



What Makes ROMEIO Collection Special

OVERVIEW

- **ROMEIO Collection** was launched in Q1 2023, which will bring bold and unique boutique properties across wider Italy.
- The Romeo Hotels are a real *kermesse* of a unique selection of international star architects: from **ROMEIO Napoli (2008)** designed by Kenzo Tange, to **ROMEIO Roma** by Zaha Hadid (opening soon) which will be followed in 2025 by **ROMEIO Massa Lubrense** on Amalfi Coast, designed by Kengo Kuma.
- From the hi-tech Modernism of Kenzo Tange, to the parametric architecture that abandons the right angle of Zaha Hadid to the sensitivity of the artifact as a landscaping-natural gesture of Kengo Kuma.
- It is in this "game of contrasts" that a new experience of the location is gained. The historical-cultural stratigraphies of Naples are indeed savored differently with the technical innovation of Tange's materials; as well as the value of the historical integrity of Rome that is understood differently with the dynamism of Hadid's spaces. The experience of the naturalistic beauty of the Amalfi Coast turns into something new when experienced through the space conceived as an "emotional frame" designed by Kuma. In this way, the Italian territory is reconfigured in an unprecedented international dialogue in which Architecture with a capital A plays a pivotal role.
- With **ROMEIO Collection**, the concept of luxury changes face in the name of an experience of synthesis of Beauty declined in every aspect focusing on Art, Design and Luxury.
- The collection of ancient and contemporary art of the most prominent names on the international art scene dialogue with site-specific works in a unique play of contrasts.
- The experience of well-being stretches from *LA SPA Sisley Paris* to the culinary world of Michelin-starred chefs, including Alain Ducasse.
- With **ROMEIO Collection**, the hotel industry acquires the new role of centralizing emotions in the name of Beauty. When leaving a ROMEIO Hotel, we are somehow "changed", deeply touched by a sense of completeness and already nostalgic and eager for our next stay.

LEADERSHIP

- Mr. Alfredo Romeo, CEO and Founder of **Gruppo ROMEIO**, entirely owned by Romeo family - it is Europe's first reality in the offer of innovative management models for large real estate and urban properties - composed by:
 - **ROMEIO Partecipazioni** (Holdings_2001)- financial company of Gruppo Romeo;
 - **ROMEIO Immobiliare** (Real Estate_1979)- the Italian leading company in real estate and global service management;
 - **ROMEIO Investimenti** (Investments_1985)- real estate development;
 - **ROMEIO Gestioni** (Management_1989)- facility, property, asset, road management;
 - **ROMEIO Alberghi** (Hotels_2001)- luxury hotel collection;
 - **ROMEIO Editore** (Publisher_2020)- n.2 newspapers, Il Riformista and L'Unità.



- Mr. Alfredo Romeo is also President and CEO of ROMEEO Immobiliare - the sole shareholder on all hotel assets with no liabilities towards any bank or credit institute - that owns **ROMEEO Collection** - an unique integration of art collections, contemporary design and architecture for a new experience of Beauty:
 - **ROMEEO Napoli** (2008)
 - **ROMEEO Roma** (2024)
 - **ROMEEO Massa Lubrense** (2025)

ROMEEO Roma

- Launching in Q2 2024, **ROMEEO Roma** is one of the last projects designed by the world-renowned Iraqi-British architect **Zaha Hadid** - who received the highest recognition in the architecture industry with the Pritzker Price in 2004. Her vision has today been carried forward by her talented architecture office **Zaha Hadid Architects**.
- Dating back to the late 1500s, the historic palazzo was a former home of the noble Serroberti-Capponi family and upon launch will offer an unparalleled experience that goes beyond the convention of luxury. Zaha Hadid's architecture is expressed in ROMEEO Roma in a totally different way compared to her "no scale-no texture" materials-signature. Here the usage of precious Italian local marbles and essences of wood create a new dialogue with the city of Roma.
- The palatial building houses 74 guestrooms and suites, amongst the most spacious in the city, many with magnificent views of the rooftops and palazzos of the charming neighborhood. Five of the suites allow a unique experience of ancient restored frescos in dialogue with the contemporary architecture of Zaha Hadid.
- The property conveniently stands just mere steps away from Piazza del Popolo - the heart of the city - and the high-end shopping district.
- ROMEEO Roma features **Il Ristorante** - a gourmet restaurant signed by the most Michelin starred chef of the world: **Alain Ducasse**. The culinary experience embraces also **Napoletano** - a mediterranean dining offer. ROMEEO Roma has a unique open-air courtyard that spans nearly 11,000 square feet with indoor and outdoor pool, rooftop lounges and bars, and **La SPA Sisley Paris**. A Fitness center with Technogym equipment - an extra Italian design touch in the aesthetic of Beauty - offers a dynamic wellness environment.
- Sister hotel to ROMEEO Napoli and marking the launch of the brand's expansion into wider Italy as ROMEEO Collection, ROMEEO Roma aims to be a true urban resort in the heart of the eternal city.
- As signature of ROMEEO Hotels, the art collection is conceived to create contrasts that play on a visual and emotional level in the formulation of a new experience of Beauty.
- In ROMEEO Roma, ancient and contemporary are in constant dialogue: from the archeological ruins located in the courtyard that can visually experienced by the glass outdoor pool button and physically explored by the staircase located in the courtyard, to the site-specific installations of renowned contemporary artists.
- Further announcements and updates across Italy for ROMEEO Collection to come in 2024.

ROMEEO Napoli

- A five-star luxury design hotel set in a prime position overlooking the glittering Gulf of Naples and the bustling docks, with unmatched distant views of Capri, Sorrento and Mount Vesuvius.
- **ACCOMODATION & DESIGN**
 - Dating back to last century, the building was the Palazzo of Captain Achille Lauro, a towering figure in the maritime life of Europe. The Michel star restaurant on the 9th floor of ROMEEO Napoli named *Il Comandante* is indeed dedicated to his figure.
 - The hi-tech glass and steel building is located few meters away from Piazza Municipio and Maschio Angioino, one of Naples' landmarks has been entirely



redesigned by world famous Japanese architect **Kenzo Tange**, winner of the most prestigious prize in architecture: Pritzker Prize in 1987.

- Each of the immaculate 79 rooms and suites either overlooks the shimmering Gulf, the colorful city of Naples, or the dramatic views of Mount Vesuvius.
- Specialty suites vary, each uniquely standing apart from the next - with the opportunity to have a different experience with every stay. Selected standout accommodations include:
 - **Two Bedroom Suite with Zen Garden:** The only suite of its kind at ROMEIO Napoli, this tranquil suite features an original zen garden and private jacuzzi - ideal for those looking for indoor and outdoor living.
 - **Wellness Room:** The perfect accommodation for fitness and wellness enthusiasts, or couples looking for a romantic getaway, the Wellness Room provides an open space complete with infrared sauna, Turkish bath, jacuzzi and emotional shower. A cozy steam fireplace furnishes the living room for additional relaxation.
 - ROMEIO's important **private art collection** of over 100 pieces, is present throughout the hotel with contemporary and fine art, photography, as well as antiques & collector's items by the likes of **Francesco Clemente** - one of the most important artists of *transavanguardia* -, **Renato Guttuso**, **Mario Schifano**, **Mimmo Paladino**, the **Alinari's brothers**, **Mimmo Jodice** to name a few.
- **FACILITIES**
 - Guests looking for some R&R can take advantage of the property's 10,000 sq. ft. / 929 sq. m **La SPA Sisley Paris**- a wellness center designed as a seamless blend of comfort and technology.
 - La SPA Sisley Paris incorporates the most advanced spa technologies available, with standout features such as an Airpool tub, Finnish sauna, emotional shower with tropical rain, frigidarium with ice fountain, Turkish bath, and infrared sauna with pink Himalayan salt walls to name a few.
 - Standout experiences include **Kneipp treatment** - a revolutionary new therapy aimed at improving circulation of the lower limbs, alongside a stimulation and strengthening of the immune system. Guests alternate submerging their feet and legs between hot and cold natural pools, which helps the circulation. This has a beneficial effect on the whole body and mind with a result of total natural well-being.
 - **Halotherapy** is also available, which is a natural therapy that uses the healing properties of micronized sodium chloride, resulting in remarkable benefits for the respiratory and immune system. The sessions are carried out in the Salt Room, a space entirely covered in white salt with constant temperature and humidity, which is ideal to soothe, relax and detoxify.
 - **A Fitness facility**, which is adjacent to La SPA Sisley Paris, provides a tailored workout approach catering to every individual's time and fitness needs. Outfitted with the most state-of-the-art equipment and technology, the fitness facility features Technogym & Skillmills equipment, as well as Artis Series Cardio machines for a high-performance workout experience. Designated power and lifting zones are available, along with a dedicated movement studio.
 - On the 10th floor **La Terrazza** (opening 2024), where an infinity edge pool along with cabanas and a pool restaurant offers a stunning panoramic view of the Neapolitan coastline from dawn to dusk with the possibility of tasting unique cocktails in a lounge bar facing Capri Island and the Vesuvius.
- **CULINARY**
 - On the 9th floor, named after Captain Achille Lauro, **Il Comandante** is ROMEIO's flagship **Michelin-starred restaurant**. Showcasing a creative and refined gourmet experience, *Il Comandante* enjoys spectacular views of the Gulf whilst the cuisine surprises guests with its sophistication, simplicity and elegance.
 - Guests can also explore the wine cellar, which features over 1,500 Italian labels of new Italian discoveries and eclectic international wines. Careful attention is paid in



hand picking each label for ROMEIO's wine selection, with a special focus on local producers and constant research.

- The wine cellar which is temperature and humidity controlled, showcases sought after vintages, deep varietals, and a wide array of large formats from the finest wineries of the continent.
- **DESTINATION - Cultural Exploration and Gateway to Costiera**
 - Naples has a bold, soulful, and thriving cultural scene including exciting contemporary art (think: pop art, *arte povera*, conceptual art, photography, one-of-a-kind metro art stations designed by some of the most important contemporary artists and architects as interaction of art and architecture), while also boasting an abundance of museums, castles and historic landmarks.
 - ROMEIO Napoli provides accessibility to some of the destinations most frequented ancient sites including Castel dell'Ovo, Herculaneum, San Gennaro Catacombs, Paestum, Pompei and more.
 - If considering hopping off the mainland, hop on an hour-long ferry to the stunning island of Capri.
 - The Veiled Christ in Sansevero Chapel_ one of the greatest sculptures of all time. One of the world's most impressive artworks, created with breathtaking skill located in a novel mausoleum, a temple of initiation. An artistic gem among the world's artistic heritage, where time seems to stand still.
 - The MADRE **museo d'arte contemporanea Donnaregina hosted** in three floors of the 19th century Palazzo in the historical heart of Naples. The building was restored and refurbished as a museum to a design by the Portuguese architect Álvaro Siza Vieira, 2012 Golden Lion for lifetime achievement. The Museum's permanent collection has some of the most incredible names of contemporary art scene as Anish Kapoor, Daniel Buren, Domenico Bianchi, Francesco Clemente, Jannis Kounellis, Giulio Paolini, Jeff Koons, Luciano Fabro, Mimmo Paladino, Rebecca Horn, Richard Serra, Sol LeWitt.
 - Traveling by land, the Amalfi Coast is just a quick train or car ride away from Naples. Spend a few days exploring Naples before traveling through idyllic coastal towns.
- **FASHION**
 - ROMEIO Napoli offers **guided tours** to the esteemed tailor ateliers of Attolini, Rubinacci, Kiton, Marinella and Isaia, allowing visitors to reconnect with how and where clothing is made, providing a distinctly new and localized approach to guest experiences.
 - Visit the birthplace of renowned Italian fashion designer, **Emilio Pucci**, famed for his vividly printed silk jersey dresses and blouses, as well as his shantung "Pucci" pants.
 - Naples is ruled by the humble needle-and-thread and boasts the highest concentration of bespoke tailoring and shirt makers, often passed down through several generations. Those with an appetite for impeccable tailoring should head to the wealthy **Chiaia district** where elderly masters of their trade, Mariano Rubinacci and Gennaro Solito, among others, can craft a handsome new wardrobe.
 - Visit **Vico San Domenico, "The Artisans Alley"** _which is just a short walk from the historic center. This bustling alley is home to a number of craftsmen selling their wares. Along the short street, you will find boutiques, workshops, tailors and artisans, all offering their own distinctive flair.

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