



MAALOT ROMA

THE NEW LOUNGE IN ROME FOR THOSE WANTING TO BE “IN THE KNOW”

A restaurant with 30 bespoke rooms where to set your hat.

1 October 2021 Soft Opening Date & Property Features

(London, 12th May 2021) – Shedir Collection has announced that the opening date of their first MAALOT hotel: MAALOT Roma soft opening period will start on the 1st of October 2021.

General Manager, Edoardo Officioso comments; “My team and I are thrilled about this new opening and we can’t wait to open the doors to the first hotel of the MAALOT Roma. This first property, located just a few steps from Trevi’s fountain, aims to become the new “lounge” in Rome where to meet, share a drink or taste the food experience we are finalising. After these last months we hope to offer locals and travellers a special place to gather and find the pleasure to socialise again”

Located in what was the residence of Gaetano Donizetti (1797 – 1848) famous Italian opera composer of Don Pasquale, Lucia di Lammermoor and Maria Stuarda, MAALOT Roma aims to attract a young and more seasoned clientele looking for a vibrant and cosy place for gathering and being in the know in the most central part of Rome.

A restaurant and a bar immersed are set in a glass-dome sky light veranda. Signature element of the 30 distinctive rooms is paintings of hats that symbolise the “setting your hat down and feeling at home” emotions.

PROPERTY FEATURES

Design

MAALOT ROMA is a boutique hotel developed around the concept of a lounge with private bespoke rooms. Set in the historical building, the property surprises the guests at arrival. On the ground floor, a central court with a glass ceiling welcomes guests in the Don Pasquale Restaurant & Bar. Centre staged is the elegant chandelier which features light red fabric lamp shades. The court is a celebration of the colonial-British style where pastel colours, art pieces, customised furniture and a rich variety of textures make the lounge cosy and vibrant at the same time. The tables are made of handmade tiles. For each sitting place an old fashion lace set in the tile. Sofas and chairs made in silky fabric and vibrant colourful details complete the look and feel and make the bistro an all-day lounge. Informal, fresh and welcoming.

Still on the ground floor there is a bar area: a cosy spot in darker hues of browns and greens. Elegant use of dark woods elements and rich fabrics such as ruby-red shiny silk with sophisticated textures make the bar an exclusive and intimate area. Right at the end of the space, is the reception area: a studio with an old fashion British-style library boasting a selection of books about Rome, luxury and fashion. Desk, bespoke furniture made of Ebano wood make the ambience welcoming and reassuring. away from the chaotic life of the city centre

The 30 rooms and suites are located across 4 floors. Signature element is paintings of hats that symbolise the “setting your hat down and feeling at home” emotions.

Each and every room is developed around a specific selection of vibrant colour schemes: dark blue, ochre yellow, dark red. Interior design elements enrich each room that opens on to outstanding pearly Corchia Arabescato marble. An Italian limestone fireplace complete the look and feel of the rooms

Gastronomy

DON PASQUALE RESTAURANT & BAR

Designed to celebrate life and social gathering, Don Pasquale is set to be an all-day dining experience for locals and hotel guests. Named after one the of the most renowned work of Gaetano Donizetti, the restaurant is a place to relax, enjoy a cocktail or a glass of wine alone or in good company.

The Executive Chef Domenico Boschi, born and bred in Rome, celebrates the modern roman gastronomy. The menu pays homage to the tradition and attention to what the new modern food lovers are looking for. It offers a contemporary take of the roman recipes all in full respect of the local producers that enhance the local territory.

The cocktail bar is an intimate setting dedicated to a selection of rum, premium spirits and traditional cocktails.

-Ends -

www.hotelmaalot.com

For more information and images, please contact Bspoke Associates:



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Notes to Editors:

About Maalot:

Part of Shedir Collection Maalot is a fusion of cosy, funky and vibrant styles. Created to surprise and delight, the Maalot Roma aims to celebrate life and the importance of socialising. It is place of gathering and being-in-the-know in the most central part of each destination. The first *Maalot Hotel*, due to open in October in Rome, is nestled just few steps from di Trevi fountain, in what was the residence of Gaetano Donizetti (1797 –1848) famous Italian opera composer of Don Pasquale, Lucia di Lammermoor and Maria Stuarda. The signature element of the 30 rooms is paintings of hats that symbolise the “setting your hat down and feeling at home” emotions.

About Shedir Collection

Italy based Shedir Collection, a privately owned developer and management, specialist operating in the luxury hospitality and real estate sectors, is proud to announce the opening of three new luxury properties in Rome Hotel Maalot, Palazzo Umiltà and Palazzo Roma in 2022..

About Edoardo Officioso, General Manager

After studying abroad, Edoardo started his career at Grand Hotel Baglioni Bologna and from 2001 joined the sales and marketing team at Baglioni Hotels & Resorts in Milan and became Associate of Sales and Marketing in charge of the 14 European properties. In 2004 he joined Hyatt, first as DSM for Park Hyatt Milano and later as EAM Marketing at Villa Magna Park Hyatt Madrid, before becoming Director of Marketing at Park Hyatt Paris Vendôme. From 2010 Edoardo has been in charge of the opening of iconic properties such as Capri Tiberio Palace, the Hôtel NvY in Geneva of Manotel group. Aspria Harbour Club San Siro and l'Hotel Milano Scala in Milan.