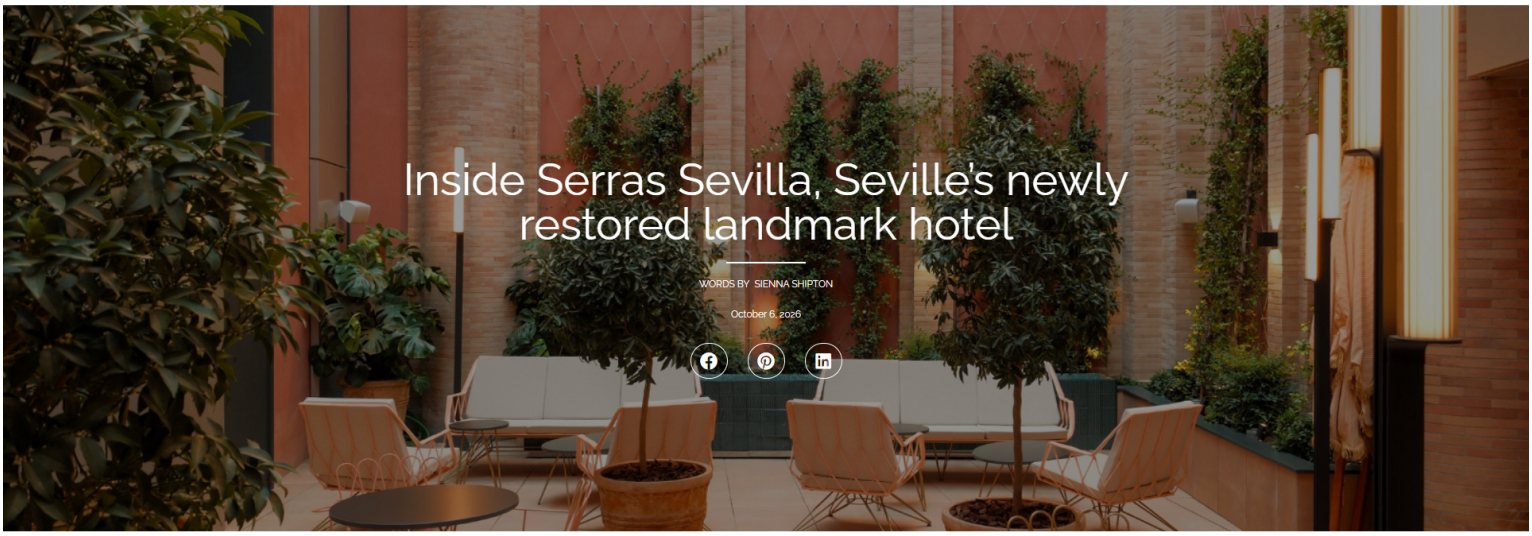

# Inside Serras Sevilla, Seville's newly restored landmark hotel

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**Fringed curtains, hand-glazed ceramics and a rooftop with the Cathedral almost within reach – Serras Sevilla turns a restored Regionalist landmark into an intimate, deeply Sevillian retreat…**

After much anticipation, Serras Sevilla officially opened its doors in 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 shapes each stay as a bespoke expression of the guest, providing unparalleled access to Seville and its living heritage through encounters that no guidebook can arrange.

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 Anibal González, with bespoke interiors by acclaimed Spanish designer Eva Martínez.



Image credit: Serras Collection

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.

The hotel's opening coincides with the 150th anniversary of the birth of Anibal González, the architect whose work helped define Seville's visual identity. A leading figure in Sevillian Regionalism, González reinterpreted the city's

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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.

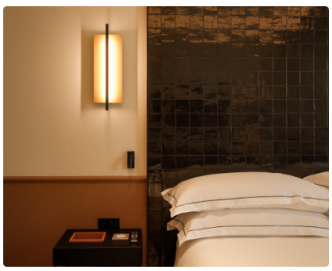


Image credit: Serras Collection

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.

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 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.

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.



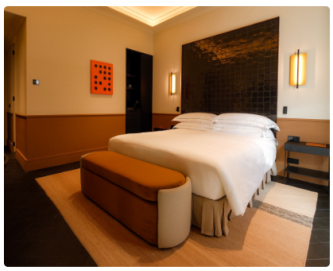


Image credit: Serras Collection

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).

At Serras Collection, luxury begins before arrival, with each stay shaped around the guest's interests, travel style and desired pace. At Serras Sevilla, this intuitive approach informs every aspect of the experience, from design and dining to private access to the people and places that define the city.







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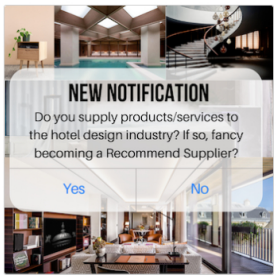


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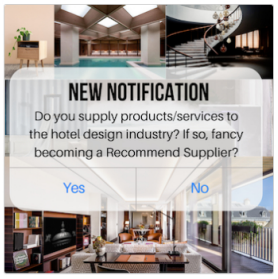


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HOTEL SUMMIT

**Hotel Summit**
22nd April, 2027




Image credit: Serras Collection

Drawing on deep local knowledge and established relationships, Serras Sevilla acts as an expert guide to the city, unlocking doors rarely accessible to visitors. The hotel crafts tailored itineraries that connect guests with Seville's defining landmarks, artisans, traditions, and flavours, ranging from private visits to the Cathedral, Casa de Pilatos and the Real Alcázar with specialist historians to personal introductions to some of Seville's most celebrated artisan houses. Guests may go behind the scenes to learn about the city's rich cultural heritage through ceramics at Armando Arts & Crafts, the legendary shawls and mantillas of Juan Foronda, and flamenco at Tablao Los Gallos. Exclusive access to Seville's culinary traditions allows guests to engage with chefs and producers at historic establishments serving quintessential Sevillian tapas and some of the city's finest contemporary dining destinations. These encounters inform a more intimate perspective on Andalusia's living heritage. Seville, seen through the lens of Serras.

Wellness is equally personal, in-room Natura Bissé treatments from one of the world's leading luxury skincare houses tailored to individual needs and a Technogym-equipped fitness space. Together, they offer guests the freedom to restore, recharge and settle into the unhurried rhythm of southern Spain.

*Main image credit: Serras Collection*

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