

# Ferragamo's Emotions and Dreams

## 菲拉格慕的情感与梦想

佛罗伦萨  
朗伽诺酒店  
Hotel Lungarno  
Florence

■ Jotta

横贯佛罗伦萨的阿诺河，千百年流淌不息，慷慨给予水源与航运的便利，也曾掀起汹涌洪流逞威。这条母亲河与其上的诸多桥梁，成为名城从古至今不绝的脉络。

在全城罕有的，幸免于大战炮火的著名地标“老桥” Ponte Vecchio 与天主圣三一桥 Ponte Santa Trinità 之间，由菲拉格慕集团经营的佛罗伦萨朗伽诺酒店紧邻阿诺河畔，以品牌和家族深厚的美学与艺术积淀搭配美景，像一艘游船从时光深处驶来，开启一程轻盈而优雅的航行。

**T**he river Arno, which traverses Florence, has flowed ceaselessly for thousands of years, generously providing water sources and the convenience of navigation, and has also unleashed mighty floods to display its might. This mother river and its many bridges have become the unbroken veins of the famous city from ancient times to the present.

Between the renowned landmarks spared by the war's artillery, the "Old Bridge" Ponte Vecchio and the Ponte Santa Trinità, the Lungarno Hotel in Florence, managed by the Ferragamo Group, is nestled along the river Arno. With the brand's and the family's profound aesthetic and artistic heritage complemented by the beautiful scenery, it is like a cruise ship sailing from the depths of time, embarking on a journey that is light and elegant. ▶



佛罗伦萨朗伽诺酒店米其林一星餐厅 Borgo San Jacopo

# 菲拉格慕美学的立体表达 The Three-Dimensional Expression of Ferragamo's Aesthetics

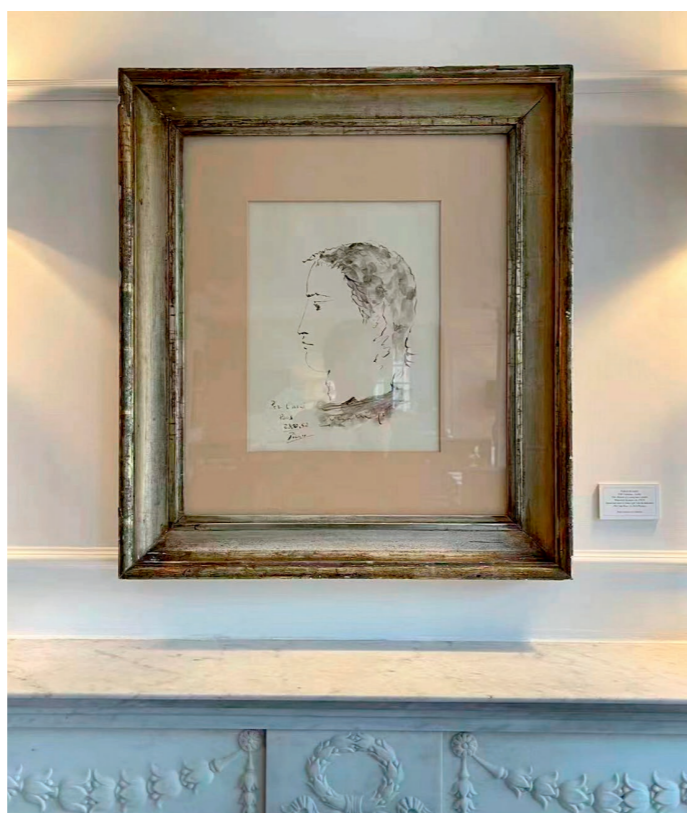
根植于佛罗伦萨，以手工鞋履起家，创业逾百年的奢侈品牌菲拉格慕，于1995年创立了自营的高端酒店品牌“朗伽诺系列”。在佛罗伦萨开设的数家酒店及公寓中，这一间的建筑历史可上溯至16世纪，始为私家宅邸，1967年作为酒店营业。

2017年，集团对迎客半世纪的它进行了历时六个月的翻修。同是佛罗伦萨出身的设计师米歇尔·博南 Michele Bönan 先铺设新古典主义的基调，再涂抹菲拉格慕的情感与梦想色彩。从20世纪50年代的柔美平和，到70年代“意大利制造”随社会风潮的激荡而崭露头角，意式美学以热情与创造力扬名于世，历史中的一个个足印勾勒出品牌的成长轨迹，也沉淀为酒店时髦而不失隽永的独特气质。跻身以成员个性强烈著称的SLH全球奢华精品酒店联盟，自是顺理成章。

家族的艺术品收藏是酒店的另一重风格密码。作为全球最大规模的私人收藏之一，来自意籍或与意大利因缘匪浅之艺术家的数百件作品，让整间酒店充满浓郁而独特的审美氛围。

寻访毕加索、科克托和布恩诺等名家的作品集合；抑或跟随波普艺术专题，探索19-20世纪的设计发展。其中还能看到上世纪20年代，品牌创始人Salvatore Ferragamo返回故乡佛罗伦萨开店时委托Lucio Venna创作的宣传海报，于家族记忆与视觉传播史都有深刻意义。

在此与意大利20世纪艺术相遇，宾客若意犹未尽，那就让酒店安排一趟菲拉格慕博物馆之行吧。



毕加索真迹《一个年轻男人的肖像 Portrait of a young man》



朗伽诺酒店展示菲拉格慕美学与时尚



朗伽诺酒店饱览旧桥 Ponte Vecchio 美景

Rooted in Florence, starting with handmade shoes, the luxury brand Salvatore Ferragamo, which has been in business for over a hundred years, established its own high-end hotel brand "Lungarno Collection" in 1995. Among the several hotels and apartments opened in Florence, this building dates back to the 16th century, originally a private residence, and started operating as a hotel in 1967.

The family's art collection is another style code of the hotel. As one of the largest private collections in the world, hundreds of works from Italian artists or artists with a deep relationship with Italy fill the entire hotel with a rich and unique aesthetic atmosphere.

In 2017, the group renovated it for six months after half a century of welcoming guests. The designer Michele Bönan from Florence first laid the foundation of neoclassicism and then painted the emotions and dreams of Ferragamo. From peaceful 1950s to the 1970s when "Made in Italy" emerged prominently with the social trend, Italian aesthetics have become famous in the world with passion and creativity. The footprints in history outline the growth trajectory of the brand and also precipitate into the hotel's fashionable and enduring unique temperament. Joining as a member of Small Luxury Hotels of the World (SLH), which is known for its strong personality, is naturally reasonable.

Visit the collection of works by famous artists such as Picasso, Cocteau, and Bueno; or follow the pop art theme to explore the development of design in the 19th and 20th centuries. You can also see the promotional posters created by Lucio Venna when the brand founder Salvatore Ferragamo returned to his hometown Florence to open a store in the 1920s, which have profound significance in family memory and the history of visual communication.

If you are still not satisfied after meeting the 20th-century Italian art here, let the hotel arrange a trip to the Ferragamo Museum. ▶

# 老桥下的悠扬船歌

## The Melodious Boat Song under the Old Bridge

既出于 Salvatore 第五子，这一代家族掌舵者 Leonardo Ferragamo 对游艇的爱好，又能最大程度配合酒店绝佳的位置与河景，室内设计主题便被选定为船舶与航行。沉静的蓝与明快的白成为用色主线，奏响传达这一印象的和弦。设计师博南将其诗意地描述为“在阿诺河上的漂游仿佛无穷无尽；而老桥始终在望，如同航标。”

古董家具、精巧的手制品、亲切的木质，华贵的大理石……新古典风格的丰美与现代生活崇尚的简练，在室内一一布下，再经清新色调的统整与调和，使客房的主体空间充满沉静氛围；而走到临水的露台，色彩忽然明艳，仿佛为强调风景特意配上了隆重的画框，亦贴合人们靠近自然之际愈发跃动的心情。永恒般的水流与航行，与舒适安宁且隐约时尚的家园相遇，构成美妙的对比。在清晨的咖啡香气中瞥见鱼儿滑过波间，夜幕下眺望老桥轮廓与两岸灯火，起居于此，对这座以壮丽闻名的城市水乡般婉约的一面，感知如此贴身。

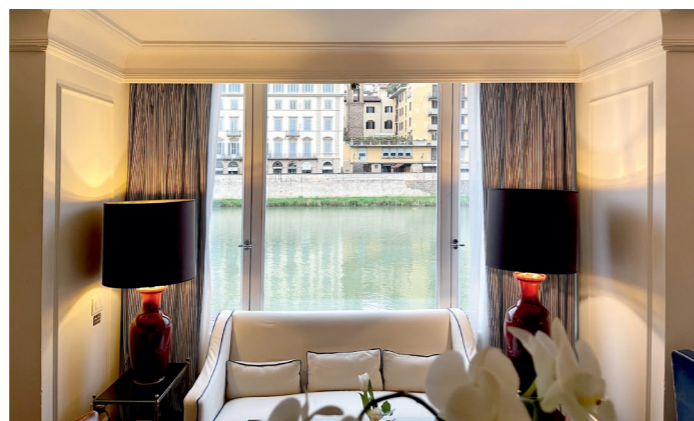
登临顶楼套房的屋顶露台，仿佛来到开阔甲板，文艺复兴的建筑瑰宝尽收眼底：布鲁内莱斯基的穹顶、乔托的钟楼，旧宫的高塔……或宏大或挺秀，屹立过一个世纪，令观者有思古之情；不禁回想那些冠有艺术家名字的套房，作品中由古典繁复渐变得洗练的形象与线条，双足未出酒店，头脑已仿佛畅游艺术史中数百年。



河景如画般呈现



毕加索河景套房



组图：小酒馆 Picteau Bistrot & Bar 的窗景和鸡尾酒

Being the scion of Salvatore and the current family leader, Leonardo Ferragamo's passion for yachting, coupled with the hotel's exceptional location and river views, has led to an interior design theme centered on ships and navigation. The tranquil blue and bright white become the main colors, playing the chords that convey this impression. The designer Bonan poetically describes it as "Drifting on the Arno River seems endless; and the old bridge is always in sight, like a beacon".

Antique furniture, exquisite handicrafts, warm wood, and luxurious marble... The richness of neoclassical style and the simplicity cherished by modern life are laid out in the interior, unified and harmonized by fresh tones, filling the main space of the guest rooms with a tranquil atmosphere. When you step out onto the waterside terrace, the colors suddenly brighten, as if to emphasize the scenery with a grand frame, fitting the more vibrant mood people feel as they approach nature. The eternal flow of water and sailing meet the comfortable, peaceful,

and subtly fashionable home, forming a wonderful contrast. Catching a glimpse of fish gliding through the waves with the aroma of morning coffee, and gazing at the silhouette of the old bridge and the lights on both banks at dusk, living here, one feels intimately connected to the graceful, water-town side of this city known for its magnificence.

Ascending to the rooftop terrace of the penthouse suite feels like arriving on an expansive deck, with a panoramic view of the architectural treasures of the Renaissance: Brunelleschi's dome, Giotto's bell tower, the tower of the Old Palace... Grand or slender, they stand tall through the centuries, evoking a sense of nostalgia in the observer. One can't help but recall the suites named after artists, where the works transition from classical complexity to refined simplicity in form and line. Without even stepping out of the hotel, the mind seems to have traveled through centuries of art history. ▷

# 翡冷翠怀抱中的天成美味

## The Natural Flavor in the Embrace of Florence

酒店的 Borgo San Jacopo 餐厅由主厨 Claudio Mengoni 执掌。与菲拉格慕家族和设计师博南同样，是一位对佛罗伦萨饱含深情与自豪的本地人。在多家米其林星级餐厅积累经验后，三年前他回到家乡，用一手既注重选材鲜美合时，手法融汇古今，更不放松推敲画作般外观的地中海料理，将新的评星也一并摘下。要一张露台的餐桌，在波光水声之侧，品尝牛奶喂养的烤乳猪、牛肝菌冰淇淋、无花果糖蜜、海胆凤尾鱼烩饭……是全方位的佛罗伦萨味道。

正餐之余，Picteau 是随时欢迎来宾的小酒馆。艺术品与皮革元素的存在感，不动声色却又持续不断地散发着菲拉格慕气质。在 Claudio Mengoni 的简餐菜单之外，调酒师 Marco Colonnelli 与 Vincenzo Civita 创作的鸡尾酒，足以在这里唤醒另一个灵魂。来上一杯苦甜交织的尼格罗尼。历史、自然、艺术、时尚……种种与意大利关联的标签，随这一口饮下，不再是空泛大词，而在此时此地，尽数融入血液。



《酒店精品》高级编辑与朗加诺酒店公关经理合影



Borgo San Jacopo 餐厅



小酒馆 Picteau Bistrot&Bar



屋顶露台酒吧 La Terrazza Rooftop Bar



Borgo San Jacopo 餐厅

The hotel's Borgo San Jacopo restaurant is led by chef Claudio Mengoni. Like the Ferragamo family and designer Bonan, he is also a local who is full of affection and pride for Florence. After accumulating experience at several Michelin-starred restaurants, he returned to his hometown three years ago. With a culinary approach that emphasizes the freshness and seasonality of ingredients, integrates ancient and modern techniques, and pays meticulous attention to the presentation akin to a painting, he has also earned new stars. To enjoy a full range of Florentine flavors, one might reserve a table on the terrace, beside the shimmering waters and sounds, to savor milk-fed roast suckling pig, porcini mushroom ice cream, fig honey, sea urchin and anchovy risotto...

In addition to the main meals, Picteau is a bistro that always welcomes guests. The presence of artworks and leather elements exudes the temperament of Ferragamo quietly yet persistently. Beyond Claudio Mengoni's menu, the cocktails created by bartenders Marco Colonnelli and Vincenzo Civita are enough to awaken another soul here. Have a cup of the bittersweet Negroni. History, nature, art, fashion... all these tags associated with Italy are no longer empty words, but are fully integrated into a sip at this moment and place. **HP**

**TIPS:**

- 距 Amerigo Vespucci 国际机场 25 分钟车程
- 9000 RMB/ 间夜起
- 63 间客 / 套房
- Borgo S. Jacopo, 14, 50125 Florence
- +39 055 2726.4000
- lungarnocollection.com