



**Inaugurated in the heart of Rome “The First Roma Dolce”,
new Italian quarters of The Pavilions Hotels & Resorts Group,
debuting “VELO”, an innovative and surprising concept of gourmet patisserie.**



Rome, July 2019. “The First Roma Dolce”, at n. 63 Via del Corso smack in the city center, has brought an innovative hospitality project to life. The project is a critical part of “The First Roma”, a collection of Italian Hotels from the Hong Kong based **The Pavilions Hotels & Resorts**, who chose Rome – a timeless destination desirable by all travelers – for this new opening in Italy.

The First Roma Dolce marks a new chapter for the Urban Resort project – following the 2011 opening of “The First Roma ARTE” – that intends to rewrite the rules of great Roman hospitality defined by a new, sophisticated and intimate “tailor-made” approach dedicated to the most modern contemporary travelers. The project will soon be flanked by the opening of a third property in the city center, estimated for the beginning of 2020.

The *Urban Resort* formula allows guests to partake in the experiences of each of the properties in a shared, connected manner, taking advantage of the various spaces and a wide range of options from fine dining to exclusive amenities to personalized services, from Art to personal shopping to the discovery of the most intimate, secret corners of the Eternal City.



With its 23 rooms and suites scattered amongst a space that has the fit and feel of a luxurious familial residence facing one of Rome's most pulsing arteries, **The First Roma Dolce** is truly an "*unicum*", particularly in terms of its history. The XIX century structure was designed by Giuseppe Valadier, noted Neoclassic architect best known for his celebrated urban planning of Piazza del Popolo and the famous "Casina Valadier" building in the center of the Villa Borghese park.

The interior, conceived by Studio Marincola Architecture, was studied to harmoniously unite a sense of belonging with the contemporary air of the project, relying on an interpretation of materials, textiles and layout. Noble detailing like rich marbles and woods meet chromatic tones and contemporary designs in the carpets meet a sense of fluidity in the outlines of the furniture and strong accent colors, creating a project of remarkable originality.

The First Roma Dolce possesses a completely unedited Italian experience, available to guests and Roman residents with equal effect and appeal: the laboratory of the refined patisserie **VELO**, in the skilled hands of Pastry Chef Pier Simone Guarino, original *deus ex machina* of astonishing moments of gourmet gratification. Truly distinctive even in terms of the structure's name, the defining factor here is that sweetness reigns. **VELO** captivates cheerfulness in all special occasions, family affairs, and encounters, valorizing the importance of sharing.

The patisserie strives to become a point of reference for authentic gastronomy for all things sweet, calibrated according to the seasons. The classic *Afternoon Tea* is a precious moment to indulge in an afternoon reprieve, or to organize a small meeting. Throughout the day, the *all day* menu is perfect for lunch, dinner or quick snack, always proposing a selection of spooned desserts, single serving treats, pralines and *piccola pasticceria*.

Guests of **The First Roma Dolce** are embraced with this "*dolce DNA*" upon arrival: a selection of tiny treats produced in house greet each guest at check-in. In the room, guests will find literature and coffee table books dedicated to the fine art of pastry, an invitation to delve into the world of sweets or reinforce a pre-existing passion.

A completely new way – ever-so Italian – to welcome guests by tantalizing them with flavors and instilling an unforgettably sweet memory to their Roman holiday.

The First Roma Dolce is affiliated with Preferred Hotels & Resorts and is a member of the L.V.X collection.

The First Roma Dolce
The First Roma Urban Resort
Via del Corso 63, Roma
www.thefirsthotel.com/dolce/



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ABOUT THE PAVILIONS HOTELS&RESORTS

The Pavilions Hotels & Resorts

Access to a structure like The Pavilions Hotels & Resorts collection means giving life to an experience immersed in luxury and in the destination itself. Each of the group's hotels is a sophisticated and discrete refuge in which to take solace or to indulge, inspired by art, culture, adventure and romanticism. Whether the endless beaches of Phuket or the draw of the central Piazza del Popolo in Rome, The Pavilions properties represent the most sought-after destinations in the world. The Pavilions Hotels & Resorts, originating in Hong Kong, is one of the most successful rising brands with over 6 acquisitions per year. The attentive philosophy and uniqueness of each structure allow The Pavilions to offer secluded treasures and attentive service, even in the most popular of locations. Each hotel is distinguishable, but all are aligned by a belief in authentic relationships, fantastic places and respect for privacy.
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