



**La Grande Bellezza**  
THE DREAM FACTORY

***La Grande Bellezza – The Dream Factory by Starhotels celebrates Italian craftsmanship at Homo Faber and Artigianato e Palazzo.***

***The project dedicated to Italian "know-how" will be present at the most important craftsmanship events in Venice and Florence.***



**La Grande Bellezza – The Dream Factory**, the contemporary patronage initiative launched by Starhotels in 2019, alongside exceptional partners such as *Fondazione Cologni dei Mestieri d'Arte* and *OMA – Associazione Osservatorio dei Mestieri d'Arte*, and Gruppo Editoriale, continues to promote and enhance the valuable heritage of Italian artistic craftsmanship.

To strengthen the commitment to Italian craftsmanship, this September, Starhotels will participate in the well-known *Homo Faber* in Venice and *Artigianato e Palazzo* in Florence—events that symbolise the Grande Bellezza, a celebration of Italy's artistic heritage, bringing together master artisans and their extraordinary creations.

*"We are proud to be present with La Grande Bellezza – The Dream Factory at these important events, contributing to the promotion of Italian craftsmanship,"* comments Elisabetta Fabri, President and CEO of Starhotels. *"Supporting our artisans means truly understanding our identity while looking towards the future of our country."*

***'L'Italia nel cuore' at Homo Faber, Venice: A Journey into the Heart of Italian Craftsmanship***

As part of the *Homo Faber*, scheduled from 1st to 30th September 2024, Starhotels will present ***'L'Italia nel cuore'*** a special exhibition dedicated to the symbol of the heart, within the elegant spaces of the **Splendid Venice – Starhotels Collezione**. The installation, rich in symbolism and cultural references, fits perfectly with the central theme of this edition of *Homo Faber*, "The Journey of Life."

Thanks to the collaboration with ***Elica Studio***, the renowned atelier of Italian master ceramicists Carlo Pastore and Elisabetta Bovina, who have already been awarded the MAM - Master of Art and Craft prize, Starhotels will showcase a stunning selection of their porcelain hearts, part of the *'In alto i cuori'* collection.



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Born from a millennia-old ceramic tradition and a perfect fusion of design and high craftsmanship, *'In alto i cuori'* is a collection that embodies the essence of Italy, a celebration of life in all its forms, an ode to beauty and the uniqueness of existence.

Over 60 hearts will be displayed in the spaces of the Splendid Venice: small, handcrafted sculptures conveying contemporary messages, written in a universal language. Each heart has its own rhythm, its own beat, its own meaning. Blending irony with playfulness, frivolity with passion, every hand-made heart is a work of art that celebrates life in all its facets.

*'L'Italia nel cuore'* from 1st to 30th September 2024  
Splendid Venice – Starhotels Collezione, S. Marco Mercerie, 760 Venice  
Free entry, from 10 a.m. to 7 p.m.

### **The 10 Finalists of the Starhotels Prize on Display at Artigianato e Palazzo, Florence**

Celebrated in one of Florence's most enchanting Italian-style gardens, the historic event *Artigianato e Palazzo* returns from 13th to 15th September for its 30th edition. Amid the charm of the *Buontalenti Loggia* in the *Corsini Garden*, **Starhotels will present the ten finalists of the "La Grande Bellezza - The Dream Factory" Prize.**

Established with the ambitious goal of recognising the outstanding craftsmanship tradition in Italy, this year's competition is dedicated to the theme of the *'Souvenir of the Grand Tour'* which has inspired artists to create unique and original works, reinterpreting Italian artisanal practice under a contemporary light.

The competition, which attracted over 150 artisans from across the country, features a diverse range of works—from intricately decorated ceramics and luxurious textiles to wooden sculptures and designer furnishings. An esteemed jury, led by Elisabetta Fabri, President and CEO of Starhotels, shortlisted the 10 finalist works whose creations perfectly reflect the dedication and skill passed down through generations of artisans.

On 13th September, during the official opening of the exhibition, the winner will be announced, receiving a cash prize of €10,000.

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This extraordinary initiative results from a successful encounter between Starhotels, OMA – Associazione Osservatorio dei Mestieri d'Arte di Firenze, Fondazione Cologni dei Mestieri d'Arte and Gruppo Editoriale, an initiative of contemporary patronage, greatly desired and promoted by President and CEO Elisabetta Fabri, which sees Starhotels at the forefront in protecting and promoting the great national heritage of talent and know-how.

The project involves a series of positive activities to support the sector, with a highly active and wide-ranging conception of patronage: involving outstanding master artists in meetings and events promoted by Starhotels in its spaces; exhibiting works by the best master artists in some of the Group's hotels, an outstanding showcase for the finest Italian artisanal production; creating Starhotels-branded high craftsmanship product lines, under the guidance of well-known designers, in



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collaboration with the best Italian craftspeople – as per *Cloris*, a tableware collection in blown glass, and *Phoenix*, a precious fragrances diffuser, both presented at 2023 Fuorisalone in Milan; instituting the biennial Starhotels Award dedicated to craftspeople, for creating works based on contests related to hospitality; supporting training for young master craftspeople; various actions of supporting and sponsoring specific initiatives and events related to the world of high craftsmanship and its leading lights, orders to artisans for the renovation of Starhotels, as happened in Florence for Helvetia & Bristol and in Rome for the Hotel d'Inghilterra.

Starhotels has the ambitious goal of giving a voice, space and concrete opportunities to the masters and enterprises of Italian craftsmanship, offering an extraordinary spotlight on the key figures in this Italian “Great Beauty”, and many genuine opportunities not only for visibility and communication, but also for work: collecting the invaluable baton of the enlightened patronage that has protected Italian art and high craftsmanship and allowed it to flourish.

## Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group vaunts 30 hotels with more than 4,200 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris and New York.

Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza.

**Starhotels Premium**, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

## Press Office

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