



THE HOSPITALITY EXPERIENCE ANNOUNCES THE NEW BORGO DEI CONTI RESORT

WITH UMBRIA IN THE STARRING ROLE AT BORGO DEI CONTI



The Hospitality Experience announces the **renaissance** of one of the jewels in its collection: **Borgo dei Conti Resort**, in **Umbria**, which will be reopening in **2024** after a methodical **conservative renovation**.

History, its inspirations and its cross-fertilization: just a few kilometres from Perugia, in Borgo di Montepetriolo, where the area's natural and artistic beauty are finding new vitality.

It was precisely the relationship between the Umbrian school of painting and nature that the Spagnulo & Partners Architectural Studio pursued as their touchstone to reinvigorate this destination. Indeed, it is the perfect union between the beauty transfigured by Umbrian artists and their standards of perspective and the splendour embodied by the landscape, which advanced the research that inspired the wondrous work of the Borgo's rebirth.

15th and 16th century painting became the paradigm for the choice of colours, materials, and proportions of the architectural lines. Umbria's tangible culture - its craftsmen and local businesses - instead, are the key players in establishing this new soul that has restored Borgo dei Conti to its role as a landmark destination.

All the historical architectural references have been juxtaposed with a clear, contemporary vision - found in the elegance of the colours and materials, which enhance the landscapes and the architecture, making them the setting where our guests are the true stars.

"Our interest was nourished by the philological approach to the project, wherein the essential contents were the products of our research that was informed by the locations' history and cultures, well before we made any stylistic choices. In this sense, the Borgo dei Conti Resort has become the repository of the territory's identity, making it a sort of cultural "hub", where our guests experience the locality's soul, simply by being there," stated the Architect, Federico Spagnulo.

The architects' research - when studying the project for the Borgo's rebirth - was deliberately directed towards the Umbrian culture's most authentic, distinguishing experiences with the art of making – unveiling its network of customs and materials that have always been intrinsically bound to the territory and that form its deep identity. Etruscan terracotta from Montone (PG), the Sugaroni kiln in Castel Viscardo (TR), stone from San Terenziano, and textiles created by Giuditta Brozzetti from Perugia are just some of the elements drawn from the local heritage that were used in the restoration.

Staying in the rooms and suites, indulging in the delightful flavours of the local cuisine in our restaurants and the essential philosophy of wellbeing that connects our guests with the surrounding countryside, one can fully become a part of this destination, surrounded by the natural setting in the over 20 hectares of private forest that encompasses the property.

The quintessential contents and experiences are the outcome of considered research that studied and sought to bring the local history and culture back to life, well before any interior design choices were made.

In fact, the investment and project realised by **The Hospitality Experience** here in Umbria was deliberately directed toward recreating the soul of this location, which has always been in line with the **Babini Family's** desire to celebrate local arts and crafts, as is already the case in the family's collection of properties through **The Place of Wonders** foundation.

As General Manager of the Relais & Châteaux Borgo dei Conti Resort, The Hospitality Experience selected Antonello Buono who affirmed, *"Being an active part in the management of Borgo dei Conti Resort and working together with the team of designers, technicians and staff, who are employed on the renovation, has been not only an honour but an immense pleasure as well. Each detail has been the fruit of much research and study aimed at enhancing the value of the territory and its workforce. These are values that merit our undivided attention, and all of our skill and involvement, so that they can be passed on to our future guests where they can be etched indelibly in their memories. Likewise, it has also been a wonderful privilege for me to have become a part of such a close-knit and proven family like The Hospitality Experience"*.

Antonello, after having developed a consolidated experience in iconic hospitality venues, is now at the helm not only of a resort but of one of the true destinations among the wonders of Italy.

"The birth of The Hospitality Experience brand and the refurbishment of the Borgo dei Conti Resort have been a key part of the family's objective to expand its investments into the hotel industry, in terms of quality and especially in a superior class. All three of our directly owned and managed facilities have their DNA strongly linked to the territory in which they are located, from the cities of art and culture to our nation's countryside, where a short or extended stay can be linked to nature and wellness whilst comfortably disconnected from normal, everyday life. We are working toward giving Umbria a brand new 5-star hotel, with a powerful local identity, which will reflect the strong sustainable vision we have of our group", declared **Carlo Babini, Owner of The Hospitality Experience, THE.**

Borgo dei Conti is one of the three jewels of **THE** collection, which at this time is celebrating Umbria's natural and artistic beauty, after Venice with the Londra Palace Venezia and THE PLACE in Florence.

www.thehospitalityexperience.it

www.borgodeicontiresort.com

The Hospitality Experience or THE

The Hospitality Experience is a collection of hotels and resorts in Italy that comprises the Relais & Châteaux Londra Palace Venezia, THE PLACE in Florence, and the Relais & Châteaux Borgo dei Conti in Montepetriolo, Umbria. THE, which is directly Italian owned and managed, is also the creator of The Place of Wonders Foundation, whose aim is to preserve the heritage and arts of the local territories where it welcomes its guests.

For reservations

email: info@bdcresort.com

Press Office – TCC Italia

Chiara Vanelli cvanelli@tccitalia.com

Maddalena Ardemagni mardemagni@tccitalia.com

+39 3930100765