



ST REGIS  
ROME

# Craftsmanship & the evolution of Partnerships

Giuseppe De Martino

*The St. Regis Rome*

November 2023



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ROME

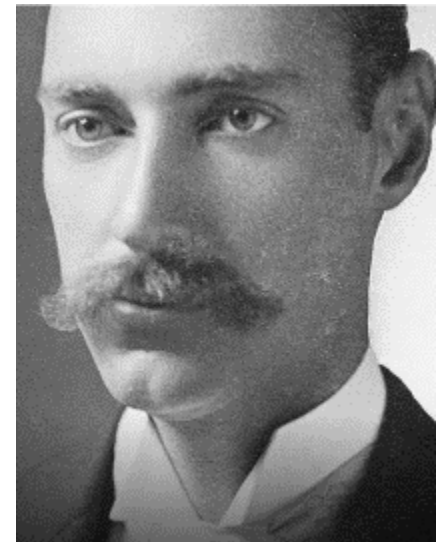
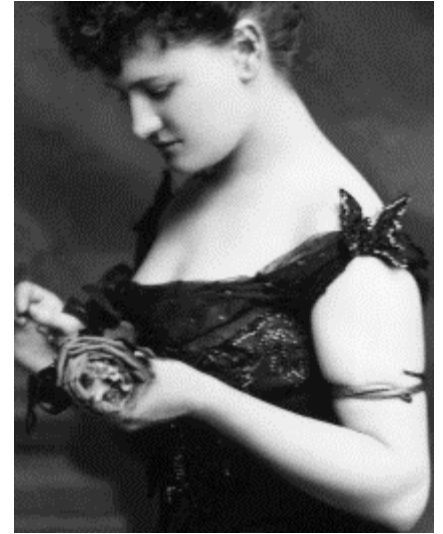
# The Art of Storytelling

# 1830 A Legend was Born

## *The Art of Storytelling*

John Jacob Astor IV founded The St. Regis New York as a place to pursue his passions in the company of the city's luminaries.

More than a century later, the St. Regis brand is renowned for its tradition of innovation and commitment to impeccable service at more than 62 hotels and resorts around the world.



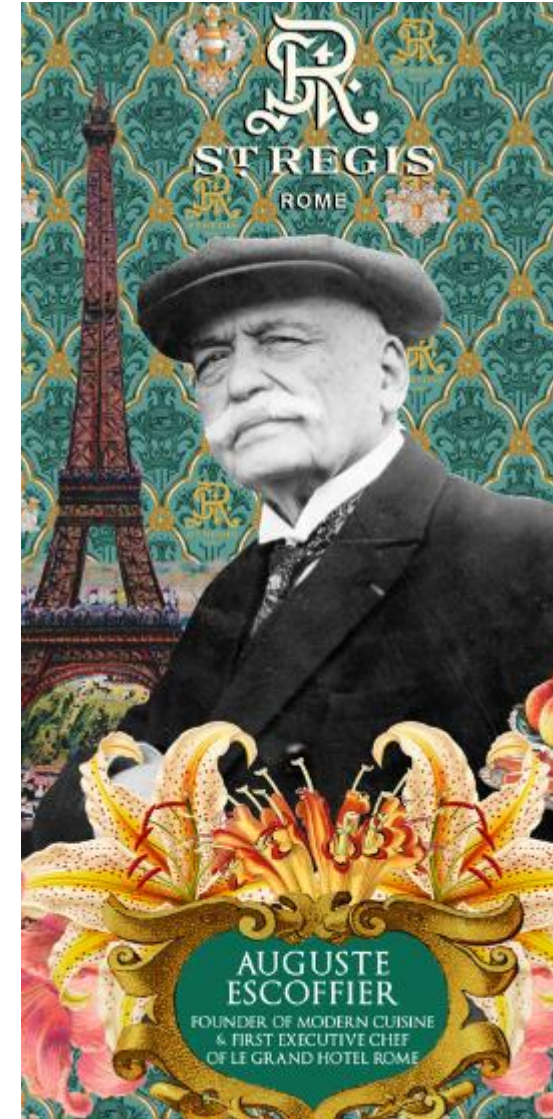
# 1894 130 Years of Legacy and Italian spirit

## *The Art of Storytelling*

Introduced to Rome society in 1894 by legendary hotelier, César Ritz as the first technologic Hotel of Rome. The architecturally iconic St. Regis Rome is located in one of the city's most impressive palazzos designed by the Italian architect Giulio Podesti and the artist Mario Spinetti for the breathtaking frescoes.

The pioneer St. Regis in Europe and a social beacon for Romans and international travelers, the hotel has emerged to define a new era of luminosity. Blending a noble heritage with fearless, elegant interiors has transformed this grand dame into a supremely luxurious and artful residence.

A contemporary take on a historic address, St. Regis Rome has shed its former bearing and stepped out, into the limelight to truly own Rome. Radiant and luminous, it combines fearless elegance, disruptive artistry and discerning enlightenment.



*The St. Regis Rome*



## *The St. Regis Rome* *The Art of Storytelling*

After a full scale renovation curated by renowned interior design firm Pierre-Yves Rochon Inc. (PYR) of Paris and Chicago, the impressive lobby immediately signals grandeur and grace, as old-world splendor 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 hand-blown glass chandelier. 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 Art of Storytelling

## Key facts and milestones

1<sup>st</sup> hotel in Rome providing:

- High technology like electricity and hot water
- 13<sup>th</sup> elevator of Rome
- 1<sup>st</sup> public ballroom of Rome
- Catwalk debut for Valentino and Sorelle Fontana fashion ateliers
- Point of reference for international diplomacy and cinema star system
- 1<sup>st</sup> St. Regis in Europe and in Italy (December 1999)

Maintaining a connection to its historical heritage, The St. Regis Rome becomes a point of reference for contemporary Luminaries starting a series of exclusive collaborations and unique experiences.



*Midnight Supper a ritual revisited in collaboration with Dolce & Gabbana*



Midnight Supper





# Craftsmanship

*“Preserving the historical identity and heritage of The St. Regis Rome while constantly innovating, collaborating with the local ecosystem craftsmen and creatives. This is what Arte di Vivere means to us: to keep and looking at the future, preserving old professions and cultivating the highest Italian craftsmanship”.*

# Giada Curti Uniform

## *Craftsmanship*

Giada Curti Roman Haute Couturier designed exclusively for The St. Regis Rome new bespoke uniforms for Butlers, Lumen and front line teams.

Rigorously Made in Italy and tailored in every single detail, uniforms take inspiration from the contemporary classicism of Pierre-Yves Rochon's design.

Combining the hotel's iconic color palette Giada Curti's uniforms reflect formal elegance with Mediterranean brio paying homage to the glorious history of a hotel that has long represented a point of reference for five-star hospitality in the Eternal City.

Worthy of note are the Dolce Vita-style skirts that reproduce the hotel façade with the Lupa, symbol of The St. Regis Rome's rebirth.



*The St. Regis Rome*



# Le Grand Hotel Box with Ex Forti

## *Craftsmanship*

ExForti, interior design brand creates customized Design Items, synthesizing an encounter between past tributes and contemporary needs.

For the Royal Suite, ExForti crafted precious bathroom amenities in marble and black stones.

The latest work for The St. Regis Rome is Le Grand Hotel Iconic Box collection, a precious nubuk and brass furnishing accessory for the entire Suite Collection reproducing the iconic Hotel façade.



# Craftsmanship

Tebro 1867



Altroche & Gianluca Biscalchin



Bottega dell'Albergo



Hoomie



Altroche & Gianluca Biscalchin



Escriteu



# The evolution of Partnerships

*“The hotel experienced as a “Salotto” for Luminaries and international travelers. A crossroad of different communities where art, cinema, sustainability, cuisine, music and mixology converge in dialogue”.*

# L.G.R for The St. Regis Rome

## *Corporate Social Responsibility*

Introducing the new collaboration L.G.R for The St. Regis Rome, an ode to Italian finesse where masterful craftsmanship meet top tier hospitality.

Dedicated to Luminaries, international travelers and connoisseurs, the blue glasses lenses of Zanzibar model have been inspired by the iconic Hotel's color palette.

10% of the proceeds will be donated to support Sightsavers Italia Onlus for projects aimed at preventing blindness in Africa.

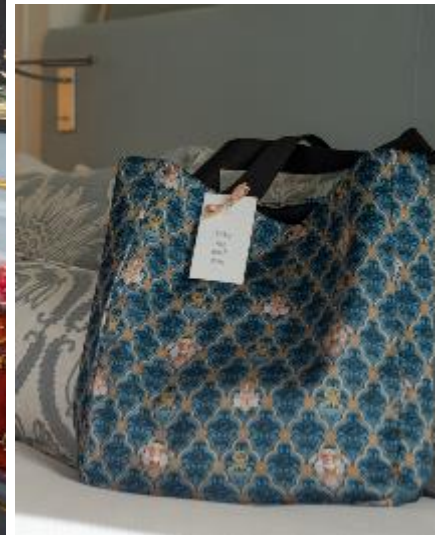


# Coreterno

## *Sustainability*

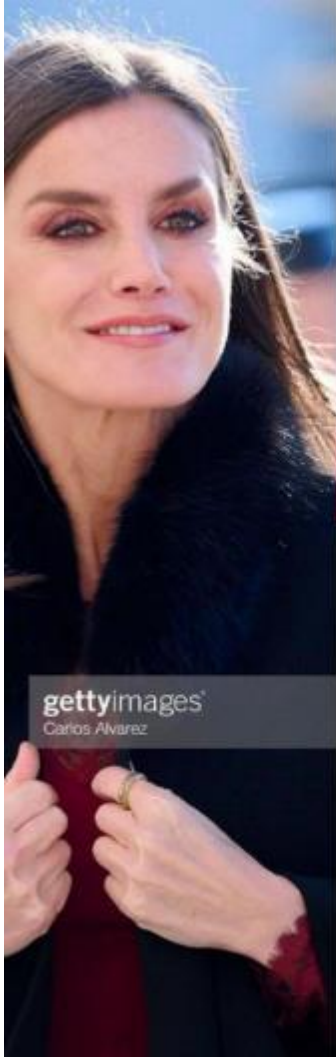
Visionary Roman Design Brand, Coreterno dressed the Blue sapphire Library with its bespoke home collection designed for The St. Regis Rome.

For a conscious stay Coreterno crafted unique in room amenities in organic cotton and a sustainable skin care line.





Coreterno



# Jerry Thomas

## *Elevating the Drink Experience*

Lumen, Cocktails & Cuisine, the elective Salotto for Luminaries and a collector of emotions, art and design objects embraces Jerry Thomas Speakeasy vision to elevate the drink experience with unique international spirits and crafted cocktails.



# APERITIVO PERFETTO

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Dimmed lights and sophisticated tunes, every evening at 7PM the Sabrage ritual opens the curtain to our Aperitivo Perfetto.

Three bespoke drinks, served by the trolley, mixed with Seltz, in the iconic Dolce Vita manner and paired with exquisite nibbles from our cuisine.





[Celebrating la Dolce Vita](#)

# Artistry Glasses Release

## *Elevating the Drink Experience*

An artistry glasses release crafted by contemporary artists and international Designers enriches Lumen collection such as: Mini Ming by Federico Pepe, Pozzanghere by Nico Vascellari, Atollo by Patricia Urquiola.

On November 22 The St. Regis Rome will introduce the latest glass collection L'Alchimista by Elena Salmistraro, Best Italian Designer 2022.



# Lumen Glasses Collection

Federico Pepe



Nico Vascellari



Patricia Urquiola



Mini Ming



Pozzanghere



Atollo



# Galleria Continua

*The visionary Art telling*

Named by Forbes as one of the 30 most influential contemporary art galleries, Galleria Continua established its Roman headquarter at The St. Regis Rome.

Together with the hotel, since 2018 Galleria Continua has promoted contemporary art in the Roman scene, giving space to interculturality and new forms of dialogue hosting bimonthly exhibitions, art talks, workshops for secondary schools and one big exhibition per year in the majestic hotel lobby.

Among the many artists hosts: Pascale Marthine Tayou, Sun Yuan & Peng Yu, Ai Wei Wei, Michelangelo Pistoletto, JR, Hans Op de Beck, Loris Cecchini, Leandro Erlich.



*Galleria Continua main Lobby exhibitions*





*Galleria Continua main Lobby exhibitions*



*Art talks, video and workshop for children*

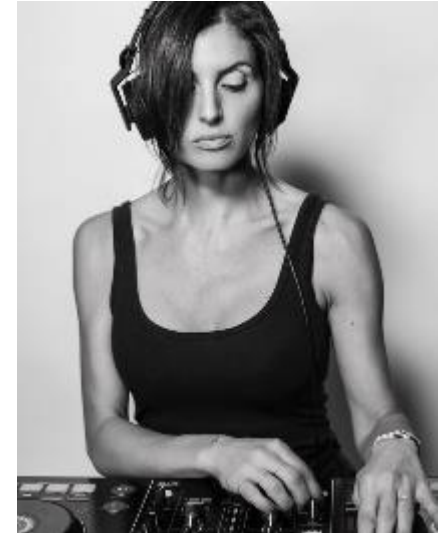


# Lumen Entertainment Program

## *Lumen Society*

A weekly daily entertainment program enlighten by our timeless Sabering Ritual at 7PM.

An exquisite music program that involves every season professional local musicians from classic music, Piano Bar and DJ Set paired with aperitivo & dinner.



*Acoustic Friday and Swing  
Orchestras*



Emanuele Urso ReJazz Night

# Lumen Talks

Lumen Talks born to celebrate Rome's excellences through a monthly dialogue between public institutions and private companies around big events, sustainability, art, cinema, sport and cuisine with an impact on Rome, luxury hotels and tourist flows.

Hosted talks:

Roma é Cinema

Roma é Sport

Roma é Arte

Roma é Sostenibilità

Roma é Cucina

Roma é Vino

Roma é Negozi Storici

Roma é Artigianato del Lusso



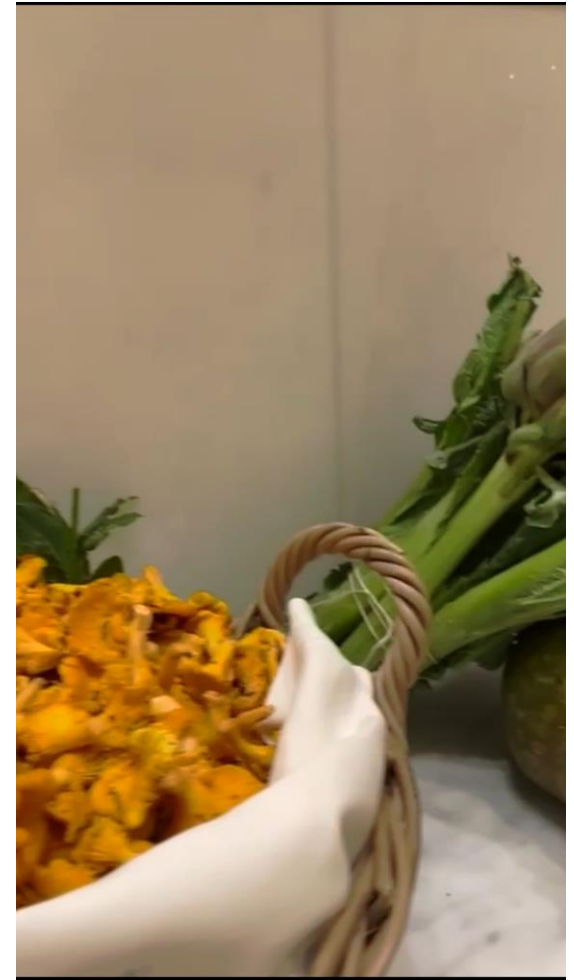
# Arte di Vivere



Art



Music



Cuisine

# Arte di Vivere

*art music and cuisine festival*

For the second consecutive year The St. Regis Rome invites guests on November 21/24 to celebrate the art of hospitality through art, cuisine and music events with the aim to:

- Revamp brand rituals
- Consolidate media interest
- Attract new partners
- Increase and differentiate culinary offering in order to generate additional revenue streams



# Arte di Vivere calendar



21 Novembre

8.00

Convivio String Ensemble

10.30

Art Workshop, Galleria Continua

12.30

La Credenza di Augusto 1894 e Piano Bar

15.00

Tea Ritual, Metropolitan String Quintet

19.00

Lumen Talks: Roma è artigianato del lusso  
Lumen Society, Dj Set Emanuele Vesce

21.00

Cena Spettacolo  
Chef Francesco Donatelli  
Stefano Di Battista Quartet

22 Novembre

8.00

Convivio String Ensemble

10.30

Art Workshop, Galleria Continua

12.30

Ristorante La Scogliera e Piano Bar

15.00

Tea Ritual, Metropolitan String Quintet

19.00

Alchimista by Elena Salmistraro  
New Glass Release e Signature Cocktail

20.00

Dadà Live Performance

21.00

Lumen ospita Ristorante Benito al Bosco  
Max Massaroni Piano Bar

23 Novembre

8.00

Convivio String Ensemble

12.30

La Credenza di Augusto 1894 e Piano Bar

15.00

Tea Ritual, Metropolitan String Quintet

18.30

Vernissage Hiroshi Sugimoto  
"Viaggio in Italia" con Galleria Continua

19.00

Aperitivo Perfetto e Champagne Sabering  
Lumen Society, Dj Set Alexita

21.00

Lumen ospita Ristorante La Scogliera  
Cena & Live Performance





ST REGIS  
ROME

Thank You