



## CASTING LIGHT ON A NEW ERA:

### **The St. Regis Rome Unveiled Multi-Million Euro Renovation in November 2018, Ushering in a New Era of Modern Glamour for this Italian Icon**

In November 2018 St. Regis Hotels and Resorts unveiled the completion of a meticulous 40 million euro restoration of The St. Regis Rome, the iconic luxury hotel originally opened in 1894 by legendary hotelier, César Ritz. Celebrated for its central location near Piazza della Repubblica and the Quirinale presidential palace, The St. Regis Rome has long been regarded as the definition of refined European hospitality. The hotel's new look has been designed by renowned interior design firm **Pierre-Yves Rochon Inc. (PYR)** of Paris and Chicago, and honours the proud 125-year legacy by celebrating the captivating light of Rome and reimagining the hotel's timeless elegance for the 21<sup>st</sup> century. Originally inaugurated as the Grand Hotel, this icon transformed into The St. Regis Rome nearly 20 years ago. Throughout its long and storied history, illustrious guests of the hotel have included heads of state, cultural influencers, refined travellers and business leaders. With the modern and elegant new look and feel throughout all corners of the hotel, The St. Regis Rome stands ready to embrace a new era of glamour.

*"Since its opening, The St. Regis Rome has masterfully captured the ever-changing spirit of the city while maintaining its inherent glamour and impeccable style" said Candice D'Cruz, Vice President Luxury Brands Europe, Middle East, Africa, Marriott International "This renovation marked a momentous occasion for this grand hotel, as well as for the St. Regis brand, setting the stage to welcome the next generation of luxury travellers to one of the Europe's most historic and treasured cities."*

The full-scale restoration included all areas for socializing and entertaining such as the lobby, and library, as well as all of the hotel's 131 guest rooms and 30 opulent suites. Elegantly layered pastel hues breathe new life into the guestrooms, while a regal palette of black and gold anchors the lobby, which is punctuated by intricate mouldings, arched entry ways and fluted columns, with an abundance of natural light falling upon the cream, white and dove grey tones of the space. Materials used in the restoration, such as travertine and bronze, reference the Italian capital's architectural heritage and traditions of fine artisanship. Magnificent sculptural busts, mosaics and *objets d'art* are displayed alongside plush fabrics. Aristocratic Roman patterns are further enriched by touches of deep yellow, powder blue and noble shimmers of gold and silver.

*"When approaching the reimagination of this iconic hotel, we looked to elevate this landmark by preserving the original classic body of the palace while adding modern lightness of both colour and materials," commented PYR Founder Pierre-Yves Rochon. "We also wanted to make the hotel more functional for today's luxury traveller, yet it was key for The St. Regis Rome to retain its seductive, exclusive and timeless allure that has always reflected the city's vibrant spirit."*



Upon arrival, the impressive **Lobby** immediately signals grandeur and grace, as old-world splendour converges with modern style and sophistication. Light, reflectivity and refinement are the keynotes of the design scheme highlighted by a dove-grey entrance foyer and a 5-metre tall Murano hand-blown glass chandelier with blue décor. Fashion and art come together in a luminous Belle-Époque-inspired indoor piazza that pays eloquent homage to the winter garden of César Ritz's original hotel. The metamorphosis and careful restoration of the historic palazzo also includes a revamped Lobby, Lounge Bar, Library and event space - the Ritz Ballroom.

The **Lumen Cocktails & Cuisine**, is a chic, convivial space ideal for all day dining, evening treats and unique cocktails as well as the beating heart of the hotel, where all kind of events for both locals and international guests take place. A gold and black elegant bar counter is framed by a lit blue vitrine where a unique collection of wines and spirits from all over the world are displayed.

The Lumen Cocktails & Cuisine culinary proposal is elegantly simple, enriched by the personal touch of the Executive Chef Francesco Donatelli. Chef Donatelli is the soul of **La Credenza di Augusto 1894**, a new space dedicated to the tastings of high-end gastronomic products with fresh ingredients always changing according to seasonality and an interesting selection of cheeses and hams.

Lumen Cocktails & Cuisine buzzes at any time of the day and night, thanks to popular events such as Lumen Society Nights, Brunch with Live Jazz Concerts, the very popular ReJazz dinner show on Friday evening and many other events.

That's the **Arte di Vivere** (Art of Living) of the St.Regis Rome: the philosophy at the core of Roman hotel, the art of hospitality and of feeling at home while traveling, where art, cuisine and music coexist and can be enjoyed every day of the year through a lively calendar of events.

During the hot summer evenings the vibe of Lumen moves outside in the **Lumen Garden** area, a private and romantic space that becomes the summer theatre of the Arte di Vivere events; the private garden of the St. Regis Rome, conceived as a real urban oasis, is the ideal location for a family breakfast or a business lunch and special attention is paid to the aperitif, with signature cocktails offered in collaboration with Jerry Thomas, a famous speakeasy club in the capital, which will elevate the drink experience of Lumen, Cocktails & Cuisine, with a new menu dedicated to metamorphosis, which is reflected in the concept of mixology.

Lumen Garden offers direct access to the spaces of **Galleria Continua Rome**, the Roman headquarters of the prestigious Tuscan art gallery, born in the wake of the collaboration between Galleria Continua and The St. Regis Rome. Galleria Continua Rome gave life, inside the iconic Roman hotel, to a series of exhibitions by international artists such as Ai Weiwei, Daniel Buren, Loris Cecchini, Michelangelo Pistoletto, Pascal Marthine Tayou, Sun Yuan and Peng Yu, Leandro Erlich, José Yaque, Yoan Capote and Andre Komatsu.

Once a month, just like in an Italian *piazza*, Lumen becomes a real cultural space, hosting debates dedicated to the city of Rome, open to the public. The Lumen Talks, which address topics ranging from culture to tourism, food, cinema and sport, are moderated by Giampaolo Rossi and Davide Scarparo.



The Lumen lounge bar connects to the more intimate, sapphire-blue **Library** with its curated compendium of books. Designed for cultured conversations over afternoon tea, a glass of fine wine or a cocktail, the Library embodies the essence of the St. Regis brand's modern glamour, with its Empire-style crystal chandeliers, ornate Venetian mirror and black marble fireplace. Opulence culminates in the restored grand staircase that ushers guests from the lobby to their suite.

Named after the renowned hotelier César Ritz, the **Ritz Ballroom** was introduced in 1894 as the very first public ballroom in Rome. Designed by the Roman architect Giulio Podesti and richly decorated with frescoes by Mario Spinetti, the Ritz Ballroom has undergone a six-month meticulous restoration led by a team of accomplished artisans. Mario Spinetti's frescoes in the Ritz ballroom are a shining example of Roman Pre-Raphaelite heritage, so much so that they are protected by the *Belle Arti*. Thanks to this meticulous restoration, guests can now enjoy Spinetti's frescoes featuring eight scenes representing different moments of rural life with a nod to mythological themes. At the centre of the frescoed ceiling of the restored Ritz Ballroom, golden ribs create a diamond grid with garlands and floral motifs that frame *tromp l'oeil* glimpses of sky, giving the illusion of an opening to the outside.

Envisioned as a sanctuary for luxury travellers and international luminaries – cultured, well-travelled and worldly members of the global elite – the spacious, renovated **the 131 rooms and 30 suites** mix influences from the Empire, Regency and Louis XV eras. Each guestroom showcases one of two uplifting colour-schemes: clean powder blue of the Mediterranean city's vibrant skies, or warm terra cotta of weathered Roman walls at sunset. PYR also utilized an array of lush European fabrics, crisp bed linens and hand-engraved mirrors to create a sense of space, tranquillity and luxury. This is further enhanced by the flow of natural sunlight by day and the glow of restored Venetian chandeliers after dark.

In addition, a mix of curated contemporary and antique artworks throughout the hotel reference Rome's centuries-old role as a magnet for artists and collectors. Reflecting the spirit of the famed ancient Baths of Diocletian nearby, en-suite bathrooms with generous soaking tubs are lined in warm travertine or Marquina black marble. Many also feature terrazzo floors and mosaic insets. In all of these refreshed, resplendent guestrooms, an effort has been made to create a timeless ambience in which historic and modern elements are seamlessly blended. State-of-the art technology and contemporary detailing balance exquisite bespoke furnishings while meticulous attention to detail and high quality of craftsmanship are the common threads throughout.

The newly refurbished **Bottega Veneta suite**, part of a full-scale hotel renovation, boasting marvelous views of the Piazza San Bernardo and of the Baths of Diocletian, reflects the Italian house's distinguished style as well as the hotel's character. The suite features a foyer, a bright living room with a black marble fireplace, three elegant bedrooms and three en-suite marble bathrooms. In renewing the suite, Bottega Veneta furnished the space with its functional and sophisticated home and furniture pieces from the latest Bottega Veneta Home Collection in a signature palette of discreet but warm hues such as Espresso, Nero, Ash and Cigar. New natural materials such as wood, suede and wool have also been introduced to the existing elements of leather and linen.



Every stay at The St. Regis Rome is enhanced by the seamless, dedicated personal attention extended by **The St. Regis Butler Service**. To mark this renovation, Butlers at The St. Regis Rome will be debuting elegant new uniforms as a result of a unique collaboration with haute couture fashion designer, Giada Curti. The Italian designer created a tailored collection of stylish, made-in-Italy uniforms for all hotel employees. Inspired by the relaxed classicism of Pierre-Yves Rochon's renewed design scheme, Curti's uniforms combine formal elegance and Mediterranean brio while rendering due credit to the glorious history of a hotel that has long represented a benchmark for five-star hospitality in the Eternal City.

For more information on The St. Regis Rome, please visit [www.stregisrome.com](http://www.stregisrome.com)

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**About St. Regis Hotels & Resorts**

Combining timeless glamour with a vanguard spirit, St. Regis Hotels & Resorts is committed to delivering exquisite experiences at more than 50 luxury hotels and resorts in the best addresses around the world. Beginning with the debut of The St. Regis hotel in New York by John Jacob Astor IV at the dawn of the twentieth century, the brand has remained committed to an uncompromising level of bespoke and anticipatory service for all of its guests, delivered flawlessly by the signature St. Regis Butler Service. For more information and new openings, visit [stregis.com](http://stregis.com) or follow [Twitter](#), [Instagram](#) and [Facebook](#). St. Regis is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on [Marriott Bonvoy Moments](#) and unparalleled benefits including complimentary nights and Elite status recognition. To enroll for free or for more information about the program, visit [marriottbonvoy.com](http://marriottbonvoy.com)

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**About Pierre-Yves Rochon, Inc.**

Pierre-Yves Rochon, Inc. (PYR) was established in 1979 to create bespoke interior design solutions for luxury hospitality environments. Every aspect of the guest experience is enhanced through seamless integration of each property's architecture, heritage, local culture, and geography. PYR's design philosophy centers on creating a refined yet comfortable atmosphere that celebrates elegance and warmth, while providing a timeless backdrop for an ever-changing modern culture. PYR is entrusted with valuable properties around the world as a result of the creative integrity, authenticity and craftsmanship the firm brings to each project. PYR maintains offices in Paris and Chicago. Visit [www.pyr-design.com](http://www.pyr-design.com) or follow on [Instagram](#) and [Facebook](#).

**Press Contacts**

**Sara Migliore**, Director of Communications Italy, Marriott International | [sara.migliore@marriott.com](mailto:sara.migliore@marriott.com)  
**Domenica Maruzzo**, PR Manager Italy, Marriott International | [domenica.maruzzo@marriott.com](mailto:domenica.maruzzo@marriott.com)  
**Ludovica Lambertenghi**, PR Executive Italy, Marriott International | [ludovica.lambertenghi@marriott.com](mailto:ludovica.lambertenghi@marriott.com)  
**Costanza Giustiniani**, PR Executive Italy, Marriott International | [costanza.giustiniani@marriott.com](mailto:costanza.giustiniani@marriott.com)