

Le Sirenuse in Positano Celebrates 70 Years

As the third generation of the Sersale family climbs on board, iconic Positano hotel Le Sirenuse gears up for its 70th anniversary with the opening of the Don't Worry Bar.



March 24, 2021 (Positano, Italy) – In 1951, the four Sersale siblings – Paolo, Aldo, Franco and Anna – opened their holiday villa in the Italian seaside village of Positano to visiting guests. They called the small hotel **Le Sirenuse**, after the “*mermaid islands*” of the same name that shimmered on the horizon. Over the years, it would become a lifestyle icon, while retaining the intimate feel of a family home.

Careful evolution, rather than abrupt change, has always been Le Sirenuse’s watchword, as befits a hotel that has remained a family business for seven decades. Nevertheless the last several years have brought significant novelties aimed at reinventing and reaffirming Le Sirenuse’s style paradigms for the 21st century including the opening of **Franco’s Bar**, launch of the seasonal fitness and detox retreat **Dolce Vitality**, and growth of the **Artists at Le Sirenuse program**. Launched in 2015 and curated by Carla and Antonio Sersale in collaboration with British curator Silka Rittson-Thomas, it reflects Positano’s close connection to creativity and, at the same time, the passion for collecting that has always distinguished the hotel. Every year, an artist is invited to create a work in the hotel in dialogue with the environment and spirit of the place. Previous commissions include Rita Ackermann, Caragh Thuring, Matt Connors, Alex Israel, Stanley Whitney and Martin Creed.



Now, as Le Sirenuse prepares to celebrate its 70th anniversary in 2021, a new generation of the Sersale family has come on board to steer the hotel into the future, all the while maintaining the inimitable style, service standards and cultured dolce vita ambience that have always marked out the 58-room Amalfi Coast resort.

Born a year apart in September 1992 and 1993, Aldo Sersale and his younger brother Francesco have both recently returned from the United States to work alongside their parents, Antonio and Carla, bringing with them new millennial energies and perspectives to the management and strategic vision of Le Sirenuse and its associated fashion and lifestyle brand Le Sirenuse Positano.

Due to officially open this summer and situated in one of the elegant lounges of the 18th century family villa around which the hotel flourished, the *Don't Worry Bar* is a revamp of a classic watering hole, a snug speakeasy for old-school hotel bar aficionados, where impeccably dressed barmen mix classic cocktails. The bar area itself is an antique jewel in gold leaf, walnut, brass and precious onyx, sensitively restored and restyled by interior designer Annalisa Bellettati, but its name pays tribute to a more recent work of art that hangs from the ceiling of the adjacent room: Martin Creed's neon installation *Don't Worry*.





Under chef Gennaro Russo, the hotel's elegant, romantic *La Sponda* restaurant, with its breathtaking view of Positano, will present a new seasonal menu called *Vesuvio* that makes a virtue of simplicity and reflects the vibrant farming and fishing culture, age-old culinary traditions and rich biodiversity of the region that stretches from Mount Vesuvius to Naples and the Amalfi Coast.

Lastly, true to its remit as a display case and seedbed for contemporary art as well as traditional arts and crafts, Le Sirenuse asked British painter and artist Lucy Stein, whose work already features in the hotel's collection, to create a celebratory 70th anniversary logo. Le Sirenuse is the alternative name of Li Galli, the "islands of the mermaids" that glint in the sea beyond the bay of Positano, and mermaids have long been a presence in Stein's work. This synchronicity led Stein to come up with a delightful sketch of two dolce vita mermaids, a lecherous moon, champagne stars and a sun that seems to be getting hot under the collar. Stylish, playful and warm, it sums up *lo spirito delle Sirenuse*.

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NOTES TO EDITORS:

About Le Sirenuse

Le Sirenuse opened in 1951, when the Sersale family turned their Amalfi Coast summer house in Positano into a stylish small hotel. Today the 58-room resort is considered one of Italy's leading seaside luxury hotels, though it still retains the intimate, cultured atmosphere of a private home. The rooms are contemporary but reminiscent of a glamorous bygone era. It may have renowned *La Sponda* restaurant and spa designed by architect Gae Aulenti, but Le Sirenuse is still very much a family affair. Second-generation co-owner Antonio Sersale looks after the day-to-day running of the hotel, while his wife Carla oversees the boutique *Emporio Sirenuse* and designs beach-oriented fashion collection Le Sirenuse Positano. Le Sirenuse has won numerous awards and is internationally renowned for the quality of its services.

For more information, please visit www.sirenuse.it/en

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Image credits:

Image 1 (banner). Le Sirenuse 70th Anniversary Logo by Lucy Stein. Courtesy of Le Sirenuse.

Image 2. View of Le Sirenuse terrace and pool. Photography by Brechenmacher & Baumann. Courtesy of Le Sirenuse.

Image 3. View of Positano. Photography by Brechenmacher & Baumann. Courtesy of Le Sirenuse.

Image 4. View of Franco's Bar. Photography by Brechenmacher & Baumann. Courtesy of Le Sirenuse.