



SINA VILLA MEDICI
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**DANIELE PESCATORE OPENS THE DA' PESCATORE RESTAURANT IN THE SINA VILLA MEDICI
Florence's best fish cuisine on the delightful dehors of the 5-star property of Sina Hotels collection.**

Daniele Pescatore is back in Florence and he is in flying form, having opened his Da' Pescatore restaurant in a prestigious setting: the Hotel Sina Villa Medici Autograph Collection.

In the Sina Villa Medici the Neapolitan chef has found the quality he was seeking to continue what he started in Piazza del Carmine, where both the public and the media raved about the virtuosity and finesse of his cuisine. In the 5-star hotel's fine dining restaurant you can enjoy Pescatore's refined fish cuisine which many critics have described as the best in town. As well as presiding over Da' Pescatore the chef is in charge of all the hotel's F&B to which another important innovation will shortly be introduced, as will a banqueting area.

The chef speaks euphorically about the new project: "The only thing that has really changed from my last experience, in Piazza del Carmine, is the location. The name, the staff, the menu and, of course, my most famous dishes, are all the same. And I am the same too, but I am surer of myself, and I recognize my potential thanks to this important change and to the rapport with the owners of the property. I wanted a top-level hotel in the centre of the city, something exclusive and easy to reach, and in the Sina Villa Medici I can say I have finally found it. I yearned to bring my restaurant into a 5-star hotel, and meeting Bernabò Bocca and his sister Matilde Bocca Salvo the owners of the Sina Hotels collection, was the decisive moment. They tried my dishes and we found ourselves in perfect harmony. The restaurant is exactly what I was looking for and is an appropriate context for my cuisine. Each time I cross the veranda beside the pool I feel I am dreaming, it's as if my city of Naples has been moved to Florence! I have my whole team with me on this new adventure: a very tightly-knit group of trusted collaborators thanks to whom I can concentrate totally on the kitchen and on my guests."



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As always, the Neapolitan chef's cuisine is an homage to fish, which is the unquestioned protagonist of the menu. The finest and freshest fish is transformed into a variety of dishes which, thanks to rapid cooking methods and carefully-balanced combinations, allowing guests to delight in daring dishes or enjoy mouth-watering Italian classics. In Daniele Pescatore's inimitable style the menu will not feature the usual appetizers, pasta and entrée dishes but will put the emphasis on the fish and the way it has been cooked. In agreement with the owners the chef will also include some specials dedicated to the extraordinary Prussian Beef with three symbolic Italian favourites: the Tartare, the Genovese and char-grilled steaks. There will also be two Tasting Menus, one of five courses and one of seven, giving the chef "carte blanche" to show off his extraordinary virtuosity.

This is how Daniele Pescatore describes his cuisine: "My dishes are undoubtedly the fruit of research and experimentation, of many long hours spent together with my team trying and retrying to get the best results. And my experience with Gualtiero Marchesi at l'Albereta and with Ferran Adrià at El Bulli, were essential. My Neapolitan creed is that simplicity and good taste are the foundations of great cuisine, as are lightness and elegance. This is why I try to bring out the best of the main ingredient on a plate without mortifying it by overcooking or by adding risky and badly balanced combinations. My cuisine has a strong impact, yet it is always engaging and harmonious."

HOTEL SINA VILLA MEDICI

Following a recent 9-month refurbishment the prestigious Sina Villa Medici has a new and splendid look. The entire hotel was involved in the makeover which respected the charm and history of the old building that has attracted many illustrious celebrities down the course of the years.

The rooms have parquet flooring, modern furnishings and fabrics in shades of grey that blend with the relaxing colours on the walls. The TVs are from 42 inches, and there are also USB outlets and soft lighting. The bathrooms also got a new look and have been entirely refurbished. Almost all the rooms have balconies or terraces with views over the hotel's lush private garden and Florence's famous monuments.

On the ground floor the Hall, the Gallery and the Lounge Bar have been embellished with modern pieces like the Marco Lanza photographs representing the paintings of Catherine de' Medici hanging in the Uffizi Art Gallery. The hotel is a matchless green oasis with lush gardens and a swimming pool right in the heart of Florence.