

ALTO CULTURA

Private Gatherings, Tailored to Your Occasion

A place to slow down, inspire and connect.
A new form of hospitality – shaped by culture
and rooted in tradition.

“Villa Arnica feels like a good friend’s
summer house. A special feeling of
freedom, natural beauty and nostalgia
right in the centre of Lana.”

Villa Arnica — A Place to Gather

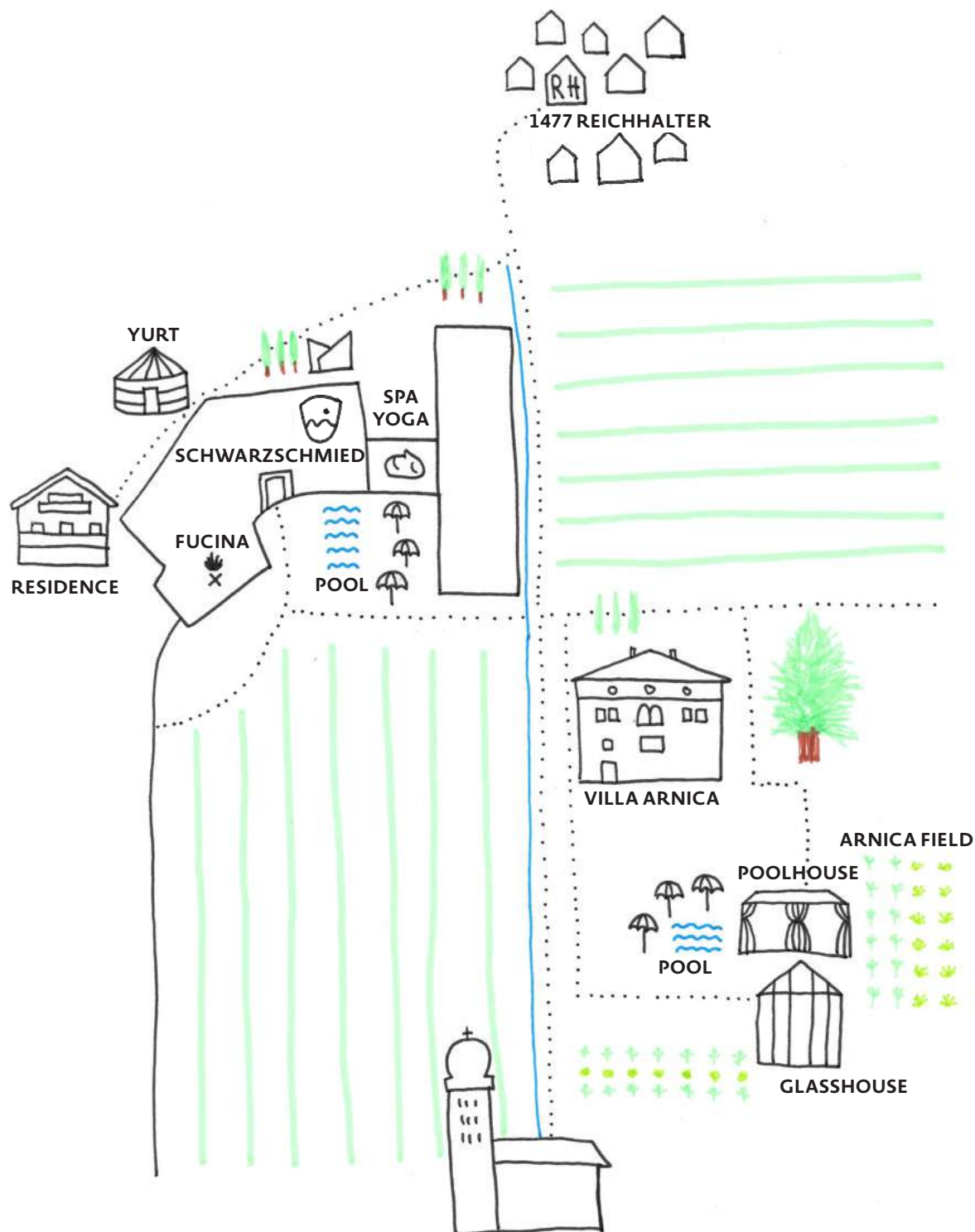
Built in 1925 and surrounded by vineyards, orchards and mountains, Villa Arnica is a place of quiet elegance and personal encounters.

Whether for weddings, birthdays, private dinners, retreats, get-togethers, workshops or brand experiences, guests gather here to eat well, drink well and be good to themselves.



Explore the Property

Right in the center of the small town Lana, surrounded by apple orchards and next door to the partner hotel Schwarzschnied, with its yoga, spa and wellness offerings. Also in walking distance: the Gasthaus 1477 Reichhalter with its exceptional cuisine.



Villa Arnica

Places to Linger

Rooms & Suites

Villa Arnica offers ten individually designed rooms and suites overlooking gardens, vineyards and the surrounding mountains. Quiet, understated and full of character, each space invites guests to slow down and feel at home. From cosy double rooms to spacious suites, every stay is defined by comfort, calm and timeless charm.

CAPACITY

Villa Arnica accommodates 20–23 overnight guests; children are welcome for private event formats. If needed, additional rooms can be arranged at a special rate at our neighbouring properties, Schwarzschnied and Reichhalter.



A CLOSER LOOK

Salotto

The Salotto, with its own library and historic *Stube*, offers an intimate setting for cosy breakfasts, tea time, private dinners or listening sessions with our vinyl sound system. For larger groups, we are happy to arrange a long *Tavolata* through the elegant hallway.

CAPACITY

SALOTTO

Up to 20 guests

HISTORIC STUBE

Up to 12 guests

HALLWAY TAVOLATA

Up to 30 guests



A CLOSER LOOK

Poolhouse

From early mornings by the pool to aperitivo and relaxed grill dinners in the evening, the Poolhouse offers the right setting for slow summer days. Fresh salads, home-made cakes and seasonal dishes are served directly from the kitchen to the garden and poolside tables.

CAPACITY

POOLHOUSE

Up to 26 guests



A CLOSER LOOK

Glasshouse

The Glasshouse in the Villa Arnica garden is a peaceful, light-filled space dedicated to yoga and mindful movement. Surrounded by greenery, it can be transformed for retreats, workshops and private experiences – from intimate brunches and lunches to carefully curated dinners by the fire.

CAPACITY

YOGA RETREAT

Up to 16 participants

GLASSHOUSE TAVOLATA

Up to 30 guests



A CLOSER LOOK

Garden & Pool

Dive into grassy green and azure blue. Luxuriate in the garden around the pool and find your favourite spot in the sun or shade. In summer and winter, nature unfolds around the villa – peaceful, picturesque and full of quiet inspiration.

CAPACITY

HEATED POOL

Sunbeds: 20 guests

GARDEN TAVOLATA

Up to 40 guests



A CLOSER LOOK

Arnica Acker

Just steps from Villa Arnica, our 3,000 m² *Arnica Acker* brings our farm-to-table philosophy to life. Seasonal vegetables, herbs, fruit and flowers are grown with care and find their way from the field directly to our kitchen and your plate.

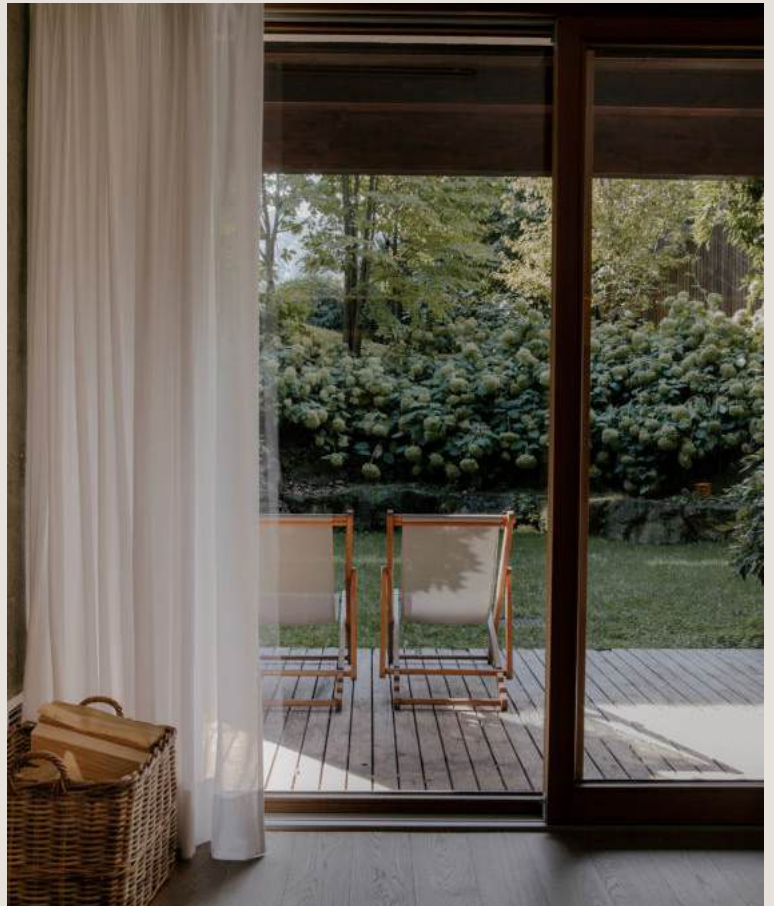


NEARBY

Hotel Schwarzschild & arise Spa

Just next door to Villa Arnica, our partner hotel Schwarzschild enhances the experience with additional wellness, dining and activity offerings.

Guests of Villa Arnica are welcome to enjoy all amenities, including the arise Spa with pools and saunas, the yoga studio with daily classes, as well as the restaurant La Cucina and Bistro Luce.



NEARBY

1477 Reichhalter

Inside two historic rooms or on the terrace under vine leaves, the 1477 Reichhalter serves regional, seasonal cuisine of the highest quality. The classical guesthouse offers an authentic South Tyrolean experience – for breakfast, lunch, dinner or with its elegantly minimalistic guest rooms.

CAPACITY
RESTAURANT

Up to 50 guests

RH
1477



A woman with dark hair, seen from behind, is walking through a hallway with arched doorways. She is wearing a bright yellow, sleeveless, form-fitting dress. The hallway has light-colored walls and a wooden floor. To the left, there is a row of white, paneled doors. In the distance, through an archway, a white bench with two yellow cushions is visible. The lighting is warm and soft.

Private Experiences

More Than a Stay

PLAN WITH US

Event Formats

- Wedding dinners & celebrations
- Birthday parties & private dinners
- Brand activations & creative events
- Yoga Retreats
- Corporate gatherings
- Custom gatherings & celebrations

Villa Arnica offers a unique setting for meaningful gatherings of all kinds. From intimate wedding celebrations and birthday parties to creative brand events, yoga retreats and corporate gatherings, every occasion is shaped with care, individuality and a sense of effortless elegance.

BRANDS WE WORKED WITH

DESIGN HOTELS™



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A KIND OF GUISE

Schedule

Planning your gathering at Villa Arnica is simple, personal and thoughtfully curated from the very beginning.

01 VISUALISE YOUR GATHERING

Imagine the atmosphere, occasion and experience you would like to create.

02 SHARE YOUR VISION

Share your preferred date, number of guests and first ideas with us.

03 EXPLORE YOUR OPTIONS

Discover our spaces, food and beverage possibilities, entertainment, decor and additional services.

04 DISCUSS THE DETAILS

Together, we define all specific needs, extras and personal touches.

05 RECEIVE YOUR PROPOSAL

We prepare a tailored proposal for your event at Villa Arnica.

Food & Beverage

At Villa Arnica, we follow a farm-to-table philosophy with seasonal produce from our own Arnica Acker. What we don't grow ourselves, we source from nearby farmers and producers. Our menus are local, fresh and made for sharing, from set menus to custom experiences curated by our Head Chef and Restaurant Manager.

POOLHOUSE GRILL EXPERIENCE

The poolside barbecue unites fresh vegetables, local meats and long tavolatas. The menu can be customised with seasonal sides, selected wines and personal touches to suit your gathering. For a more informal atmosphere, our flying buffet offers a relaxed way to get together.



Decor & Entertainment

For floral concepts and decoration, we work closely with a local florist who adapts each arrangement to reflect your individual wishes and the character of the Villa. Together, we create the perfect setting for your gathering.

For music and entertainment, we collaborate with trusted partners from South Tyrol and beyond. From live bands by the pool to subtle background music, acoustic sessions or curated DJ sets, every detail is adapted to the mood of your event.

Parties in the poolhouse and Glasshouse are possible until 11:30 pm and live music in the garden until 11 pm – for longer nights, the event may continue in the Salotto.



Exclusive Experiences

- Private yoga classes
- Guided Arnica Acker tours
- Cooking classes
- Wine tastings
- Guided hikes & bike tours

We offer tailored experiences to enhance your stay: find inner peace with a private yoga class, discover the fruit and vegetables that grow in our Arnica Acker, or learn about regional wine specialities in a personalized wine tasting.



This way, please ...

Welcome to Lana, where vineyards, orchards and mountains meet in the sun-drenched valley between Merano and Bolzano. Idyllic paths lead along rivers, into the mountains, to the nearby town centre or towards vibrant Bolzano. Central, yet beautifully quiet.

BY CAR

Park in front of the villa or in the Schwarzschild garage, where you also find charging stations.

BY TRAIN

Arrive at Lana/Burgstall train station, from where we are happy to arrange a shuttle to pick you up.

BY PLANE

Fly to Bolzano, Innsbruck, Verona, Bergamo or Milan airport, all reachable in around three hours.



PLAN WITH US

Get in Touch

For further information and enquiries,
please contact us at info@villaarnica.com.

We can't wait to make your event unforgettable.



VILLA ARNICA
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