



## **citizenM Lands in Italy: First Hotel in Rome Now Open**

*The award-winning hotel brand opened its first property in Rome, Italy, marking 33 properties in a global portfolio of hotels designed to meet the needs of modern travelers and global citizens*



**DECEMBER XX, 2023** - citizenM, the award-winning hotel and lifestyle brand that revolutionized the hotel industry with its 'affordable luxury' mantra, has opened the doors of its first hotel in Italy: [citizenM Rome Isola Tiberina](#). The hotel marks the brand's 33rd in the portfolio, a sign of citizenM's continued commitment to global expansion.

For its debut in Italy, the innovative brand chose the Eternal City, with a prime location on the Lungotevere de' Cenci, just a few steps from the buzzing neighborhood of Trastevere, and close to cultural sites including the Jewish ghetto, Pantheon and the Colosseum. Located at the historical and cultural crossroads of imperial Rome and the creative hub featuring industrial lofts and poster art, the site was chosen to appeal to a new generation of modern travelers, who, when traveling for work or leisure, are looking for a place to stay where they can sleep and work while enjoying contemporary art, designer furniture, and 24/7 food and drinks.

The building which houses the new hotel was designed and built in the late 1950s by architect Eugenio Montuori, and occupies a total area of about 7,000 square meters spread over five floors. Purchased in 2020 through a fund managed by independent asset management company Colliers Global Investors Italy, the site was carefully renovated to transform from a commercial-use building into a modern and accessible hotel that combines the city's heritage with the brand's unique style.

The renovations preserved the large windows that characterize citizenM hotels around the world, offering guests a vantage point over the city and Tiber Island. In the weeks leading up to the opening, citizenM Rome Isola Tiberina was home to a temporary exhibition of portraits – a continuation of the brand's *citizens of the world* series – which transformed the building into an open-air museum. This initiative signified the brand officially greeting the city, by celebrating the creativity, openness, and cosmopolitan



spirit of its community, represented through the six citizens of Rome whose ingenuity and talent are breaking the mold of their respective professional fields.

Emphasizing citizenM's commitment to sustainability, citizenM Rome Isola Tiberina has been constructed adhering to elevated environmental standards, encompassing energy efficiency, water conservation, and waste reduction, and is working towards securing LEED Gold certification. This initiative aligns with citizenM's broader environmental ethos – 100% of citizenM hotels either hold green building certifications or are on the path to achieving them.

With the opening of citizenM Roma Isola Tiberina, the hotel and lifestyle brand brings to Italy a revolutionary approach to hospitality, based on the concept of luxury at an affordable price. citizenM's philosophy of "affordable luxury" is best experienced in the guest rooms, which showcases their commitment to high-tech amenities, ultimate comfort, eye-catching art and more. The 162 rooms are smartly furnished with "everything modern travelers need, and nothing they don't." All guestroom features are designed to be the very best: the beds are XL king-size wall-to-wall with an extra comfy mattress and luxury bedding. An HD widescreen TV offers streaming options via free super-fast Wi-Fi, so that guests can enjoy their own content. A powerful rain shower with full-size shower gel and shampoo (as well as giant fluffy towels) will soothe all long- and short-haul travelers. The room ambiance is fully controlled by an iPad – the blinds, climate, the TV, even the lights with changeable colors – or via the award-winning [citizenM app](#).

The hotel also offers all the essential amenities for modern travelers: breakfast served from 6 to 11 a.m., free, super-fast Wi-Fi, and a bookable societyM meeting room, perfect for business travelers.

Enter the front door and guests will be welcomed directly into the large Living Room space, furnished in the iconic "curated chaos" style that distinguishes citizenM hotels around the world: a colorful and eclectic collection art, books, local artifacts and comfortable designer furniture pieces that create a welcoming space full of nooks and crannies for working, lounging, reading and relaxing. The canteenM bar, open 24/7 daily, offers a place for refreshment at any time of the day, from breakfast to a midnight snack. Finally, the spacious rooftop terrace offers guests stunning views of the Eternal City.

The rooms and common areas feature designer interiors, clean lines, modern furnishings by Vitra, and the bright colors typical of citizenM. Both the interiors and exteriors were designed by concrete, citizenM's longtime Amsterdam-based collaborator, in collaboration with local architecture firm ARTELIA.

Fundamental to the brand is a commitment to art, which comes to life through collaborations with both emerging and established artists for each of its new hotels. For the new hotel in Rome, the brand commissioned UNO, an artist based in Rome since 2000, and known for his street art murals. UNO created a striking artwork titled *Guarda in Alto, 2023* – a tribute to the city of Rome. The 402-square meter ceiling of the ground floor, starting from the outside covered terrace and extending into the Living Room, was hand-painted with more than 80 different colors.

Inside, an art wall curated in collaboration with Italian, Amsterdam-based Elisa Medde, features works from Italian artists Piero Percoco and Camillo Pasquarelli. The works by Percoco, known for his vivid use of color and documentary-style photography, take a satirical look at aspects of modern life in Southern



Italy, while Pasquarelli's photographs depict some of Rome's top bars and capture the essence of the city. For the in-room artwork, works were sourced from Padua-based photographer Andrea Tonnello, who is known for his use of Polaroids.

At the heart of citizenM's top-notch service and signature personality is its hotel staff – the ambassadors. Typically hired from outside of the hospitality industry, ambassadors are chosen first for their attitude (not skills), and put through a six-week immersion course to learn all about citizenM's unique culture. They all embody today's modern citizen: curious, well-traveled and open-minded, and are also citizenM's walking concierges who know lots of things about their city, and readily provide tips about the best places to visit.

**Robin Chadha, Chief Marketing Officer of citizenM says:** *"We are thrilled to open the doors of our first property in Italy. With citizenM Rome Isola Tiberina, we're bringing a breath of fresh air and novelty to one of the world's most in-demand tourist and business destinations, which is experiencing an exciting period of vibrancy and growth. With our unique proposition, we are positioning ourselves in line with this 'new Renaissance' of Roman hospitality, offering the city a new point of reference for smart travelers, young and innovative companies and global citizens looking for a place to stay and meet the city. We hope that this is just the first in a series of new openings in Italy."*

To further enhance the guest experience, citizenM offers travelers the world's simplest hotel membership program: [mycitizenM+](#). Members simply sign up with a small monthly fee to enjoy 'all the perks without the points,' including an extra 10% discount off the lowest public rate, free late check-out, free upgrade to a premium view room, early access to discounts, members-only events and more.

The new property, located at Via Lungotevere dei Cenci 5, marks the fourth opening in 2023 following the openings of citizenM Miami Worldcenter, citizenM Paris Opera, and just recently citizenM Menlo Park on the Meta campus. Next year will see new openings in Austin, Boston, and Miami.

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### **Press Contact:**

#### **citizenM Rome Isola Tiberina**

- Address: Via Lungotevere dei Cenci 5, 00186 Roma, Italy
- Rooms: 162
- Price: Rooms starting at €159.00
- Floors: Ground floor, Guest rooms (floor 1-5)
- Project Team: concrete (designer)  
Studio Costa Progettazioni (architect of record)  
Artelia Italia S.p.A. (executive architect)  
Enrico Pasqualucci Costruzioni (contractor)  
Colliers Global Investors Italy (development partner)

#### **Room Features & Amenities**

- Wall-to-wall window
- XL king-size bed



- Powerful rain shower
- Luxury bedding and towels
- iPad room controls for lights, temperature, TV, blinds
- HDTV with streaming capabilities

### **Hotel Highlights**

- The Living Room – a living room with books, art, designer furniture, and designated working areas
- collectionM – a retail space with an unconventional assortment of travel essentials, souvenirs, gifts and books, curated for the modern traveler
- canteenM – an open-plan dining area with 24/7 grab-and-go food and drinks bar
- societyM – 1 meeting room with unlimited coffee included
- Rooftop – a spacious rooftop terrace with stunning views
- Iron Heaven – self-service ironing rooms on four of five guest room floors (floors 1, 3, 4 and 5)
- One-minute self check-in and check-out

### **About citizenM**

citizenM was launched in 2008 with a purpose – to disrupt the traditional, stale hotel industry. Rattan Chadha – the founder of the global fashion brand Mexx – was inspired by his employees to create a hotel for today's frequent travelers, giving them everything they need and nothing they don't. This means central locations in the world's most exciting cities, but at an affordable price. Not just a place to sleep, but somewhere to work, relax and play – just like home. Somewhere with superfast free Wi-Fi, tech that makes life easy, and world-class art that isn't 'hotel art'. A room with an ultra-comfortable XL bed to crash in, and a powerful rain shower to wake-up in. Rattan Chadha called this 'affordable luxury for the people'.

The first citizenM opened at Amsterdam's Schiphol Airport in 2008. As of November 2023, citizenM's portfolio has 33 hotels in 20 exciting cities: London, Glasgow, Amsterdam, Rotterdam, Paris, Copenhagen, Rome, Zurich, Geneva, New York, Los Angeles, Miami, Boston, Seattle, San Francisco, Washington DC, Chicago, Menlo Park, Taipei and Kuala Lumpur.

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