

Hotel Plaza e de Russie

★★★★★



Salvatore Madonna

Renowned as the ‘jewel of Viareggio’, the 5-star sea-front luxury boutique Hotel Plaza e de Russie juxtaposes its historical exterior architecture with the modern luxury hospitality services and elegant contemporary furnishings of its interiors. A famed meeting place for the international jet set, the sophisticated hotel has been completely redesigned and now offers a trendy Michelin-starred restaurant and the luxurious elegance of its 44 rooms and suites, alongside the welcoming ambience of a family owned and managed establishment.

◀ Salvatore Madonna is a man on a mission! Having established Hotel Byron as one of Tuscany’s top-rated boutique resorts in Forte di Marmi – he has now set his sights on re-establishing the Hotel Plaza e de Russie in Viareggio to its former glory. As owner and manager he has overseen the complete renovation of this historic property to dazzling new heights. You will see Salvatore’s attention to detail throughout, from the sharp contemporary lines of the interior to the finest wines and dishes on the menu at the Michelin-starred Ristorante Lunasia. But beyond the hotel’s physical beauty and gourmet dining, Salvatore remains the quintessential host welcoming your guests with a warm smile and connecting them his many contacts to make sure they have an unforgettable experience.

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PLAZA E DE RUSSIE
VIAREGGIO
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“ I was very excited to hear about the re-opening of Plaza e de Russie. Viareggio is a great summertime destination for families, and Plaza e de Russie was the perfect fit for my clients. My clients were impressed by the hotel and very much enjoyed their connecting rooms. They had fun exploring this new destination as well, especially since it is only an hour and a half outside of Florence. It was a great place for this family to escape the city and relax by the sea.”

B.K. – Brownell Travel.



Services, Experiences and Highlights:

- Viareggio’s first hotel, beautifully blending the historic architecture of the late 1800’s with extensively remodeled contemporary and sophisticated interiors
- Family owned and managed seafront hotel located on the promenade in the heart of the Art Nouveau district of Viareggio
- 44 accommodations including 33 rooms (Superior and Deluxe) and 11 suites each with its own style and personal character blending warm fabrics, understated tones, detailed Italian design and the latest in-room technologies
- The Family Suite is a bi-level, two-bathroom apartment with living area on the lower floor and bedroom above
- Two Penthouse Suites offer the epitome of luxury, privacy and comfort with private terraces and stunning views of the sea, Cinque Terre and Apuan Alps
- The Michelin-starred Ristorante Lunasia led by chef Luca Landi provides an elegant and refined ambience to enjoy a culinary experience focused on fresh Mediterranean fish, seafood and local seasonal ingredients.
- Rub shoulders with the international jet set at Viareggio’s “Maki Maki” nightclub for drinks, aperitifs and dancing or at the Casino next door
- Enjoy local cultural events such as the Puccini Festival in Torre del Lago or the Carnevale of Viareggio
- Tuscany’s many cultural cities are nearby as are the crystalline waters of Elba and the Cinque Terre for nautical experiences
- Member of Relais & Chateaux