



Lumen



Cocktails



Cuisine

# *Part 1* | Lumen DNA



Art



Music



Cuisine



# Lumen Logo

*The Butterfly*

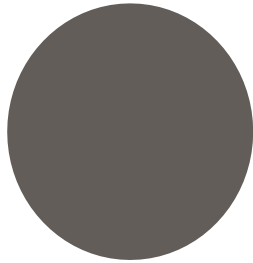
---



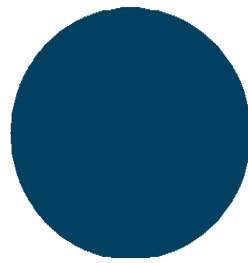
# Lumen Palette

*Colors & Patterns*

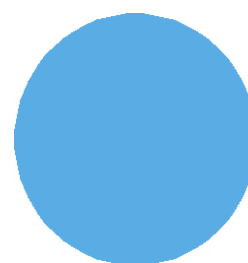
---



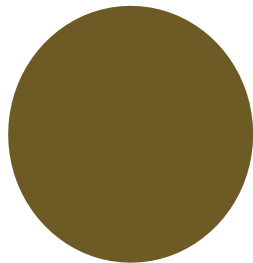
*The grey*



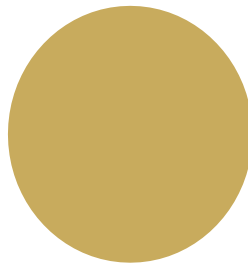
*The blue*



*The light-blue*



*The brass*



*The gold*



*The pattern*



## Lumen Naming & Concept

---

Lumen is pure light, reminiscent of a butterfly wings, impalpable symbol of a place created to elevate drink and culinary experiences to a higher level.

Cool and brilliant name that honors the brand concept of the hotel “*casting light on a new era*”, addressing the modern Luminaries, who still animate our Roman Salotto, and experience it under a new light. A social piazza, where conversations, connections, and encounters happen while experiencing Lumen delights. Also reference to the precious materials of the chandelier and crystals in the room.

Lumen is an international timeless name, just like the atmosphere we live inside the St. Regis. A place where the pursuit of luxury is important, where it is possible to take some time to connect with others: Because just like the chandeliers, the single light of anyone is amplified by the sociality.



# Lumen Mission

---

Bespoke creations are authored by artisans with extraordinary expertise, composed with detailed execution and served in exquisite settings, offering our luminaries a social beacon.

## Bespoke Creations

With care and creativity

---

## Extraordinary Expertise

With a personalized touch

---

## Detailed Execution

with dreaming up presentations

---

## Social Beacon

In a vibrant environment for momentous conversations

---



# Lumen Values & Commitments

---



## **Passion**

For hospitality and the  
*Arte di Vivere*

## **Excellence**

Mixing the highest level of  
quality with a personalized  
experience

## **Delight**

360° entertainment  
program

## **Sociality**

A Roman Salotto where  
different communities  
get in conversation

# Lumen Pillars

## *The Design*

---

### **The golden details**

Of elegant interiors

### **The crystals**

Of the majestic chandeliers

### **The Roman tradition**

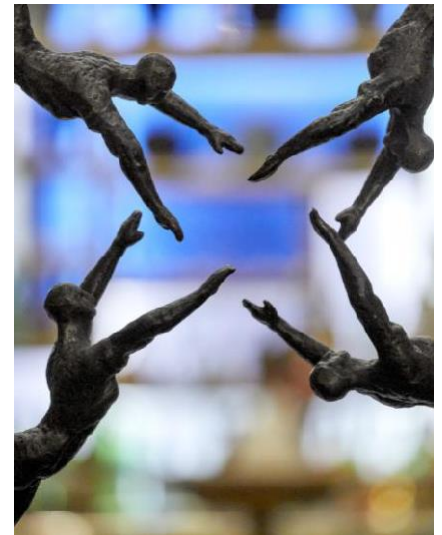
With a sophisticated vibrant vibe

### **The butterfly**

Flying and bonding day and night moments

### **The Art**

A mix of La Belle Époque heritage combined with contemporary art





# Lumen Pillars

## *The Art of Taste*

---

### Cocktails

#### *Good Vibes Only*

A collection of Signature Releases created for the legendary St.Regis Rome and curated by Le Dictateur, one of the most vibrant artistic platforms in the Italian scene.

A cross-cultural project which wants to dissolve the border between the work of art and the everyday objects. Our glass release includes Mini-Ming by Federico Pepe, Pozzanghere by Nico Vascellari, Atollo by Patricia Urquila and L'Alchimista by Elena Salmistraro.

### Italian Cuisine

#### *"Classico ma non troppo"*

Leveraging on our Lumen Society, made up of local, national and international discerning travelers, Executive Chef Donatelli created a culinary journey where, along with Roman classics, the freshest seasonal and organic ingredients are the protagonist of all dishes.

The aperitivo experience has been redesigned to meet the latest trends, offering signature bites paired with our cocktails.



# Moodboard

*Art, Music & Cuisine*

---





## Part 2 | The Lumen Recipe



Residential Location & Culinary Experiences

Unique Partnerships & Entertainment

Global Community & Iconic Rituals



# La Credenza di Augusto

*“Good food is the foundation of genuine happiness” - August Escoffier*

---

Drawing inspiration from the historical and culinary legacy of the Hotel with August Escoffier, first Executive Chef of Le Grand Hotel, La Credenza di Augusto was conceived as a new space at Lumen entirely dedicated to fresh and seasonal products, enhancing the gastronomic excellence of Made in Italy.

La Credenza di Augusto hosts every Sunday the Lumen traditional Sunday Brunch, an exquisite moment to spend with family and friends while tasting fresh dishes and enjoying live music entertainment.

Seasonally dressed up and decorated for festivities, La Credenza di Augusto is also open for those who wish to enrich their home table with selected products on sale, as well as for private events and tastings.



# Lumen Garden

## *Seasonal gathering*

---

During the good season Lumen moves to Lumen Garden, the urban green retreat of The St. Regis Rome.

Directly connected with Galleria Continua / Roma, the Lumen Garden is a natural piazza for an all day dining, cultural and entertainment experience.

The culinary proposal is fresh, Roman with an international touch.





# Queen Bee Club

## *Seasonal gathering*

Queen Bee Club is the new space adjacent to the Lumen Garden crafted for delightful moments with a selection of desserts and Japanese Spirits while listening to live music.

Inspired by the nickname used for Caroline Astor, mother of St. Regis founder John Jacob Astor, a well-known socialite whose events brought together New York's artists and luminaries.

The Club is enhanced by the photo gallery of Umberto Pizzi, photographer of *La Dolce Vita*; Francesco Carrozzini, photographer and Movie Director who reinterprets the hotel through his eyes; and Paolo Cenciarelli, visual artist with a tribute 'to the Roman friends'.

Images are part of the new coffee table book project "The House of Luminaries, since 1894" by Gruppo Editoriale.





# Entertainment

## *Music Performances*

---

A weekly daily entertainment program enlighten by our timeless Sabering Ritual at 7PM. An exquisite music program that involves every season more than 100 local musicians from Swing, DJ Sets, Piano Bar, Jazz Orchestras and Pop genre paired with aperitivo & dinner.



Pop Band, Eirene Calvia



DJ Set, Cristina Tosio



Italian Swing, Ciribiribin Quintet

# Special Partnerships

## GALLERIACONTINUA

SAN GIMIGNANO BEIJING LES MOULINS HABANA ROMA SAO PAULO PARIS DUBAI

Galleria Continua, one of the most influential world contemporary art gallery, with its Roman headquarter inside the St. Regis Rome, organizes since 2018 bimonthly art exhibitions in its space and, in collaboration with the Hotel, international art exhibitions once per year at Lumen, together with video projections, art workshops for secondary schools and vernissages for press and international art connoisseurs.

Among the many artists hosted: Ai Weiwei, Pascal Marthine Tayou, Sun Yuan & Peng Yu, Loris Cecchini, Hans Op De Beeck, JR.



“Sognare”, Hans Op De Beeck



“Blau Blobbing”, Loris Cecchini



“Change of Perspective”, Ai Weiwei



# Special Partnerships

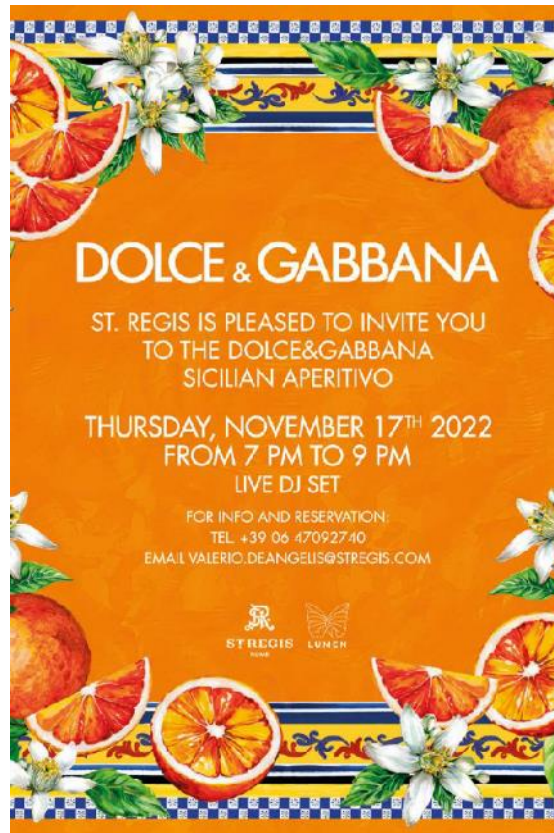
## *Dolce & Gabbana*

---

Leveraging on iconic Midnight Supper, Dolce & Gabbana embraced the St. Regis Brand heritage organizing a Mediterranean Night with a Sicilian twist for top international guests and press followed by a new weekly Sicilian aperitivo concept at Lumen.



A Mediterranean Midnight Supper



Thursday Aperitivo Invite



Special D&G Home Collection



# Iconic Rituals

## *The St. Regis tradition*

---

From the Tea Time, a quintessential tradition, to the Champagne Sabering and the Bloody Mary Cocktail, every day the House of Celebration hosts the iconic St. Regis Rituals in a crafted Italian twist.



The Afternoon Tea, La merenda italiana



The Champagne Sabering



The Bloody Mary - Red Admiral, Lumen  
signature version

# Lumen Target

---

Lumen refers to its selected target: the "*luminaries*", the illuminated, the most prestigious personalities, the visionaries of our time that embrace the Lumen vibes and its sophisticated atmosphere.





# Art & Design Community

---





# Roman & International Community

---

