



THE FIRST DOLCE PRESS KIT

[The First Dolce](#), unveiled in April 2019, represents a sweet addition to [The First Urban Resort](#) collection. This patisserie-inspired luxury hotel, situated in a historic nineteenth-century building on the illustrious Via del Corso, embodies [The Pavilions Hotels & Resorts'](#) innovative approach to urban hospitality. True to its name, The First Dolce takes inspiration from the world of patisserie, infusing every aspect of the guest experience with a touch of sweetness. This unique concept is evident in the hotel's design, amenities, and culinary offerings, creating a truly immersive and indulgent stay.

Location and Design

Occupying a prime position on Via del Corso, The First Dolce is housed in a building designed by the renowned Neoclassic architect Giuseppe Valadier, who is best known for his celebrated urban planning of Piazza del Popolo and the famous “Casina Valadier” building in the center of the Villa Borghese Park. The hotel is a short walk to its sister properties, [The First Arte](#) and [The First Musica](#). The interiors, meticulously crafted by Studio Marincola, masterfully blend historical elements with contemporary luxury. Rich marbles and fine woods provide noble detailing, while modern carpets introduce vibrant chromatic tones. The furniture, with its fluid outlines and bold accent colors, completes a design scheme of remarkable originality, harmoniously bridging Rome's storied past with cutting-edge luxury.

Accommodations

The hotel features 23 elegantly appointed suites and guest rooms, each carefully curated to evoke a blend of sophistication and comfort. Guest rooms and suites offer king-size beds, luxurious marble bathrooms, and select suites are equipped with Technogym workout equipment and steam bath. Some suites include French balconies, offering a private retreat in the heart of Rome.

Culinary Delights

The First Dolce's culinary offerings are centered around its patisserie theme. The elegant patisserie, [VELO Pasticceria](#), is the heart of the hotel and located on the first floor. It offers a sophisticated atmosphere where guests can indulge in exquisite pastries and desserts crafted by expert pastry chefs, as well as afternoon tea. Exquisite materials such as yellow Siena marble and polished brass are complemented by custom-designed Etna furniture by Jacopo Foggini, reminiscent of caramelized sugar. This thoughtful design creates a



sophisticated and inviting space that pays homage to the sweet inspiration behind the restaurant's concept. The refined dining venue extends the sweet theme into a full culinary experience with [VELO Restaurant](#), offering a menu that beautifully balances sweet and savory dishes. Guests may also enjoy personalized in-room dining options featuring offerings from both the patisserie and the restaurant, ensuring a luxurious and indulgent experience at any time.

Curated Experiences

The First Dolce 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 Dolce 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 Dolce 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 Dolce is affiliated with Preferred Hotels & Resorts' L.V.X collection and American Express THC.

IMAGES: https://drive.google.com/drive/folders/19Cq5ok0AtGGXXBCAjV9-0xWKJ2aqN0G3?usp=drive_link



The First Urban Resort Experience

As part of [The First Urban Resort](#) concept, guests at [The First Dolce](#) enjoy access to services and amenities across all three properties in the collection, including [The First Arte](#) on Via del Vantaggio and [The First Musica](#) on Lungotevere. This innovative approach allows visitors to experience Rome's dolce vita while enjoying world-class luxury and personalized service across multiple locations in the Eternal City.

Website: [The First Dolce](#)

Instagram: [@thefirstroma](#)

Facebook: [The First Roma](#)

For reservations and inquiries, please visit our website or contact us directly at +39 0645427861:-

The First Dolce 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](#).