



THE FIRST ARTE PRESS KIT

The First Arte, inaugurated in 2011, stands as the cornerstone of [The First Urban Resort collection](#). This 5-star luxury hotel, nestled in a noble nineteenth-century building at Via del Vantaggio, 14, epitomizes the innovative approach to hospitality that defines [The Pavilions Hotels & Resorts](#)' vision for Rome.

Location and Design

Mere steps from the iconic Spanish Steps and Piazza del Popolo, The First Arte occupies a prime position in the heart of Rome and is a short walk to its sister properties, [The First Dolce](#) and [The First Musica](#). The property underwent a meticulous renovation in 2024, orchestrated by Studio Marincola, the original architect and interior design firm. The design seamlessly blends historical architecture with contemporary luxury, prioritizing spaciousness in both private and communal areas. This thoughtful approach creates an intimate atmosphere reminiscent of a beautifully appointed home while fostering a warm sense of hospitality that extends to the city beyond. Guests experience the perfect balance of a private retreat and Rome's vibrant energy, all within a setting that honors the Eternal City's rich history.

Artistic Focus

True to its name, The First Arte is a living gallery, boasting an impressive collection of over 200 pieces of contemporary Italian art. These artworks transform the hotel into a dynamic exhibition space, reflecting the vibrant creative spirit of the Eternal City. The artistic theme permeates every aspect of the guest experience, from the lobby and corner bar to the individual rooms and suites.

Accommodations

The hotel features 26 exquisitely appointed guestrooms and suites, each offering a refined luxury experience immersed in contemporary Italian art. All rooms are accessed via an internal courtyard basked in natural light, which becomes a defining decorative feature. The decor draws on simple, clean lines in perfect harmony with a gentle color palette of cream colored boiserie-style walls, complemented by a refined touch of blue velvet furniture and natural oak wood floors. Rooms feature plush king-sized beds, elegant marble bathrooms, and suites offer spacious living areas to ensure maximum comfort and sophistication. For an elevated experience, some suites offer a lavish jacuzzi with private terrace, epitomizing Roman luxury living.



Culinary Excellence

The First Arte is home to exceptional dining and social experiences that cater to every mood and occasion. On the first floor, guests are welcomed by the elegant **AcquaLounge**, perfect for casual meetings.

This space seamlessly leads to **Acquolina**, the acclaimed two-Michelin-starred restaurant and the hotel's crown jewel of gastronomy. Helmed by the talented Chef Daniele Lippi, guests enjoy an unforgettable culinary journey with innovative seafood dishes.

The hotel's stunning rooftop lounge and restaurant, **Acquarroof Terrazza Molinari**, invites guests to indulge in expertly crafted cocktails while soaking in the breathtaking panoramic views of the Eternal City, making it an ideal spot for both daytime relaxation and evening aperitivo-

Curated Experiences & Eco-Friendly Practices

The First Arte also offers **Curated Journeys**, bespoke experiences designed to immerse guests in Roman culture including "Like a Chef" culinary exploration featuring market visits and cooking classes, an "Art Immersion" experience with private gallery tours and artist meet-and-greets, or a "Roman History Unveiled" journey providing access to lesser-known historical sites. Each journey is customizable to individual preferences, ensuring a truly personalized Roman adventure.

Sustainability Initiatives

The First Arte is committed to reducing its environmental footprint and promoting eco-sustainability throughout its operations, including a plastic-free policy, replacing plastic with glass or paper, and adopting sustainable dining practices that eliminate plastic straws and minimize food waste. To further reduce food waste, the hotel eschews the traditional buffet breakfast in favor of carefully crafted à la carte options. Eco-friendly guest amenities include refillable corn-based bioplastic soap dispensers and recycled wood room keys. Energy efficiency is prioritized with insulated windows and recycled wood parquet flooring. The hotel diligently manages waste, separating organic materials for composting, and supports local sourcing to reduce emissions. The First Arte also gives back to the community by hosting an annual Christmas lunch for a local homeless shelter, led by Michelin-starred chef Daniele Lippi.

Consortiums & Partners

The First Arte is affiliated with Preferred Hotels & Resorts' L.V.X collection and partners with prestigious international networks including Virtuoso, Signature, Internova Select and American Express THC.



IMAGES: https://drive.google.com/drive/folders/1k5J_ji0tFCcXe2MOPTSApUMfAJiu-JqF?usp=drive_link

The First Urban Resort Experience

As part of [The First Urban Resort](#) concept, guests at [The First Arte](#) enjoy access to services and amenities across all three properties in the collection, including [The First Dolce](#) on Via del Corso and [The First Musica](#) on Lungotevere dei Mellini. This innovative approach to urban hospitality allows visitors to experience Rome like a local while indulging in world-class luxury.

Website: [The First Arte](#)

Instagram: [@thefirstroma](#)

Facebook: [The First Roma](#)

For reservations and inquiries, please visit our website or contact us directly at +39 06 45617070.

The First Arte is part of The Pavilions Hotels & Resorts collection. For more information about the group, visit pavilionshotels.com and connect with us on [Facebook](#), [Instagram](#), and [LinkedIn](#).