refined, pared-down aesthetic conceived by Interior Design Studio Biquadra. Original features have been extensively restored and reanimated—from the refurbished herringbone flooring and cross-vault ceilings, to the freshly polished terrazzo and reupholstered soft furnishings. A muted Mediterranean color palette of ochre, terracotta, and sage augments the light grey walls and subtle floral accents, while an eclectic collection of antiques, flea market finds, and contemporary design pieces add character and texture. Large windows bookended by forest green shutters frame views over the vineyard and allow for the hotel's private and public spaces to be flooded with natural daylight.

Designed to be respectful of the heritage building's structural integrity, each of the 10 guestrooms and suites at Villa Arnica is entirely unique in layout and design. Ranging in size from 20 – 45 square meters, the hotel

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comprises four Double Rooms, two Superior Suites, three Junior Suites and one Suite. Illuminated by glass globe lighting, the guestrooms are a lesson in restrained luxury complete with vintage furniture and a curated collection of curios. Bathrooms are elegantly outfitted in Lasa marble and feature Zucchetti fixtures and organic Susanne Kaufmann amenities, and the Suite boasts a freestanding bathtub for the ultimate indulgence.

Informed by the inimitable styling of Slim Aarons and the golden years of the Mediterranean jet set, the pool area is the epitome of mid-century charm with retro-inspired parasols and sun loungers dotted around the secluded terrace. The 1960s Pool House provides a shaded space from which to enjoy the uninterrupted views of the surrounding flora and fauna, including apple and palm trees and meticulously tended flower beds. A fully established kitchen garden provides Villa Arnica with fresh, organic produce that is used for the breakfast and afternoon barbeques served at the Pool House, as well as the afternoon teas taken in the Salotto. Guests are also welcome to make dinner reservations at the café and restaurant at 1477 Reichhalter, which is located a short stroll away.

Location

Nestled in the heart of Val d'Adige/Etschtal Valley, the Alpine-Mediterranean village of Lana is a vibrant hub renowned for its fine wines, Alpine/Northern Italian delicacies, and great shopping. Thanks to its distinctive landscape—Mount Vigiljoch is lined with pine trees, forests, and wooden gabled farmhouses—Lana is the ideal starting point for many cycling and hiking routes, such as the sunny Tappeinerweg trail, a 19th-century landscaped botanical trail with over 400 labeled tree and shrub specimens. Innsbruck Airport is 147 km away | approximately two hours by car, and Valerio Catullo Airport (Verona) is 170 km away | approx. two hours by car.

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Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. Executive Board members are: Peter Cole (CEO), Serdar Kutucu (COO) and Sascha Wolff (CFO).

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