



## FAMILY, EXCLUSIVITY AND FAR FROM THE CLICHÉ OF LUXURY

When you enter Villa la Madonna you enter a house, furnished with ultimate care, made pleasant by a family atmosphere.

The origin of Villa la Madonna is in fact closely linked to the events of a Swedish design family, with a history of a love that was and has grown thanks to a strong sisterhood relationship, and continues to grow as a tribute to solid relationships between brands and friends. The Eklund sisters, owners of the Swedish-based company Bolon, are not only owners of this cozy boutique hotel which opened more than three years ago in the hills of the Monferrato, but also - as much as possible - its inhabitants. When work commitments allow, Marie and Annica Eklund rush to their Piedmontese "home" with children and friends, and mingle with the guests.

Moreover, their presence remains even when they are not there. To impeccably manage the hotel they have invited longtime hometown friends Helen and Mikael Dahlgren. Neither Helen or Mikael have ever worked professionally in the hospitality industry, but with Annica and Marie they have shared years of holidays and happy social gatherings together. This was enough to convince the sisters that they would be perfect to manage the Villa la Madonna.

Both attentive and caring, Helen and Mikael welcome guests with Nordic efficiency and Italian warmth. As they continue to furnish Villa la Madonna, they move in the footsteps of what was initially done by the sisters and two architect friends - Cortina and Kjäll. The management remains that of a place that avoids the clichés of luxury and aims at family exclusivity.



Throughout the hotel you will find products of Bolon. With Bolon's flooring materials in mind, guests will see - specially designed rugs, cushions, poufs mixed with antique furniture, ethnic elements and furnishings of the best contemporary Swedish design. And of course works of art and photographs taken by Annica Eklund. The result is an eclectic and welcoming interior, a slight change from what is known of a traditional historical house of Piedmont.

Villa la Madonna has 18 rooms, each of which has a balcony with striking views of the vineyards and the beautiful Val Bormida. A large terrace provides the perfect setting for breakfasts, lunches and dinners during the warm Piedmontese summers. Each aspect of the hotel makes the most of its enviable location. The market-fresh ingredients in the kitchen. The swimming pool, fringed by vines. The rooms' private terraces. Inside, it's an effortless blend of sophisticated styling and the authentic influences - open hearths, exposed-brick ceilings and handpicked furniture.

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## ABOUT VILLA LA MADONNA

At Villa la Madonna we are offering our guests an elegant boutique hotel, vineyards, fantastic nature and tempting food experiences - everything provided within a unique environment with a unique atmosphere. Regardless if you are visiting us for the local food or wine, to spoil yourself with our body treatments, or staying with us to absorb the region's rich culture, we at Villa la Madonna can guarantee a relaxed and inspiring stay. Since January 2019 Villa la Madonna are a proud member of the "Small Luxury Hotels of the world" hotel group.

**Please do not hesitate to contact us for more information,  
high resolution images and interview requests.**

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