

# General catalogue



PRINCIPE  
FORTE *dei* MARMII

★★★★★L

**FORTE DEI MARMI IS THE MOST ENCHANTING TOWN IN VERSILIA AND THE MOST RENOWNED SEASIDE RESORT IN TUSCANY. DURING THE SUMMER, THE TOWN COMES ALIVE WITH TOURISTS VISITING FROM ALL OVER THE WORLD, ATTRACTED BY THE GLAMOROUS LIFESTYLE, THE MEDITERRANEAN SEA AND THE DOMINATING NEARBY APUAN ALPS. IN THE HEART OF VERSILIA AND ONE STEP AWAY FROM FLORENCE.**

# FORTE DEI MARMÌ

Hotel Principe Forte Dei Marmi is located in an exceptional spot, nearby all kinds of activities, from the seaside to Italian culture and artistic tourism. Forte Dei Marmi is the pearl of Versilia on the Tuscan Riviera with a long stretch of sandy beaches and the Apuan Alps, which frames the town making it one of the most beautiful coastal towns of Tuscany.

Not only does the town dominate with its luxurious and trendy atmosphere, and lively nightlife with the coolest clubs, it is also a popular stopover, perfect for visiting the picturesque towns of the Ligurian coast, such as Cinque Terre and Porto Venere.

Closeby to some of Tuscany's most famous cities: Pisa and Lucca are just 20 minutes away and Florence, the birthplace of the Italian Renaissance with its famous museums, just an hour's drive away. Easily accessible by train, with nearby railway stations of Massa Centro and Viareggio. Forte Dei Marmi is also well connected to the airports of Pisa (35km) and Florence (105km).

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# L'HOTEL

## HISTORY

Forte Dei Marmi takes its name from the union of two important elements; The Fortino, a small fortress in the main square of the town, and the marbles of the Apuan Alps. The Fort was ordered to be built by Isolde Kurz and the Architect Adolfo Hildebrand, who were some of the many frequent guests who fell in love with the town. Not forgetting European noble families, such as the Prince Colonna, the Princess Bona di Baviera, Rusoli, Franchetti and Della Gherardesca and famous poets such as Gabriele D'Annunzio, Thomas Mann and Eugenio Montale. The Agnelli family and the Moratti family too have always chosen Forte dei Marmi as the ideal place for their holidays.



# HOTEL

Hotel Principe Forte Dei Marmi opened its doors in July 2010. It immediately established itself as one of the most exclusive boutique hotels in Versilia, with an excellent and professional team including Cristina Vascellari, the general manager of Principe Hotel, who believed strongly in the project. From the beginning, Hotel Principe has been part of the prestigious Leading Hotel of the World collection, and has since been recognized by American Express entering the Fine Hotel Resort group. In 2017 Hotel Principe entered the portfolio of Virtuoso best hotels: the largest network of travel agencies specialized in the global luxury sector. The hotel offers glamorous and chic services making it a holiday full of unforgettable experiences.

Principe Forte Dei Marmi is a modern building, different from any others in the town, using linear architecture in a contemporary style and sophisticated interiors; the hotel gives an immediate sensation of space, infused with natural light. The materials, used in the common areas and bedrooms, are wood, natural stone, neutral textiles, leather and above all glass, to create a transparency effect; the result is a refined atmosphere and elegant comfort. 28 rooms of which 15 are suites, divided on three floors. Our bedrooms present glass-fronted bathrooms, each giving a sense of freedom and sophistication. The furniture is all by Italian designers such as Antonio Citterio, Armani casa, B & B, Flexform, Floss and Maxalto.



# ROOMS & SUITES

You will find privacy in our 28 rooms furnished by the most acclaimed Italian designers. Rooms are with floor-to-ceiling French windows, parquet flooring, marble bathrooms with glass walls.

## TALAMO

Classic double room,  
30 sqm

Non-smoking  
2 Guests

Pure elegance and contemporary design. Our classic rooms offer an ideal atmosphere for your gateway in couple, are intimate with warm details, Floor to ceiling French windows with courtyard view that provide in the room natural light. Parquet flooring, marble's bathroom with walk-in shower in glass walls with handy bathroom facilities. Wine cellar with a selection of the best wine labels or coffee machine. Lighting and air conditioning touch screen technology and internet access.

Can have a king size bed or twin beds upon request. Maximum Guest occupancy two people can be interconnected with one Alcove.



# ALCOVE

Deluxe double room,  
35 sqm

Non-smoking  
2 Guests

Double Deluxe room category, bright and airy space, parquet-flooring room with French windows filling natural light. Courtyard view, Marble is the finishing chosen for the bathroom with a walk-in shower. Wine cellar with a selection of the best wine labels. Lighting and air conditioning touch screen technology.

Kingsizebedonly,itcanbeinterconnected to one Talamo.



# JUNIOR SPACE

Junior suite, 45 sqm

Non-smoking  
3 Guests

Junior Suite with Italian design furniture with living corner. Wine cellar with a selection of the best wine labels or coffee machine, marble bathroom with walk-in shower, Floor to ceiling French windows with view of our garden. Lighting and air conditioning touch screen technology.

King size bed only, first room category with three Guest occupancy using a rollway bed or a baby cot. Balcony upon availability, can be interconnected to Open Space.



# OPEN SPACE

Suite with balcony,  
50/55 sqm

Non-smoking  
3 Guests

Suite in open-air concept: living area with big sofa and armchairs. Marble bathroom with walk-in shower. Floor to ceiling French windows overlooking the garden and the Apuan Alps, our local mountains. Wine cellar with a selection of the best wine labels. Lighting and air conditioning touch screen technology.

King size bed only, three Guest occupancy using a rollway bed or a baby cot, it can be interconnected to Junior Space. Balcony upon availability.



# THE SPACE

Executive suite, 65  
sqm

Non-smoking  
3 Guests

Executive Suite in open air concept in contemporary style and pure elegance, living area with wide sofa and armchairs. This one-of-a-kind suite is located on first floor, French windows floor to ceiling overlooking the gardens. Wide Marble bathroom with shower & bathtub. Wine cellar with a selection of the best wine labels. Lighting and air conditioning touch screen technology.

Maximum occupancy is three Guest, using one king size bed and adding one extra bed or rollaway crib.







# THE SPATIO

Presidential suite,  
90 sqm

Non-smoking  
3 Guests

With a private lodged balcony overlooking the gardens and the Apuan Alps, our local mountains, The Spatio suite is one-of-a-kind room in open-air concept; living area has a big sofa and armchairs. Wide marble bathroom with shower & bathtub, two sinks. The lodged balcony have a proper dinner table and open-air living corner.

King size bed only, Three Guest occupancy using one additional single bed or baby cot, it can be connected to one Junior Space.



# SPA

Egoista is a one-of-a-kind Spa with 400 SQM, 2 saunas, 1 Hammam, 1 swimming pool flooded by natural light, offering you top quality and bespoke treatments in a glamorous and minimalist oasis of well-being.





## WELLNESS TREATMENTS

The Egoista Spa is where you can discover a new extraordinary wellness experience made of colors, sounds and unforgettable fragrances, guided by the passion of our therapists through specialized programs created to rebalance, energize and regenerate your body and mind. A Journey dedicated to awaken your senses and to lose yourself surrounded by a total sensation of wellness and serenity. This dedicated center of well-being is divided into four sections: Wellness Area, High-Tech, Aqua Azone and Beauty Touch. It boasts six treatment rooms, including one suite designed for couples treatments, a mud cabin, a make-up booth and aesthetic treatments. Our outstanding professional team is always ready to make you feel comfortable, relaxed and pampered.

The wellness program hosts a numerous of spa features between a 14-metre indoor heated swimming pool, Finnish sauna, Bio sauna, Turkish bath, hot/cold emotional showers to take care of the body and achieve total relaxation. Not forgetting our tea corner with herbal teas, furnished with sofas and sunbeds next to the thermal pool and waterfall, a moment to wind down the mind and the body.

To complete the wellness program, there is the fitness area, with cardiovascular training areas, equipped with advanced Technogym equipment and multi-Kinesis, a total body working system that uses the principles of Acceleration Training, to stimulate the body's natural response to vibrations.







# LUX LUCIS

Executive Chef Valentino Cassanelli

## ONE MICHELIN STAR

Lux Lucis is home to the Michelin-starred cuisine of Chef Valentino Cassanelli.

Valentino's dishes are a free expression of Italian cuisine, with an unrestrained creativity, drawing not only from his own life experiences, but also the rich biodiversity surrounding the coastal town of Forte dei Marmi.

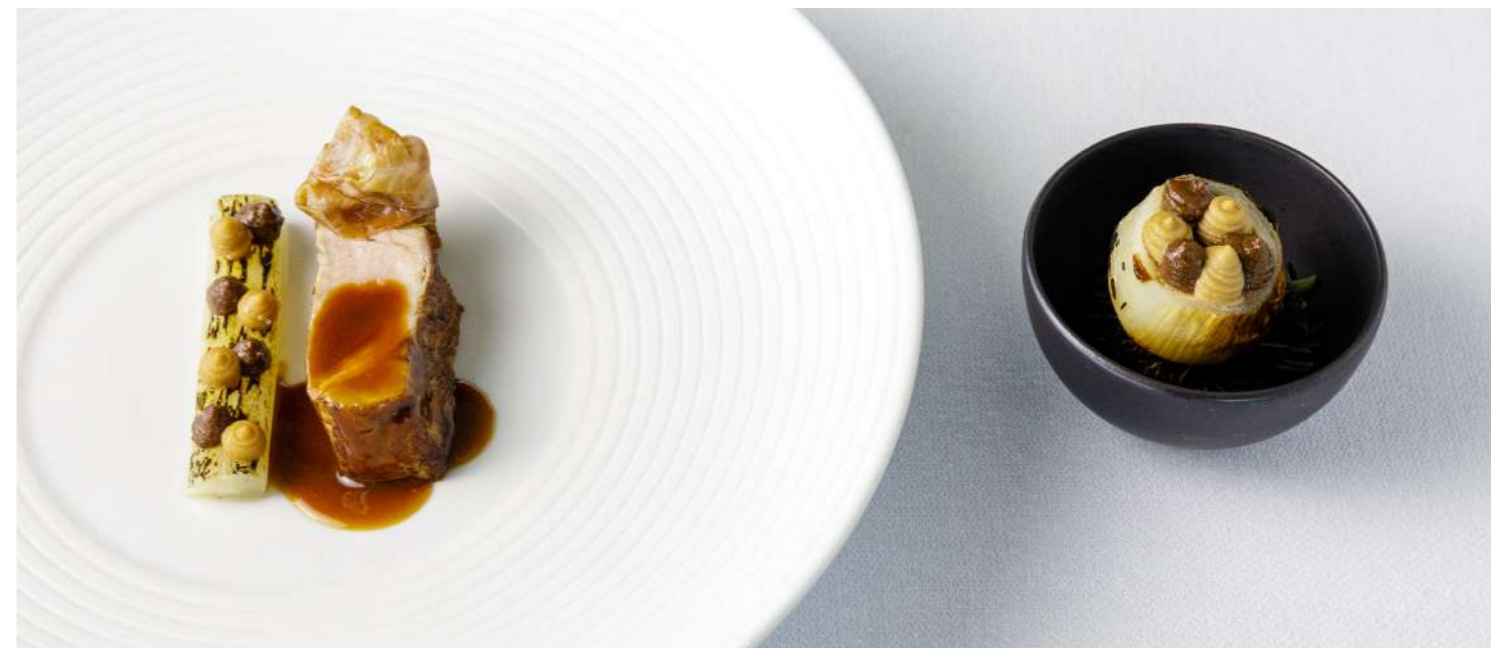
Inspiration too comes from his close collaboration with Maître Sommelier Sokol Ndreko, with dishes often beginning with the flavour profiling of particular wines. The result is a variety of menus delicately balanced and elegant, happily journeying from land to sea and delivering the very best in seasonal ingredients.

Situated on the rooftop of Hotel Principe Forte dei Marmi, in a stunning landscape caught between mountains and sea, the 24-seat restaurant is ideally positioned to capture the aureate evening light, offering panoramic views over the town's stone pines to the Apuan Alps in the east and westwards over the Tyrrhenian Sea.

In 2017, Chef Valentino Cassanelli realized his dream by winning his first Michelin Star, which is regularly confirmed every year.

In 2019 the Guida l'Espresso also awarded the restaurant the "best pasta of the year" award.

The restaurant Lux Lucis is open from March to October.





“ENCLOSED BY LARGE WINDOWS, THIS RESTAURANT IS FULL OF NATURAL LIGHT, WHICH PERFECTLY COMPLEMENTS ITS ELEGANT, MODERN AND MINIMALIST-STYLE DECOR.

ORIGINALLY FROM MODENA HILLS, THE CHEF LIKES TO DISSEMINATE HERE AND THERE SOME EMILIAN DETAILS IN ITS CHROMATICALLY PERFECT DISHES”

2022 MICHELIN GUIDE  
INSPECTORS SAY ABOUT US



# SKY LOUNGE BAR 67

Maitre sommelier Sokol Ndreko

The Gambero Rosso guide says about our 67 Sky Lounge bar:  
"On the terrace of the famous and luxurious Hotel Principe Forte dei Marmi, the 67 Sky Lounge Bar, overlooking the "noble sands" of Versilia, and located in the shadow of the Apuan Alps, gloriously carries the tradition of the great hotel bars on the Tuscan coast."

Between the stars, the sea and the Apuan Alps, experience the luxury lifestyle at the 67 Sky Lounge Bar: an eclectic location, perfect for an aperitif with friends or after dinner drinks, with a sophisticated choice of cocktails and Champagne to sip during the full calendar of festivities and special events.





# EVERY EVENING FROM 6.30 PM

Thanks to its versatile space, the rooftop terrace is the ideal location for all types of meetings and offers the possibility to set up sit down dinners, cocktails, corporate parties, private celebrations such as unforgettable birthdays, anniversaries and graduations.





# DALMAZIA BEACH CLUB

The exclusive beach club of Principe Forte dei Marmi

The exclusive beach of Principe Forte dei Marmi is one of the historic beach establishments of the Versilia town. From April onwards, guests can enjoy a stretch of sand that becomes a luxurious area to relax with 30 cabins and 44 large beach gazebos to shelter from the sun, far from each other like no other beach establishment in the area.

Here you can enjoy tranquility and be pampered by personalized service and attentive staff.

Aside from relaxation, you can also rent pedalò, stand up paddle or surfboards.





# DALMAZIA RESTAURANT

Our restaurant on the beach

The Restaurant of Dalmazia Beach Club, renovated in the summer 2020, offers an authentic experience made of smells and flavors typical of Versilia, the verandas open towards an unparalleled view of the open sea, the scents and colors create the ideal environment for a pleasant lunch in a relaxing atmosphere.

Dalmazia Restaurant offers three spacious verandas, each of them with its unique design and individual facilities. Seating ranges from outdoors on the beach, in the shade of the pergola or comfortably inside. In the aromatic Mediterranean garden the guests can enjoy of a relaxing cocktail.

Valentino Cassanelli cuisine directly connects to the location celebrating

authentic flavours and ingredients, all thoughtfully considered with imagination and his non-traditional approach to cooking.

His uncompromising support of local producers and growers allows Principe Forte dei Marmi to celebrate Tuscany and all her tastes and flavours.

# YACHT CHARTER

Daily and weekly rental  
with crew and catering



# MARINA DI PRINCIPE

Find the complete freedom of the open sea. Our 24-meter Mazarin yacht boasts a fly bridge and three cabins: two suites with king bed and private bathroom and one other room with twin beds and a bathroom. Marina di Principe offers a

unique experience, offering all the benefits and facilities of a floating villa. There are numerous opportunities to reach extraordinary destinations such as the Cinque Terre and Portofino in an atmosphere of luxury, comfort and privacy. The design and the furnishings

of the yacht mirror those of the hotel, with every detail studied. The crew will know how to make guest enjoy every single moment of this unforgettable voyage.



# MORE



# CONCIERGE



## /The Marble Quarries

A unique tour inside the famous Carrara marble quarries with guided excursion. On board a jeep, starting from the hotel, guests can see and touch the famous white marble that brought Michelangelo to this land. The visit lasts about 4 hours on a pre-established route where the techniques of working marble are learned. Upon request, at the end of the tour, you can enjoy a traditional lunch of local specialties.

## /Lucca

Accompanied by our staff you will discover the beautiful medieval city that even Forbes has selected as the second best place in Europe to live. The city is protected by ancient walls of the '500 that allows access to the historic center only through six doors. Do not miss Piazza Anfiteatro, the walk along Via Fillungo and the bike ride over the walls to admire the whole city.

## /Golf

Among the various sporting activities that you can do in Forte dei Marmi, you can not miss the Golf. An 18-hole course among thick woods, sand bunkers, wide fairways and water obstacles.

## /Pietrasanta: little Athens

Named for its history and the beautiful works of art it hosts, has welcomed in the past Michelangelo Buonarroti, Vasari and in more recent times Arnaldo Pomodoro, Joan Mirò and Fernando Botero. The small medieval town is a little gem, which stands out of Versilia for its authenticity and the arts making it the town's strong point. You can walk around the centre admiring the numerous sculptures on the street of artists from all over the world who come to learn the techniques of working bronze and marble. It is always enjoyable to appreciate an aperitif in the evening in Piazza Duomo and then treat yourself to a dinner in the main traditional restaurants.

## /Pisa

The famous "Leaning Tower" is only a few minutes' drive from Forte dei Marmi. Accompanied by our staff you can enjoy a day dedicated to art and visiting the famous Piazza dei Miracoli declared a World Heritage Site. The river Arno runs through the city, whose banks have developed the entire historic center with its shops and the famous University of Pisa.

## /Tennis

There is no shortage of tennis courts around Forte Dei Marmi. There are many guests who decide to stay in Forte dei Marmi to enjoy a game on red clay surrounded by pine trees with the breeze of the Tyrrhenian Sea and the Apuan Alps landscape.



# SERVICES

## /Parking

The hotel has an underground parking with more than 30 spaces

## /Bikes

The hotel's bicycles are ideal to ride in the town centre or to cycle along the scenic boulevards.

## /Transfer with driver

Upon request, the hotel provides a transfer service for the main airports.

# CONTACTS

[www.principefortedeimarmi.com](http://www.principefortedeimarmi.com)  
[info@principefortedeimarmi.com](mailto:info@principefortedeimarmi.com)

Principe Forte dei Marmi  
Viale Ammiraglio Morin 67  
55042 Forte dei Marmi (Lucca), Italia  
Tel. +39 0584 783636  
Fax +39 0584 783637

Facebook  
[@PrincipeForteDeiMarmi](#)  
Instagram  
[principe\\_forte\\_dei\\_marmi](#)  
YouTube  
Principe Forte Dei Marmi  
Twitter  
[@Principe\\_FdM](#)  
Pinterest  
Principe Forte Dei Marmi

**Cristina Vascellari**  
CEO  
[vascellari@principefortedeimarmi.com](mailto:vascellari@principefortedeimarmi.com)

**Nicolò Grillo**  
Hotel general manager - Director of Sales  
[sales@principefortedeimarmi.com](mailto:sales@principefortedeimarmi.com)

**Linda Pedonese**  
Marketing and communication  
[marketing@principefortedeimarmi.com](mailto:marketing@principefortedeimarmi.com)

**Ugo Baldi**  
Reservations  
[reservations@principefortedeimarmi.com](mailto:reservations@principefortedeimarmi.com)

Concierge  
[concierge@principefortedeimarmi.com](mailto:concierge@principefortedeimarmi.com)

SPA  
[egoistaspa@principefortedeimarmi.com](mailto:egoistaspa@principefortedeimarmi.com)

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