



THE FIRST URBAN RESORT

An **Urban Resort** concept forms the basis of **The First** project, a collection of **Boutique Hotels di charme** conceptualized as an *albergo diffuso* adapted to city life.

Until today the *albergo diffuso* referred to a small hamlet in the countryside or in the mountains revamped and given new life, new meaning and new value, becoming a changed destination with individual structures immersed in their original atmosphere. In this case, the revamp regards ancient buildings in the heart of the city center, not only brought to life with careful, meticulous restoration but contributing to the requalification of entire streets and neighborhoods.

The Pavilions Hotels & Resorts group based in Hong Kong decided to invest in Italy, launching their first endeavors in a city renowned for excellence: Rome. A precise, entrepreneurial vision seeks to rewrite the rules of grand Roman hospitality, drawing inspiration from an intimate and sophisticated business model intent on offering a personalized sense of hospitality to contemporary travelers.

It all began in 2011 with the opening of **The First Arte**, a 5-star Luxury hotel in Via del Vantaggio in the heart of the city center, just steps from Via del Corso and Piazza del Popolo.

A noble nineteenth century building was the setting of a complete restoration that capitalized on art and design, hence the structure's name. The Marincola Architecture studio oversaw the remodel, keeping in harmony with the historic original but with an elegant, modern aesthetic. All common spaces of the Art Hotel were meant to be accessible, just like in an art gallery. In this way guests are immersed in the experience of over 200 exhibited works, all by Italian artists, selected by **Rome's Galleria Mucciaccia**.

Completing the concept is the gourmet restaurant, **Acquolina**, which over the years has captured the palates of both local and international audiences, confirmed by a Michelin star. From the terrace restaurant and bar **Acquarroof Terrazza Molinari** lies one of the most breathtaking views of the Eternal City.

The success of **The First Arte** gave form to the second step of the comprehensive project: **The First Dolce**, inaugurated in April 2019 in a historic building from the nineteenth century designed by Giuseppe Valadier. Located in Via del Corso, the hotel follows the same concept of hospitality as its sister property in Via del Vantaggio yet slightly more evolved. This particular project, also curated by architect Marincola, revolves around the concept of patisserie: the elegant **Pasticceria Velo** on the first floor, offering a gentle, subdued atmosphere. Despite its nonchalance, it becomes the focal point of the structure. Scenic and exemplary thanks to the use of precious materials like yellow marble from Siena and polished brass, not to mention statement Etna furniture especially designed by Jacopo Foggini that seems to be made of caramelized sugar with its unique palate of colors extending to and exalting the communal areas.



Asia:
THE PAVILIONS, BALI
THE PAVILIONS, MONGOLIA
THE PAVILIONS, NISEKO
THE PAVILIONS, PHUKET

Europe:
THE TOREN, AMSTERDAM
THE PAVILIONS, LISBON
THE PAVILIONS, MADRID
THE FIRST ROMA ARTE, ROME
THE FIRST ROMA DOLCE, ROME

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Walking distance from the shores of the Tiber, the third property in phase of completion, is expected to open in Summer of 2022. **The First Musica** will be the most modern concept of **The First Urban Resort**. The architectural design team, which oversaw The First Arte and The First Dolce, has carefully renovated and re-imagined the commanding building, infusing an inspiring and contemporary design philosophy.

The First Musica features 24 stylish rooms and suites – all with floor-to-ceiling windows, most of them overlooking the Tiber River and the old center of Rome. Elegant restaurant Oliva serves a delicious menu with refined dishes that offer a journey to the origin and taste of the Italian gastronomic panorama. **The First Musica's** relaxing spa with indoor swimming pool offers a welcome break during a stay in the Eternal City. Vibrant rooftop bar Alto, with breathtaking vistas over the capital, will soon become the trendiest hangout spot for a night out in the Eternal City.

The distinct yet complementary concepts, each with a specific focus – fine dining, patisserie, spa – yet all united by a unique *fil rouge*, a one-of-a-kind sense of hospitality rooted in art and design. Guests are at whim to choose their preferred location but can take advantage of any of the services among the three properties within walking distance, or by way of the free transfer between the hotels. A way to feel at home, while at the same time inviting adventure; to discover Rome in the best of ways: on foot, like a resident.

The First Urban Resort

Via del Vantaggio, 14 – Roma 00186

<https://www.pavilionshotels.com/rome/>

ABOUT THE PAVILIONS HOTELS&RESORTS

The Pavilions Hotels & Resorts

Access to a structure like The Pavilions Hotels & Resorts collection means giving life to an experience immersed in luxury and in the destination itself. Each of the group's hotels is a sophisticated and discrete refuge in which to take solace or to indulge, inspired by art, culture, adventure and romanticism. Whether the endless beaches of Phuket or the draw of the central Piazza del Popolo in Rome, The Pavilions properties represent the most sought-after destinations in the world. The Pavilions Hotels & Resorts, originating in Hong Kong, is one of the most successful rising brands with over 6 acquisitions per year. The attentive philosophy and uniqueness of each structure allow The Pavilions to offer secluded treasures and attentive service, even in the most popular of locations. Each hotel is distinguishable, but all are aligned by a belief in authentic relationships, fantastic places and respect for privacy.

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