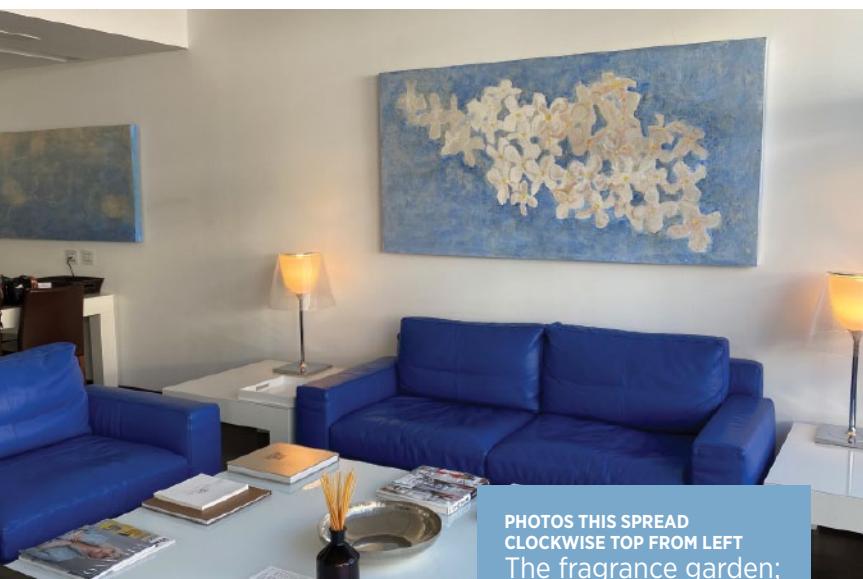




MAGNA PARS-L'HOTEL À PARFUM MILAN

by ELYSE GLICKMAN

NAVIGLI isn't just Milan's trendiest borough. It's a Milan you never knew existed, and the Magna Pars-L'Hotel à Parfum embodies what savvy residents and regular Milan visitors love about it. The once-industrial district, distinguished by its canal, has been upcycled over the past decade into a colourful patchwork of art galleries, fashion and jewelry ateliers, vintage shops, and cafes. The Martone family is credited for lighting the spark that brought this fresh face of Milan to life, transforming their former perfume factory into a hotel that became a standard bearer for other Navigli businesses to follow as a modern, Italian take on the garden of Eden.



**PHOTOS THIS SPREAD
CLOCKWISE TOP FROM LEFT**
The fragrance garden;
LabSolute; An amuse
bouche at Da Noi In
restaurant; Da Noi In;
A Magna Pars suite.



To understand what makes Magna Pars-L'Hotel à Parfum a standout, it's important to note that Martone is one of the most important names in Italian fashion and lifestyle. Since 1945 the Martones have challenged the French perfume-and-beauty industry juggernaut, and since 1970, brought the world such fragrances as Gucci, Blugirl, Blumarine, Dsquared2, Gianfranco Ferré, Laura Biagiotti, Pomellato and Trussardi. These bottled feasts-for-the-senses, as well as the Martone's own "Marvin" line, were produced in the building that now houses the hotel as well as a compact but dense garden with some botanicals that find their way into fragrances, home aromatic products, and the decor.

Beginning in 2013, Giorgia and Ambra Martone (third generation in the dynasty) took charge of the original building's metamorphosis into the ambitious hotel it is today. With additional improvements and a re-opening in 2021, the building's legacy lives on in the LabSolute space, which puts even the most lavish hotel and spa boutiques to shame. Here, individuals, families and corporate groups can indulge in the experience of creating their own custom fragrances with an assist from the on-site perfumer. LabSolute's alluring candles, reed diffusers and lush toiletries, meanwhile, are on full-sensory display in each of the 60 rooms and suites.

The structure as a whole, rendered by architect Luciano Maria Colombo, flips the idea of "industrial chic" on its head. Eleven of the suites are dedicated to fruit trees, such as Loquat, Bergamot, Medlar, Cherry and Fig. Other guest rooms are inspired by aromatic plants like White Sage, Lavender, Jasmine and Rose. The scented atmosphere is complimented by views of the fragrance garden or the Navigli neighbourhood's lively expanse of cafes and shops. Other futuristic features range from movement-driven lighting, to an art curation program comprising a sculpture garden and gallery-style public spaces, to the highly specific cuisine served at Restaurant Da Noi In and cocktails at LiquidAmbar.»





SERVES 4

Tagliolini at the Bottom of the Sea

IF YOU don't want to make the tagliolini from scratch, store-bought fresh tagliatelle, a similar egg pasta that's a little wider, can be substituted. If making the tagliolini, you will need start the recipe a day ahead.

For The tagliolini

00 Durum Wheat Flour 350 g

Egg Yolks 200 g

For The Sauce

Redfish 120 g

Gurnard 120 g

Mullet 120 g

Extra Virgin Olive Oil 2 Tbs,
extra for drizzling

Garlic 1 clove,
unpeeled

Shallot finely
chopped, 4 Tbs

Vine Tomato 150 g
(about 2 medium),
roughly chopped

White Wine $\frac{2}{3}$ cup

Salt and Freshly Ground Black Pepper to taste

Fish Stock $\frac{1}{4}$ cup

Fresh Herbs (basil,
fennel, chives)
for garnish

- 1 MAKE** the pasta: Place the flour in a bowl, make a well in the middle, add the egg yolks and a pinch of salt and mix well. Let the dough rest in the refrigerator for 24 hours.
- 2 USE** a pasta machine to roll out the dough into thin sheets. Roll up the pasta sheets and use a sharp knife to cut the rolls into very narrow strips. Let them sit out to dry for an hour.
- 3 MAKE** the sauce: Cube the fish and set aside in a bowl.
- 4 HEAT** the olive oil in a skillet, add the garlic clove and the shallot and cook briefly until lightly browned. Remove the garlic clove.
- 5 ADD** the cubed fish and the tomato and gently stir together. Add the white wine and cook until the wine evaporates.
- 6 SEASON** with salt and pepper. Add the fish stock and cook over a high flame for 2 minutes.
- 7 COOK** the pasta: Bring a pot of well salted water to a rolling boil. Add the tagliolini pasta and cook for just 1 minute, then drain.
- 8 ADD** the tagliolini to the pan with the fish sauce. Mix together gently, drizzle with extra virgin olive oil, garnish with herbs and serve immediately.

Slightly adapted from a recipe by executive chef Andrea Alfieri of restaurant Da Noi In.

«From the hotel's opening forward, the food and beverage menus nicely paralleled LabSolute's creations, with chefs and bartenders working to develop edible equivalents of the perfumes and home fragrances. While the more recent hotel upgrades were being implemented, Milan native Andrea Alfieri took the reins as Da Noi In's executive chef in 2019 to take the glamorous aromatic concept to the next level. In addition to some freshly harvested ingredients right outside his kitchen's door, Alfieri continues to be inspired by the hotel meals he experienced on trips with his university professor parents during his childhood.

Alfieri's professional mission to make destination and hotel dining exceed expectations led to his studies at the Istituto Alberghiero Vespucci culinary academy in the 1990s. As his career progressed, he made over kitchens and menus at several destination restaurants and five star hotels around Italy and neighbouring countries, often taking on leadership roles and collaborations with other talented chefs. In 2006, with sommelier wife Samantha Serafini (his classmate during his formal culinary studies) and fellow chef/business partner Roberta Zulian, he generated an international buzz with his restaurant Il Sempione 42.

Although changing trends and tastes prompted him to look beyond Milan for work, he ultimately gravitated back to his hometown and has come full circle with Da Noi In and his current restaurants around town. After more than two decades of interpreting Italian and Mediterranean classics to draw attention to the ways the ingredients' flavours and aromas harmonize, he was ready to take on the unusual challenge of curating ideas for a restaurant situated in a former perfume factory.

While seafood somewhat dominates the menu, along with seasonal black and white truffle specials, what sets Alfieri's cuisine apart is the inclusion of one or two unexpected botanical elements. A red prawn appetizer is garnished with green apple gel and baked lettuce; a main course with scallop, calamari and chickpeas in a leaf cabbage soup is garnished with baked celeriac. During the warmer months, the outdoor seating area and rooftop terrace are further enhanced with lavender and other plants budding and blooming.

Given the timeless appeal of amber fragrances and the presence of actual liquidambar trees, it's a given that LiquidAmbar is known for cocktails as complex and heady as the liquids coming out of LabSolute. The winter and summer variations of the namesake cocktail include essence of lavender, while other libations that represent the overall hotel concept well include the *Captaine Rupert* (blueberry, lime, basil, green chartreuse and Tanqueray 10), the *Pulcinella* (lime, fresh strawberries, sage, lemon juice and Limoncello), and the *DA NOI IN* (lime, mint, mulberry and lavender mingling in a base of vodka and a ginger ale topper).

The interiors throughout the hotel also reflect tasteful Italian style, with Flos lamps, Poltrona Frau sofas, furniture pieces by Milan-based designers that bridge "sleek" and "cozy," and artwork from students at the Brera Fine Arts Academy. While the surrounding Navigli neighbourhood has the youthful vibe and artist-chic found in formerly industrial neighbourhoods in major cities around the globe, it's not every day that you'll find a place that has reinvented itself as a 21st-century answer to Venice. Therefore, it's only fitting that Magna Pars is the hub of this urban renaissance. 



...Martone is one of the most important names in Italian fashion and lifestyle...



PHOTOS FROM TOP Chef Andrea Alfieri; Da Noi In interior.

Magna Pars-L'Hotel à Parfum
www.magnapars-suitesmilano.it



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ITALY

SERVES 4 AS AN APPETIZER

Red Prawn Carpaccio with Cocktail Sauce, Apple & Baked Romaine Lettuce

EXECUTIVE CHEF Andrea Alfieri created this stunning plate for Magna Pars' restaurant Da Noi In.

Red Prawns
(shrimp)
320 g, peeled
and deveined

**Worcestershire
Sauce** 2 1/4 tsp

**Cognac or
Brandy** 2 Tbs

Dijon Mustard
1 heaping tsp

Tomato Ketchup
1 Tbs

Mayonnaise
3 Tbs

**Granny Smith
Apple** 1, peeled
and chopped

Romaine Lettuce
1 small head

**Fresh Herb
Leaves**
for garnish

**Extra Virgin
Olive Oil** 1 Tbs

Smoked Salt
a pinch

Lemon Juice
to taste

1 PLACE the prawns on a large plate and mash them to form a thin layer.

2 IN a small bowl, mix together the mayonnaise, ketchup, brandy, mustard and Worcestershire sauce. Place the bowl in the refrigerator to chill for an hour.

3 PLACED the peeled and chopped apple in a food processor and blend until smooth. Filter the apple mixture with a sieve and let it rest in the refrigerator for 15 minutes.

4 PLACE the whole head of lettuce seasoned with olive oil and salt on a baking pan and bake for 12 minutes at 450°F.

5 GARNISH the prawn carpaccio with dabs of the cocktail sauce and apple gel, lettuce leaves, and aromatic herbs.

6 SEASON to taste with the olive oil, salt and lemon juice.

Slightly adapted from a recipe by executive chef Andrea Alfieri of restaurant Da Noi In.