



## The St. Regis Rome presents LUMEN, Cocktails & Cuisine

**The St. Regis Rome launches a new exclusive venue in its pulsating heart, enriched by unique collaborations tapping into the world of mixology and contemporary art.**

**Rome, February 14<sup>th</sup> 2019** \_ LUMEN Cocktails & Cuisine, which owes its name to the unit of measurement of light, is ready to welcome its guests with an all-day offer, made of various options around the hours of the day. From gathering point in the morning, when the breakfast is served, to ideal setting for a business lunch under the majestic central dome; as unmissable place-to-be for *aperitivo*, when the St. Regis Sabering ritual announces the arrival of the evening, until after dinner, where the drinking experience becomes a sociality event.

*Lumen recalls the chandeliers, the crystals and their sparkling magic. Lumen is the light of each of us amplified and multiplied by sociality, that here beats in its pulsating heart. Lumen is impalpable material as the wings of a butterfly, symbol of a place born to elevate the drinking experience.*

A brand new drink list has been created in order to give new light to the culture of beverage, the fundamental chromosome of The St. Regis Rome's DNA. The cocktails have been named after some exotic and beautiful butterflies from all over the world: the *Hercules* from Tasmania, or the *Dark Red Helen* that flies gracefully in the southern islands of Japan.

Among the new signature cocktails there's the Bloody Mary, a real institution of the St. Regis brand, born in 1934 as "Red Snapper" at The St. Regis New York and now recreated in a Roman version with the name of *Red Admiral*. The Red Admiral or Vanessa Atalanta, a type of large and boldy colored butterfly, symbolizes for some traditions the rebirth through transformation, just like the St. Regis Rome, that inaugurates a new era after the recent renovation. The Red Admiral is prepared at the guest's table and served on a trolley exclusively created by Larusmiani for The St. Regis Rome. Larusmiani, exceptional partner and example of the highest Italian craftsmanship, provides LUMEN with unique pieces from the Tableware Gentlemen's Essentials line such as corkscrews and bottle opener embellished with elegant hand-made finishes.

Another brand new and emblematic cocktail is LUMEN, symbol of the bar and of its new era, mixed with Champagne, Italicus Rosolio of Bergamotto and Elettric Bitter. Also the all-time classics boast a new look: the legendary Negroni is now served in a taylor-made crystal bottle that can be disassembled into three pieces. The upper part contains the cocktail while the base, made up of two stacked glasses, is an invitation to sharing, encouraging conviviality around a truly iconic drink like the Negroni.



The art of creating cocktails that are not only good to drink but also beautiful to admire has led to the idea of leveraging on an important collection of glasses: the LUMEN Glasses Signature Collection, signed by contemporary artists and curated by Le Dictateur - one of the most dynamic independent realities of the Italian art scene. The collection, named "From Eyes to Mouth" nourishes the ambition to dissolve the boundary between a functional object and a work of art. Presented on February 14<sup>th</sup> on the occasion of the launch of LUMEN, it develops with the limited series of two artists: Federico Pepe, with the Mini Ming glasses, and Nico Vascellari, with Pozzanghere.

With this project The St. Regis Rome and Le Dictateur promise to evolve the drink experience towards a higher aesthetic dimension, dissolving the boundary between artwork and everyday objects. The glasses gave names to two new cocktails, inspired by their essence.

Federico Pepe's *Mini Ming* series has been created after the tradition of Chinese porcelain as an example of supreme elegance and aesthetics. The series is composed by two glasses, conceived as vases with a lid and hand-decorated with an iconic and recurrent patterns such as "Eyes in Chains" and "Spine". Mini Ming is inspired by the oriental Ming vases changed into pots, the cups and the ceramic cups that have been used for drinking wine since ancient times. These glasses express the idea of a duality from the Symposium in which the bonds are strengthened, new agreements are established, links are cultivated and political, art, music and philosophical matters are disputed. The oriental mood is found in the choice of ingredients that give life to a fresh cocktail mixed on yuzu and dai-dai juices plus infused tangerine green tea.

*Pozzanghere* by Nico Vascellari is a collection of glasses half-lathed and half-shaped by hand. The ceramic cups designed and manufactured for The St. Regis Rome are inspired by the contrasts and opposed forces of which the city of Rome seems to be fed and be a symbol, from the origins linked to the mysterious fate of the twins Romulus and Remus. The two faces welcome a cocktail where the herbaceous and dark notes inspire a primary and primitive dimension, where drinking becomes a ritual integrated in a community context.

At LUMEN every evening the Sabering moment, an important ritual belonging to the history of the St. Regis brand, announces a real transformation of the environment. A semicircular curtain delimits the bar area and functions as screen where videos are projected. The symbols of the hotel and of the city of Rome are the subject of the videos, played with a pressing rhythm in a succession of cross-cultural references. Ninos du Brasil internationally recognized Italian duo of performers that produces an unlikely mix of electronic music and batucada, were the special guests of the opening event, where they hosted a DJ set act.

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### **About Le Dictateur**

Le Dictateur was founded in Milan in 2006 as an editorial project and continued, starting in 2009, as an independent exhibition space, now active in the spaces of Via Giovanni Paisiello 6.

Since its foundation, Le Dictateur has collaborated with the most important artists of the Italian and international scene. From Pierpaolo Ferrari and Maurizio Cattelan, through Alberto Garutti, Nico Vascellari, Luigi Presicce, Corrado Levi, Flora Sigismondi, Patrick Tuttofuoco, Jacopo Benassi, Roberto Cuoghi and Sophie Calle, Paola Pivi, Roger Ballen and many others.

In 2016, during the 10th anniversary of the foundation, FAQ / Le Dictateur n5 was published by Maurizio Cattelan and Myriam Ben Salah. Dictateur was selected by MoMa in New York for the Millennium Magazine exhibition and by Kunsthalle Wien for the Retrospective Publishing as an Artistic Toolbox: 1989-2017. It was among the spaces invited by Cattelan / Gioni / Alemani for No Soul for Sale, the exhibition that took place in the Turbine Hall of the Tate Modern to celebrate the most important independent spaces on the international scene. Its artistic program has been displayed at the Family Business by Cattelan / Gioni in Chelsea New York and at the Palais de Tokyo in Paris.



### **Federico Pepe bio**

Federico Pepe is a multifaceted artist. Raised to move freely among different art practices, he has worked over the years to break down the separations between art, advertising and design. He began his career at McCannErickson and after 10 years at the creative executive direction of the BBDO Group in Italy, he is now Founder and CEO of "Le Dictateur Studio". He launched the publishing project and the independent exhibition space "Le Dictateur", which today, 13 years later, is considered one of the most important realities of the contemporary art scene in Italy. His work has been exhibited at the Triennale di Milano, at the Moma Archives and Library, at the Kunsthalle in Vienna, at the Palais de Tokyo in Paris, at the Tate Modern in London and at the Family Business gallery in New York founded by Maurizio Cattelan and Massimiliano Gioni. His projects in design led him to collaborations with brands such as Editions Milan, cc-tapis, Wall & Deco, Seletti, Frette, Alessi, Cedit and to sign significant partnerships, like the one with Patricia Urquiola. With the Spanish designer Federico began a profound conversation about the admixture of art and design. The images, sketches and photographs of impossible design objects shared for months form the basis of the "Maybe 1day" exhibition, presented during the Milan Design Week 2015. Right after this, Federico and Patricia Urquiola jointly signed two collections: Credenza (2016) Miscredenza (2017).

### **Nico Vascellari bio**

(1976, Vittorio Veneto, TV). He lives and works in Rome, curating simultaneously the Codalunga art space in Vittorio Veneto.

Among his main solo shows: MAXXI | National Museum of the XXI Century Arts, Rome (2018); Palais De Tokyo, Paris (2017); Whitworth Art Gallery, Manchester (2016); Academy of France - Villa Medici, Rome (2016); Estorick Collection, London (2016); National Gallery of Arts, Tirana (2015); Museion, Bolzano (2010); MAN Museum, Nuoro (2007); Skuc, Ljubljana (2006); Viafarini, Milan (2006). The artist also participated in the 52nd Venice Biennale (2007); Manifesta 7; 15th Quadrennial of Rome (2008); 12th Venice Architecture Biennale (2010).

Among the main institutions where his work was included: Museo del Novecento, Milan; Fondation Beyeler, Basel; Riga Art Space, Riga; La Maison Rouge, Paris; MAK, Vienna; Kunsthaus, Graz; SongEun Art Space, Seoul; ZKM, Karlsruhe; La Casa Encendida, Madrid; Espace de l'Art Concrete, Mouans-Sartoux; Palazzo Reale, Milan; Sandretto Re Rebaudengo Foundation, Turin; CSW, Warsaw; PinchukArtCentre, Kiev; Le Magasin, Grenoble; Wysing Arts Center, Cambridge; EACC, Castelló; MART, Rovereto; Pecci Museum, Prato; Palazzo delle Esposizioni, Rome; MAMBO, Bologna.

Among the main permanent collections in which his work was included: Deutsche Bank, Milan; Macro - Museum of Contemporary Art Rome, Rome; MAXXI | National Museum of the XXI Century Arts, Rome; Museion, Bolzano; Whitworth Art Gallery; MMUSAC - Museo de Arte Contemporáneo de Castilla y León, Leon.

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