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ROMEIO Roma To Open Early 2024

Italian Hospitality Brand The ROMEIO Collection Expands to Rome with The Launch of Its Second Design-Centric Hotel



Luxury Italian hospitality brand The ROMEIO Collection will launch its second project, ROMEIO Roma, in early 2024. Situated just steps away from Piazza del Popolo in Rome's city center, ROMEIO Roma will bring luxury, art, fine dining and wellbeing to the city in a reimagined way. The hotel will be one of the last projects from world-renowned Iraqi-British architect, Zaha Hadid and will perfectly blend the prestige of history with the avant-garde of contemporary architecture.

"The basis of the Romeo Collection is built on creating spaces that masterfully integrate worldly art collections, contemporary design and breathtaking architecture, so once we came upon the noble Serroberti-Capponi family's former 16th-century palazzo, we knew this was the perfect space to house the collection's next project," said Alfredo Romeo, President and CEO of The ROMEIO Collection. "The history naturally built into the palazzo and the city of Rome itself became the perfect canvas for Zaha Hadid to create a unique intersection of the past and present. We look forward to welcoming guests at ROMEIO Roma, and sharing our uniquely curated experience of beauty tied together with the notable style that the brand is known for."

Housed in a historic palazzo dating back to the late 16th century, the 74 key hotel will be amongst the most spacious in the city, boasting magnificent views of the rooftops and Piazza del Popolo. Offering an unparalleled experience that transcends conventional five star hospitality, ROMEIO Roma will feature a gourmet destination restaurant by Alain Ducasse, an open-air 22,000sqft courtyard called "Il Cortile" with features a casual restaurant and bar, indoor and outdoor pools with Roman ancient ruins, a wellness center by Sisley Paris, and on the rooftop bar and lounge with panoramic views over iconic Piazza del Popolo.

Passionate about collaborating with innovative architects, The ROMEIO Collection partnered with Zaha Hadid to bring her trademark blend of history and contemporary design to ROMEIO Roma. Following years of meticulous documentation and preservation work on the historic palazzo under



the expert guidance of Italy's heritage preservation office, construction then began on Hadid's bespoke designs for the interiors of the project in partnership with Zaha Hadid Architects who have built some of the world's most acclaimed contemporary architecture over the last four decades. Each guest room and suite has its own unique identity, with Hadid's signature architectural style uniting every aspect of the hotel.

Working with her specialist team at Zaha Hadid Architects led by Paola Cattarin alongside the Romeo Design team, Hadid explored a new relationship between the historical palazzo and contemporary interiors in a design defined by the vaulting within the city's renowned Roman, Renaissance and Baroque architecture; reinterpreting the classic structural geometries of Rome's history into a new design language that permeates throughout the palazzo while also creating a unique ambiance for each of the spaces within the hotel. The city's skilled artisans have worked the finest Italian marbles and woods sourced from certified sustainable forests to intricately craft elements of each interior by hand. Five of the guest suites feature original 16th Century frescos, immersing the hotel's guests within the rich history of the Eternal City.

Guests will also experience the joys of the city through the property's gourmet restaurant, Il Ristorante Alain Ducasse, overseen by the highly decorated chef's protégé, Executive Chef Stéphane Petit. With restaurants in iconic hotels such as Hôtel de Paris in Monaco, Le Meurice in Paris and Morpheus Hotel in Macau – also designed by Zaha Hadid – Ducasse will bring his signature refined cuisine to the avant-garde surroundings. In addition, the property will feature an informal restaurant and bar in the heart of the iconic courtyard, offering a relaxing and casual dining experience.

Establishing a true urban oasis in the middle of the city, ROMEIO Roma will also be home to a 13,000sqft wellness center. The wellness area will be centered around La Spa Sisley Paris which will offer phyto-aromatic treatments from the renowned brand, as well as a movement studio and fitness center with Technogym equipment — all whilst keeping beauty and design at the forefront of the spaces with organic shapes and fluid composition.

As a signature of ROMEIO hotels, the property's art collection will be internationally curated, and conceived to create a feeling of contrast. In ROMEIO Roma, ancient and contemporary are in constant dialogue, from the archeological ruins located in the courtyard to the site-specific installations of renowned contemporary artists, with the goal of creating a new experience of beauty.

www.theromeocollection.com

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About The Romeo Collection

The ROMEO Collection has been designed to demonstrate what it means to be “Italian” in our contemporary time. Through ROMEO Napoli (2008), ROMEO Roma (2024) and ROMEO Massa Lubrense (2025), the collection works to bring a new experience of beauty to the luxury space. From the collections of ancient and contemporary art to site-specific works from world-renown architects, from the wellness of LA SPA Sisley Paris to the Michelin-starred restaurants — hospitality acquires a new role of accentuating emotions in the name of beauty. When you leave a ROMEO hotel, you are touched by a sense of completeness, already nostalgic and eager for your next stay.