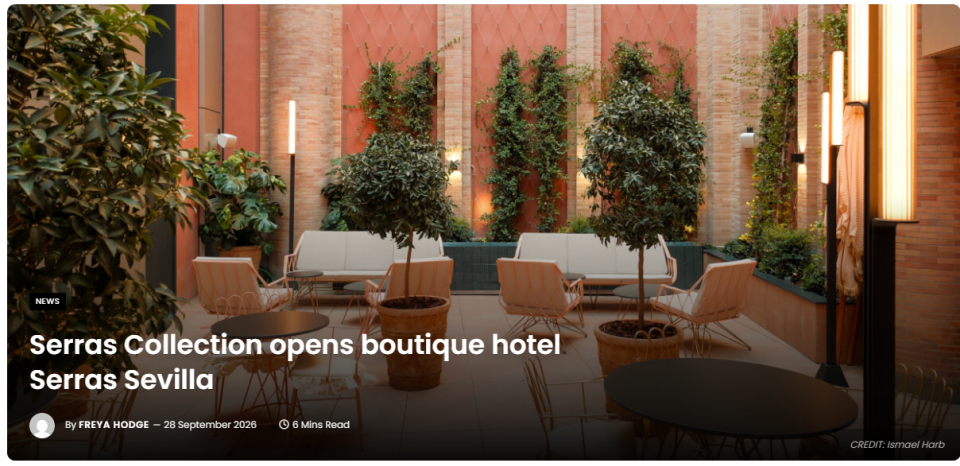


NEWS

# Serras Collection opens boutique hotel Serras Sevilla

By **FREYA HODGE** — 28 September 2026 6 Mins Read

CREDIT: Ismael Harb

After much anticipation, Serras Sevilla officially opened its doors on 11 September, introducing Serras Collection's signature philosophy of intuitive, highly personalised hospitality to Andalusia and unlocking the city's most coveted experiences for guests.

Serras Sevilla, a member of Preferred Hotels & Resorts' prestigious Legend Collection, is a jewel-like property occupying one of the city's most coveted locations at the foot of the Seville Cathedral, the world's largest Gothic cathedral and a UNESCO World Heritage Site. From this singular setting, the 43-room hotel provides an intuitive approach to luxury, expressed through thoughtful details, highly personalised service and doors quietly opened across the city.

Serras Sevilla extends that same sense of thoughtful personalisation into the hotel itself, expertly marrying the historic Casa Álvaro Dávila, a landmark residence commissioned by the Marquis of Villamarta and designed circa 1915-1917 by celebrated Sevillian architect Aníbal González, with bespoke interiors by acclaimed Spanish designer Eva Martínez.

Its transformation represents a three-year restoration and £37.7 million investment – more than £755,000 per key – making Serras Sevilla one of Andalusia's most significant luxury hotel developments in recent years.

Preserved architectural features are set against custom furnishings, handcrafted materials and richly layered interiors. Inspired by Seville's architecture, artisanal traditions and cultural identity, the design pairs a strong sense of place with the warmth and ease of a contemporary residence.

"Arriving in Seville is a very special step in Serras Collection's expansion, because it is a city with an extraordinarily distinctive identity, history and way of life," said Mr. Jordi Serra Burges, President of Serras Collection.

"Its character, beauty and ability to blend tradition and modernity align perfectly with our approach to hospitality: hotels with personality, exceptional locations and, above all, deeply personal service — a form of hospitality built person to person. We want to bring the same essence that defines Serras Collection to Seville, while allowing ourselves to be inspired by the city's unique character. Serras Seville is a place to enjoy the fantastic views of the Cathedral from Almagra Rooftop and experience signature gastronomy at the restaurant. It is a hotel where guests can discover Seville from within through its craftsmanship and people, and where locals can feel at home."

## A Sevillian Landmark Restored

The hotel's opening coincides with the 150th anniversary of the birth of Aníbal González, the architect whose work helped define Seville's visual identity. A leading figure in Sevillian Regionalism, González reinterpreted the city's Mudéjar and Plateresque traditions through moulded brick, Triana ceramics and wrought iron. His vision remains unmistakable throughout Casa Álvaro Dávila. A tower-mirador rises above the corner of Avenida de la Constitución and Calle García de Vinuesa, its domed crown concealing a staircase that spirals to the rooftop. Elsewhere, façades open onto galleries of rounded arches supported by white marble columns, while neo-Baroque brickwork and ceramic finials root the building firmly in its Sevillian setting.

The structure evolved over time, eventually uniting the original residence with the neighbouring house designed by José Espiau y Muñoz for Juan Bautista Calvi. The restoration treats these architectural layers as chapters in a single story. Soaring ceilings and original craftsmanship have been preserved, while exposed brick walls, embedded pilasters and monumental bronze plaques have been brought back into view. At the centre of the hotel, a light well crowned by star-shaped, octagonal skylights comprising more than 158 square metres of glass draws Andalusian light deep into the interiors. An open-air patio restores another essential element of Sevillian architecture and daily life.

## Interior Design as a Bespoke Expression of Seville

The interiors, conceived by renowned Spanish designer Eva Martínez, bring the hotel's character into its most tactile expression. Virtually every element has been created exclusively for the project. The design layers custom furnishings, handcrafted materials and subtle Sevillian references to give the hotel an identity that feels inseparable from both the original residence and the city around it. Fringed curtains introduce

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movement and texture, natural leather armchairs pay homage to Seville's equestrian heritage, and sofas subtly echo the silhouette of the montera, the traditional bullfighter's cap. Albero tones, shades of green, handcrafted ceramics and natural materials create a layered sense of warmth and refinement throughout the hotel.



*CREDIT: Ismael Harb*

Throughout the hotel, every object has been chosen to feel native to the setting. The hotel's tableware, created by Eugenia Martínez de Irujo for Eugenia & Sushita, translates her original hand-painted designs into vivid, art-led pieces. A daughter of the Duchess of Alba and member of one of Spain's most storied noble families, Martínez de Irujo brings a distinctly personal creative perspective to the collection.

## Rooms and Suites Where Seville Is Felt From Within

The hotel's 43 rooms and suites, comprising 38 guest rooms and five suites, are designed so the essence of Seville is felt the moment the door closes. Ceilings soar at the full height of the original residence, and in many rooms and suites, the windows frame Seville Cathedral and La Giralda so closely that the city's most recognisable silhouette becomes part of the room itself. Artisanal ceramic headboards, hand-glazed in the Sevillian tradition, anchor each space, while fringed curtains, an emblem of Andalusian interiors, filter the light and lend the rooms a quiet sense of movement.

Comfort has been considered with the same care. Generous king-size beds are fitted with handcrafted mattresses made from natural materials produced exclusively for Serras Sevilla, and every surface presents tactile delights. Guest rooms are exceptionally quiet and skilfully soundproofed, so the noise of the historic centre falls away and only the view remains. Rooms and suites range from Superior Rooms to the signature suites, including Suite El Marqués (65 sq m), Suite La Giralda and Suite Casa de Dávila (70 sq m each), and The Grand Suite (100 sq m).

## A Culinary Expression of the Serras Sevilla Experience



*CREDIT: Ismael Harb*

At the heart of Casa Álvaro Dávila, the hotel's historic Andalusian patio, a defining feature of Sevillian architecture, has been thoughtfully restored as an intimate courtyard restaurant. Above it, the hotel's jewel-like Almagra Rooftop opens directly to the sky, offering what are widely regarded as the city's finest uninterrupted views of Seville Cathedral and La Giralda. The Cathedral rises so close it feels within reach, and its Gothic pinnacles, dome and bell tower dominate the foreground amidst an open horizon of Sevillian rooftops. The historic torreón, the tower-mirador crowned by Aníbal González, presides over the terrace, framing the Cathedral and giving the space its sense of occasion. An intimate guests-only pool, restaurant and cocktail bar share the setting. By day, Almagra Rooftop is a serene sanctuary above the old city. By evening, it becomes an elevated haven for sharing a curated selection of cocktails and dishes as the illuminated Cathedral and La Giralda glow against the night sky.