

AGREEMENT SIGNED FOR A BVLGARI HOTEL IN ROME TO OPEN IN 2022



Render of the Bvlgari Hotel Roma façade

Rome, 2nd July 2020 - Bvlgari is delighted to announce that an **agreement has been signed for a new hotel in Rome**, scheduled to open in **2022**.

The new Roman hotel will be strategically **located in the central Piazza Augusto Imperatore**. This is in the very heart of the Campo Marzio neighborhood, a stone's throw from Via del Corso and Via del Babuino, the iconic Spanish Steps and the signature Bvlgari flagship on Via Condotti.



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The new Bvlgari Hotel Roma will occupy a **magnificent building**, owned by Edizione Properties, who was assisted by CBRE Hotels for the tenant selection activity.

The building **was built between 1936 and 1938** to a design by architect Vittorio Ballio Morpurgo. The rationalist building, which faces two of the most **iconic Roman landmarks**, the Ara Pacis and the Mausoleum of Augustus, the first Roman Emperor, which is currently under renovation, reveals a monumental, modern architecture emphasized by the use of traditional Roman materials and colors, such as ochre Travertine marble and burnt red brick. The rigorous rationalist architectural appeal of the building is counterbalanced by Antonio Barrera's frescos, running in the via della Frezza atrium and offering different views of the Mausoleum of Augustus, while the Southern face is decorated with a 70-square-meter mosaic by Ferruccio Ferrazzi, who offered his personal interpretation of the Roman foundation myth.

As for the other Bvlgari Hotels in the world, **Italian architectural firm Antonio Citterio Patricia Viel** will be in charge of both the architectural project and the interior design of the new Bvlgari Hotel Roma, which will count over 100 rooms, most of them suites, as well as the prestigious **"Il Ristorante" curated by Michelin-starred chef Niko Romito** and "The Bvlgari Bar," both located on the top floor to guarantee an unparalleled view of the Eternal City. The luxury hotel will also include a range of additional facilities, including a high-end spa with an indoor swimming pool, and a state-of-the-art gym, offering Bvlgari's exclusive **Workshop training method**.

As unique feature, the Bvlgari Hotel Roma will also present a Reading Room containing a collection of precious volumes dedicated to the history of jewellery. Such a library will be open to the guests and to the public by appointment only.

Standing out on the building's façade, on top of a splendid fountain, a Latin inscription says: "This is the place where the Emperor Augustus' soul flies through the air."

This **unique link between the new Bvlgari Hotel Roma and Emperor Augustus' vision** will be highlighted with an Interior design balancing the rigor of the stones used in Imperial Rome, concise yet powerful details, as well as rich textures contrasting with the architectural essentiality of the building.

Seamlessly blending different references to the unique Roman heritage with the contemporary and timeless Bvlgari style, **the new Bvlgari Hotel Roma will celebrate the extraordinary magnificence of its hometown**, and will welcome its guests in an outstanding and unique environment.



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“We are particularly proud to have secured such an extraordinary location for the new Bvlgari Hotel in Rome,” says Bvlgari CEO Jean-Christophe Babin. “ This Hotel, to be opened in 2022, represents a remarkable achievement for Bvlgari that will finally have its own ‘temple’ right in the city where the Company was founded and that still represents nowadays the beating heart of the brand. It will be by far Roma most luxurious hospitality experience ever”.

“Together with all parties, public and private, involved in this important project, we are proud to have planned and executed this large, world class real estate investment in Rome, a key place for Edizione Property” says Mauro Montagner CEO of Edizione Property SpA.

Being Rome Bvlgari's hometown, this opening will be a **remarkable addition to the Bvlgari Hotels & Resorts Collection**, which already counts six properties in Milan, London, Bali, Beijing, Dubai, Shanghai and which will be further extended, between 2021 and 2023, with inaugurations in Paris, Moscow and Tokyo.

Bvlgari Hotels & Resorts, founded in 2001, has reached some remarkable achievements as it is the only Italian luxury hotel collection with worldwide destinations, and it is by far the largest hotel group branded by a luxury goods brand with all its properties leaders in their respective markets.



BVLGARI ROMA

In occasion of the announcement of the Bvlgari Hotel Roma project, and to celebrate its unparalleled constellation of unique and exclusive hotels and resorts, Bvlgari also created a special jewellery piece, reflecting the legendary house's outstanding creativity and expertise.

In keeping with the eternal magnificence of its native city, Rome, the muse inspiring each of its original and bold creations, Bvlgari presents **"The Bvlgari Ospitalità Italiana Necklace"**, a white gold tubogas choker enriched with 10 different precious stones, each of them carefully matched with one the luxury destination of the Bvlgari Hotels & Resorts collection.

This work of arts, injected with joie de vivre and eternal beauty, is a one of a kind piece made to order.

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ROMA

About Bvlgari Hotels & Resorts

Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bvlgari creations. These are the key elements that characterize The Bvlgari Hotels & Resorts collection.

For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.

The Bvlgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bvlgari, reflected in its unique design, its contemporary Italian cuisine and its lavish spas. It conveys the excitement of the Bvlgari brand, its timeless glamour and its magnificent Italian jewelry heritage.

Having grown from a collection of three iconic Hotels & Resorts in Milan, London and Bali, Bvlgari Hotels and Resorts has recently been enriched by the Beijing, Shanghai and Dubai properties. In addition to the most anticipated opening in Rome, three new Bvlgari Hotels are due to open between 2021 and 2023 in Paris, Moscow and Tokyo.

About Bvlgari

Bvlgari was founded in Rome in 1884 as a jewelry shop and quickly established a reputation for Italian excellence with exquisite craftsmanship and magnificent jewelry creations. The Company's international success has evolved into a global and diversified luxury purveyor of products and services ranging from fine jewels and watches to accessories perfumes and hotels, with an unrivalled network of outlets in the world's most exclusive areas. Since 2011, the Company is part of the LVMH Group.

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