



A Florentine reverie

Casa G. Firenze: an 18th-century palazzo turned luxury boutique hotel in the heart of Florence

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Tucked between Florence's top tourist spots the Duomo and Santa Maria Novella, **Casa G. Firenze** is a slice of Florentine reverie — an 18th-century palazzo turned boutique hotel, doused in Carrara marble and fine Italian linen. Once home to the noble Ginori family and Pinocchio author Carlo Lorenzini, this historic palazzo is now one of the best boutique hotels in **Florence** keeping its aristocratic charm alive with frescoed ceilings, white stucco and original wood floors.

The space houses 15 rooms designed with vintage writing desks, deep bathtubs and calming hues. Set in the former dining and ballroom of the palazzo, the high-ceilinged Master Suite boasts soaring arch windows, Carrara marble bathrooms and a freestanding bathtub for a long soak after cobblestone paths of Florence. Cozy Classic and Superior rooms house vintage writing desks drenched in soft, ambient lighting while the verdant patios provide a quiet escape from the city's bustle.

Begin your mornings here with elaborate charcuterie boards, flaky cornetti and a strong cup of freshly brewed espresso in the vintage Italian kitchen where meals are served in Ginori porcelain plates. In the afternoon hang out at the gilded marble honesty bar, where velvet-soft candlelight dances off mirrored walls, sipping a velvety amaro as the 18th-century stuccoed ceiling swirls above. For a true Tuscan experience, the property offers truffle-hunting excursions, private olive oil tastings and wine tours through the Chianti hills. Try your hand at making handmade pasta or just spend your evening wandering through Florence, hit all the landmarks just a few minutes away the Duomo, Uffizi Gallery, the Basilica of Santa Maria Novella, stop at Via de' Tornabuoni's designer boutiques and bask in Ponte Vecchio's golden glow at sunset, before returning for an in-room massage or yoga session. The experience at Firenze is hands-off yet deeply personal, here self-check-in codes replace keycards but the concierge (available 8 AM to 4 PM) can book you sought-after restaurant tables, arrange pasta-making classes or secure you a private guide to the Uffizi and Accademia.

How to get there: Take a train from Milan to Florence, one of the best cities to visit in Europe. The fastest option is the Frecciarossa high-speed train, reaching Firenze Santa Maria Novella in just 1 hour 45 minutes. Other options include Florence Rifredi, with a longer travel time of up to 4 hours. There are approximately 50 trains per day.

Casa G. Firenze is just a 13-minute drive from Firenze Santa Maria Novella station or 16 minutes from Florence Rifredi.

Approx Price Per Night: Rooms start at EUR 324/ INR 29,223 per night

Where to book: [booking.com](https://www.booking.com) or [Casa G. Firenze](https://www.casagfirenze.com)

Find on Google Maps: [Casa G Firenze Via Rondinelli, 7 50124 Firenze](https://www.google.com/maps/place/Casa+G+Firenze+Via+Rondinelli,+7+50124+Firenze)



Photograph courtesy Casa G. Firenze