



THE FIRST MUSICA PRESS KIT

The First Musica, launched in Summer 2022, is the latest jewel in [The First Urban Resort](#) collection. This music-inspired luxury hotel, situated along the picturesque Lungotevere dei Mellini in Rome's Prati neighborhood, embodies [The Pavilions Hotels & Resorts'](#) innovative approach to urban hospitality, seamlessly blending the rhythm of Rome with contemporary luxury.

Location and Design

Situated in a sleek, modern building on a prime location at Lungotevere dei Mellini, 26, The First Musica offers stunning views of the Tiber River and Rome's iconic landmarks and is a short walk to its sister properties, [The First Dolce](#) and [The First Arte](#). Designed by Studio Marincola, the property harmoniously integrates modern aesthetics with musical influences. The design concept emphasizes a seamless flow between spaces, creating an environment that is both visually striking and welcoming. This thoughtful approach fosters an intimate atmosphere that complements Rome's rich cultural heritage while extending a warm sense of hospitality throughout the property and beyond to the Eternal City.

Musical Inspiration

True to its name, The First Musica orchestrates a harmonious guest experience that resonates with musical elements throughout. Each room is a tribute to a specific artist, complete with a vinyl record on the bed featuring a QR code that links to a curated playlist of the artist's music, accessible through the room's Bang & Olufsen speaker. This musical journey extends beyond individual rooms, with each floor dedicated to a distinct musical genre. The ground floor showcases a feature wall that highlights all the artists represented across the different floors and rooms, creating a visual overture to the hotel's musical theme. From the welcoming pianoforte in the reception to the state-of-the-art sound systems in each room, and enhanced by curated playlists and live DJ sets, The First Musica composes a symphony of sensory delights for its visitors.

Accommodations

The hotel features 24 stylish rooms and suites, each designed to offer a harmonious blend of comfort and sophistication with floor-to-ceiling windows that offer abundant natural light along with stunning views of the Tiber River and Rome's skyline. Each room and suite is outfitted with stylish and modern-furnishings and neutral color palettes, luxurious



marble bathrooms and cutting-edge Bose sound systems for personalized soundtracks, allowing guests to unwind to the rhythm of their choice after a day exploring.

Culinary Crescendo

The First Musica's culinary offerings include [ALTO ristorante](#), an unforgettable experience of modern Italian cuisine with a particular emphasis on seafood and fish, where diners can savor exquisite dishes while enjoying panoramic views of Rome's skyline. [ALTO Rooftop Bar](#) is one of Rome's trendiest hangout spots, offering breathtaking vistas over the capital. With resident DJs and artisanal cocktails, it provides a perfect blend of music, mixology, and magnificent views.

Curated Experiences

The First Musica offers [Curated Journeys](#), bespoke experiences designed to immerse guests in Rome's musical culture, including the "Like a Chef" culinary exploration featuring market visits and cooking classes, as well as personalized tours of the city.

Sustainability

The First Musica 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 Musica 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 Musica is affiliated with Preferred Hotels & Resorts' L.V.X collection and Serandipians.

IMAGES:

https://drive.google.com/drive/folders/1Nm3Mno7PRHhPZh9b6OmfEdOylyXS1aHw?usp=drive_link

**The First Urban Resort Experience**

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

Website: [The First Musica](#)

Instagram: [@thefirstroma](#)

Facebook: [The First Roma](#)

For reservations and inquiries, please visit our website or contact us directly at +39 0686205291:-

The First Musica 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](#).