If you're looking for an aparthotel to stay in Florence...

Just opened in Santa Croce: a conversation with artistic director Claudia d'Oncieu about the place and her local spots.



"FEELING AS THOUGH YOU'VE BEEN INVITED TO THE HOME OF A FRIEND WHO LOVES COLLECTING OBJECTS."



Anchor Santa Croce

A contemporary Florentine home in lively Santa Croce, halfway between a private apartment and a hotel with character, designed by French-Italian Claudia d'Oncieu with local artisans.

What makes a good aparthotel in 2026?

I think that in the world we live in, all environments are starting to look very much alike. What makes a place feel welcoming, even when you're travelling, is stepping into a space with a soul of its own, like the homes of certain people. Feeling as though you've been invited to the home of a friend who loves collecting objects.

How would you describe yours in a few words?

For the Florence project, we worked in that spirit. After seeing the photos, a very dear friend told me: "It looks like your home, only bigger!" That was exactly what I wanted for this project: to create a space that reflects my world, while taking the client's needs into account. I believe that when you entrust a project to an interior designer, it's important to give them a degree of freedom, to leave room for their imagination and let them express their inner world.



What do you love most about it?
I love all the details. I had so much fun with my whole team of craftspeople, imagining and creating objects that didn't exist on the market, but that we had to design and make together.

What did you have in mind for the interiors and the decor?
For this project in Florence, I always kept the ideal of the Renaissance in mind, not only in its aesthetic but also in its approach to work: calling on craftspeople and creating entirely handmade objects with a spirit, a soul and a life of their own. Every object carries within it the story of the person who made it with their own hands.



What is its color?

This hotel doesn't have a single color but a whole palette: olive green, mustard yellow, terracotta, sky blue, gunmetal grey. The palette came together very spontaneously, flowing naturally as the project went along. I'm very sensitive to colour and love mixing it. I also like to let things evolve creatively. Very often, the most unexpected combinations work precisely because they feel so natural.



Its scent?
Its scent is soft and natural, its character authentic and sincere.

What's your idea of pure happiness here?
Being able to experience Florence in all its truth, in a neighbourhood that has managed to stay authentic. Sitting down at the local café and watching life unfold before your eyes.

Your 5 essential addresses near the aparthotel?
Cibreo Caffè. Luigi Lanotte's atelier on Piazza dei Ciompi for buying paintings directly from the painter. The Sant'Ambrogio flea market Monday through Sunday. The bar Ditta Artigianale. And the Aquaflor boutique on Borgo Santa Croce.

Anchor Santa Croce, Via Luigi Carlo Farini 2, 50121 - From 188 euros / night. +++: concierge on WhatsApp 7 days a week, breakfast options with homemade products and specialties from local artisans, Typologie. high-end organic skincare products in the bathroom.

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Anchor

