

The Reopening of HOTEL PLAZA E DE RUSSIE, 5* Viareggio, Tuscany

After more than a year of major renovations, the hotel reopened in June 2019 under the ownership and management of Salvatore Madonna (pictured below). In Versilia there is something unbeatable in the power of dolce vita, that's why they compare it with Portofino or the Amalfi coast.

The 5-star sea-front luxury Hotel Plaza e de Russie is the perfect base for exploring Northwest Tuscany, the art cities like Lucca, Pisa and Pietrasanta and the Cinque Terre just to the north- the opportunity to discover the wonderful Cinque Terre from a unique perspective - from the sea with a wonderful private boat tour.



SPLENDORS OLD AND NEW AT THE PLAZA

Renowned as the 'jewel of Viareggio', 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. Viareggio's oldest hotel gives you a sense of being in the heart of the wonders of both art and nature, in equal measure.

Erected in 1871 along the route of the Grand Tour, the hotel quickly became a meeting place of important figures who appreciated the impeccable service, discretion and style of this elegant palace overlooking the sea—from the poet Rainer Maria Rilke, who gained inspiration on long walks through the woods, to Giacomo Puccini, entwined in a love story here with the Baroness Josephine von Stengel.

Situated along a seaside promenade, the hotel is in the heart of the Art Nouveau district that arose in the early 1900s, a period in which Viareggio was an international playground and refuge for Russian expatriates, fleeing from the Tsarist Empire, followed by the Russian aristocracy escaping the Bolshevik Revolution. Events such as these gave the hotel several unpaid accounts (!) and also its name.

In more recent times, the hotel has welcomed guests from the worlds of entertainment and sport, including Giorgio Gaber and Maradona, and is also the site of the Viareggio Prize, one of Italy's most prestigious literary awards. To this day, the entire area is a true jewel of historical architecture.

www.plazaederussie.com/en

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