



Galleria Vik Milano turns hospitality into an immersive art form

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Galleria Vik Milano redefines luxury stays by transforming a historic landmark into a living art gallery, offering an immersive experience where culture, creativity, and hospitality intertwine.

By Florence Sutton

Nestled within the heart of Milan's historic Galleria Vittorio Emanuele II, Galleria Vik Milano is not just a hotel — it is a masterpiece. With over 400 artworks, bespoke interiors and a bold vision that fuses hospitality with artistic expression, this extraordinary property sets a new standard for immersive stays in the Italian city. A striking blend of past and present, it invites guests to experience the city's rich cultural heritage through a uniquely curated lens. LUXUO speaks to operations manager Jessica Garcia Falcone on how Galleria Vik Milano exemplifies luxury hospitality by seamlessly blending art and history to create an exquisite stay in Milan that is unlike any other.



Tell us about the history and DNA of Galleria Vik Milano.

Galleria Vik Milano is a luxury hotel with a unique and incomparable experience located in the very heart of Milano inside one of the most iconic historic buildings in the world the Galleria Vittorio Emanuele II. We had the courage to break with convention and focus on a completely innovative idea, one that could offer something unique, transform a luxury hotel in a contemporary art gallery. This approach allowed us to combine hospitality with art, creating an unprecedented experience for our guests.

The hotel features uniquely designed rooms and suites reflecting Milan's rich artistic heritage. It is a true celebration of history, culture, art, architecture and spirit through its distinct design, highlighting artistry from the past and present to create a singular escape.



As the Operations Manager, what is the first thing you notice when you enter a hotel and which details do you pay particular attention to?



The first thing every person notices upon entering is the overall ambiance and the first impression it creates, Galleria Vik Milano entrance is already a reflection of what guests will find all over their stay. Guest's are welcomed by a replica of The Thinker by Rodin and will be immersed into a large-scale artistic installation, painting 220 square meters with striking depictions of titans, atlases and mythical figures, adorned with unique punched gold leaves.

The guest experience begins the moment they step inside, so I also focus on the warmth and professionalism of the staff. The way they greet guests and their level of attentiveness are key indicators of the quality of service we provide.

How do you maintain consistent service standards at the property?

To maintain consistent service standards at the property, we rely on a combination of strategies. First, we hold regular staff meetings to ensure that everyone is aligned on expectations, updates and any changes in our service protocols. This helps us maintain a high level of communication and ensures that the team is always aware of our standards.

Additionally, we actively seek feedback from our guests, whether through direct interactions or review platforms. This feedback is invaluable in identifying areas where we can improve and ensuring we're meeting the needs of our guests consistently.

We also sponsor mystery guest inspections, which allow us to assess our services from a guest's perspective. These inspections provide an objective evaluation and help us identify any areas for improvement that may not be immediately visible to the team. By combining these approaches, we ensure that our service remains consistently high across all touchpoints.

Galleria Vik Milano is only a short stroll from the Duomo, which is must-see in Milan. Do you have other favourite cultural destinations close by?

Milan has an incredible concentration of cultural destinations, especially around the Duomo area. Here are a few more spots to add to your list:

Teatro alla Scala (5-minute walk) – One of the world's most famous opera houses, offering an unparalleled cultural experience.

Museo del Novecento (3-minute walk) – A hidden gem of 20th-century Italian art, located right next to the Duomo. The museum hosts a wide range of modern masterpieces, perfect for art enthusiasts.

Palazzo Reale (3-minute walk) – Once the royal palace of Milan, this impressive building now houses a rotating selection of art exhibitions, including major retrospectives and temporary shows.

Pinacoteca di Brera (15-minute walk) – Milan's premier art gallery, home to masterpieces by Caravaggio, Raphael, and other Italian greats. It's a must-see for those wanting to dive deeper into Milan's art heritage.

Additionally, if you're in the mood to explore:

Sforza Castle (15-minute walk) – This grand historic fortress is home to several museums and art collections.

Basilica di Sant'Ambrogio (20-minute walk) – A beautiful, historic church, one of Milan's oldest and most significant religious sites, offering a quiet escape from the hustle and bustle.

These cultural spots, all within walking distance, offer a deep dive into Milan's rich artistic and historical heritage.

How do you create a genuine Italian look and feel at Galleria Vik Milano?

At Galleria Vik Milano, we create a genuine Italian look and feel primarily through our culinary offerings. The Italian touch is reflected in our gastronomic experiences, where guests can indulge in authentic flavors that represent the essence of Italian cuisine.



Our restaurant, Vik Pellico Otto, serves Mediterranean cuisine with a Milanese twist, showcasing fresh, local ingredients and traditional Italian recipes reimaged with modern flair. Meanwhile, our pizzeria, I Dodici Gatti, brings the taste of Naples to Milan, offering traditional Neapolitan pizza with a focus on high-quality ingredients and classic preparation methods.

These gastronomic experiences help immerse our guests in the true spirit of Italy, making them feel connected to both Milan's rich heritage and the broader Italian culinary tradition.



Tell us more about the artistic collaboration between modern artists and Galleria Vik Milano?



Our artistic collaboration at the hotel is truly a reflection of our commitment to blending hospitality with art. Our art collection boasts over 400 works by more than 100 national and international artists, ensuring a diverse and dynamic atmosphere throughout the property. Each room is a unique experience, with its own artistic style and distinctive design, telling a different story, much like a work of art that reveals something new every day.

What sets our collaboration apart is that many of the artists actually stay at the hotel while they're working on their pieces, allowing them to immerse themselves fully in the environment. This creates a unique bond between the artists and the hotel.

In addition, we host temporary art exhibitions that change every month, offering our guests fresh opportunities to experience new works of art. We also provide special experiences related to these artists, allowing guests to engage directly with the creative process, attend artist talks, or even participate in exclusive art-related events. This constant evolution of our art offerings ensures that every visit to the hotel feels like a new, inspiring journey.

What makes a hotel stay an unforgettable experience?



I believe that the answer to this question is directly related to the previous response. An unforgettable hotel stay is all about creating a unique, immersive experience that goes beyond just comfort. At our hotel, we elevate this by offering guests an opportunity to engage with art in a way that few other hotels do.

What is your outlook on growth for the property?

Our outlook on growth for the property is very optimistic. As the first city hotel of our group and the first in Europe, it marks an exciting milestone for us. We see this property as a key stepping stone in expanding our presence in the luxury hospitality sector, both within Europe and globally.



With its unique blend of art, culture, and luxury service, we believe the hotel will continue to attract both international travelers and local guests looking for an elevated experience. We're focused on building brand recognition in Milan and beyond, and we're confident that as we expand our reach, we will solidify the property's position as a destination in itself.

Looking ahead, our goal is to leverage this success and expand to more locations, while continually elevating our offerings to ensure that each stay is unforgettable. The growth potential is immense, and we're excited about the opportunities that lie ahead.

What is the key focus for the property in 2025?



In 2025, our key focus for the property is to strategically increase RevPAR (Revenue Per Available Room) and strengthen our rate positioning. We aim to continue enhancing the value we provide to guests while ensuring that we remain competitive in the luxury market. This will be achieved through refined pricing strategies and personalised guest experiences.

Additionally, we are putting significant emphasis on expanding our marketing and social media exposure. We want to ensure that our brand reaches a wider audience and remains top-of-mind for travelers globally. By investing in targeted campaigns and digital marketing, we aim to engage with potential guests more effectively.

Another major focus is expanding our reach into the Middle East, Asian and Indian markets. These regions are experiencing increasing demand for luxury travel, and we plan to cater to these emerging markets by offering tailored experiences that resonate with the cultural preferences of these travelers. This expansion aligns with our overall goal to grow our presence internationally and attract a more diverse clientele in 2025.

For more on the latest information on Galleria Vik Milano, [click here](#)