

HOTEL ROMEO ROMA: A New Era of Luxury in the Eternal City

ROMEO Collection opens its second luxury hotel, where art, architecture, fine-dining, and well-being meet in a unique and conscious experience.

The Italian luxury hospitality group ROMEO Collection, renowned for its innovative vision and commitment to ethical and sustainable luxury, is proud to announce the opening of Hotel ROMEO Roma, its second design hotel in the heart of the Eternal City. Located just steps from Piazza del Popolo, inside a historic 16th-century palace, this exclusive 74-room boutique hotel sets a new standard for urban resorts, embodying the concept of conscious luxury by blending art, architecture, design, gastronomy, and well-being in a timeless setting.

"ROMEO Roma represents the expression of a new civilization of living and hospitality, combining beauty, functionality, and an innovative vision of hotellerie. Our mission is to add value to properties through a deep integration of design, art, and management know-how, capable of meeting the needs of an increasingly aware and demanding clientele. With ROMEO Collection, we aim to create a small collection of hotels that carry authentic values, capable of interpreting change and redefining the experience of hospitality in terms of service, comfort, and connection with the territory, in short... in beauty," comments Avvocato Alfredo Romeo.

A Masterpiece by Zaha Hadid: History, Avant-garde, and Sustainability

Designed by the renowned architect Zaha Hadid, Hotel ROMEO Roma is one of her last projects, seamlessly merging the centuries-old history of the building with contemporary, futuristic architectural elements. This balance of tradition and innovation is not only visual but also extends to sustainability, with the use of eco-friendly materials and cutting-edge techniques to minimize environmental impact.

Premium materials, such as Macassar ebony, Nero Marquina marble, and Carrara marble, create a dialogue between tradition and innovation, grounding the hotel in its Roman context while exploring new frontiers of sustainable design. Hadid's signature dynamic, fluid lines harmoniously blend with historical elements like frescoed ceilings, creating an environment where past and present coexist in perfect harmony.

Sustainability and respect for historical heritage are at the core of every design decision at ROMEO Roma, proving that conscious luxury can coexist with avant-garde architecture.

An Urban Resort: Well-being and Culture in the Heart of Rome

At the heart of the hotel lies a unique internal courtyard, designed as a contemporary urban square where design and conviviality meet. This space, the vibrant core of the hotel, invites guests to socialize and relax in an exclusive atmosphere.

Surrounded by the historical facades of the palace, the courtyard houses some of the hotel's most iconic experiences: IL BAR open all day, LA SPA Sisley Paris, and IL CORTILE, an **all-day dining** service, that creates a continuous dialogue between gastronomy, well-being, and architecture.

With designer furniture, artistic installations, and carefully selected greenery, the courtyard transforms into an urban oasis, where the hectic pace of Rome seems to dissolve. This "square within a palace" is much more than just a passageway; it reflects the very essence of ROMEO Roma - a meeting point for history, culture, and innovation, offering an unforgettable experience in the heart of the Eternal City.

Additionally, **LA TERRAZZA** in collaboration with **Krug** offers unique moments with an exclusive selection of Champagne and breathtaking views over Rome's rooftops, perfect for special events or luxurious aperitifs.

Conscious Luxury: A Commitment to Sustainability

Like ROMEO Napoli, ROMEO Roma embodies the philosophy of conscious luxury—an approach to luxury that goes beyond opulence, embracing sustainability, ethics, and environmental responsibility. Every design decision, from material selection to resource management, is made with a focus on reducing environmental impact without compromising comfort or aesthetics. This ethical luxury is also reflected in the use of natural materials, energy-efficient systems, and waste reduction, ensuring that guests enjoy a stay that respects both the planet and its people.

Rooms and Suites: Personalized Luxury Between the Past and Innovation

The **74 rooms and suites** at ROMEO Roma are the perfect synthesis of contemporary design and historical tradition. Each space is enhanced with high-quality materials such as **Carrara marble, lava stone, glass, solid wood, and Krypton**, chosen not only for their refined aesthetic but also for their functionality in improving acoustics and naturally regulating room temperature.

Advanced technology integration allows for intuitive control of the environment, with customizable lighting, whirlpool tubs, hidden televisions, and integrated fireplaces in some suites, offering a tailored stay. Some rooms feature private terraces, providing spectacular panoramic views of Rome's rooftops, creating unique and unforgettable relaxation spaces.

The **noble floor**, a focal point of the hotel, houses rooms adorned with **original historical frescoes**, including a highly valuable frescoed room with views over Via di Ripetta. Here, the dialogue between Renaissance architecture and contemporary details and innovative solutions comes to life, celebrating the beauty of tradition while embracing the comforts of modern design.

A Living Art Museum: Art and History at Every Corner

ROMEO Roma is not just a hotel, but a true living art gallery. Every space is enriched with works by contemporary artists like Christian Leperino, Mario Schifano, Mimmo Paladino, and Francesco Clemente. Alongside these modern pieces, the hotel displays historical artifacts uncovered during restoration works, such as the white marble head of Livia Drusilla, wife of Emperor Augustus, offering guests a unique connection with the history of Rome.

Art, like design, is an integral part of the ROMEO experience, turning every stay into a cultural and sensory journey. The artworks not only decorate but also tell stories that bridge the past and present, immersing guests in a world of beauty and reflection.

Vittorio Sgarbi comments: "A museum that stops teaching and starts engaging, because it becomes an inevitable part of daily life. Just wandering from one side of a room to another, is enough to enjoy a detail, a painting, a sculpture that, in that moment, inhabits our very own space. Art is at home, no longer confined to the sterile towers of museums."

A Historic Debut: Alain Ducasse opens his first restaurant in Rome

The opening of ROMEO Roma marks a milestone for Rome's culinary scene: for the first time, the renowned chef Alain Ducasse, a global icon of haute cuisine, brings his culinary vision to Rome through an exclusive partnership with ROMEO Collection. Following the success of the

restaurant at ROMEO Napoli, Ducasse now brings his innovative approach to Roman gastronomy, blending traditional flavours with cutting-edge techniques.

"Opening in Rome is a great joy. First of all, because I deeply and sincerely love Italy, and then because this new restaurant, in the heart of the capital, is a prestigious and very special place. I hope that Il Ristorante Alain Ducasse Roma will provide epicureans with an unforgettable experience of contemporary French gastronomy." Alain Ducasse

Il Ristorante Alain Ducasse Roma located within ROMEO Roma, will be a temple of culinary excellence, where tradition and modernity merge, enhancing the finest Italian ingredients with cutting-edge techniques. Even breakfast, a key moment for the group's hospitality, will be curated by the chef, offering an exclusive selection of options that combine quality, refinement, and the unmistakable Ducasse touch for a memorable start to the day. Led by a team personally selected by Ducasse, the restaurant will offer a fine dining experience that promises to redefine the gastronomic standards of the Eternal City. This opening represents not only a groundbreaking novelty for Rome but also a testament to ROMEO Collection's ongoing commitment to collaborating with prominent figures in global culture and culinary arts, creating unique and memorable experiences.

An Urban Oasis of Well-being

ROMEO Roma offers a sanctuary of tranquility in the heart of the city with a 1,200-square-meter wellness area, signed Sisley Paris. LA SPA Sisley Paris is a sanctuary for body and mind, offering treatments based on the Phyto-Aromatiques philosophy, which combines plant extracts and natural essences for a sensory relaxation experience. The indoor/outdoor pool, with a transparent bottom revealing the archaeological remains beneath, creates a visual connection with the history of Rome, enriching the wellness experience.

In addition to the treatments, LA SPA Sisley Paris includes a hammam, a gravitational tub, a salt wall, and a fitness center equipped with the latest Technogym technology, providing a comprehensive well-being and regeneration experience.

With its opening, ROMEO Roma joins ROMEO Napoli and will soon be followed by ROMEO Massa Lubrense in 2025, sharing the same dedication to conscious luxury and hospitality that leaves a lasting positive impact. Each stay at ROMEO Roma is an emotional, cultural, and ethical experience, destined to leave an unforgettable mark on the memories of its guests.

ROMEO Roma is the latest luxury boutique hotel from ROMEO Collection, located in the heart of Rome, steps from Piazza del Popolo. Born from the group's innovative vision and designed by the iconic architect Zaha Hadid, ROMEO Roma is the perfect union of contemporary design, historical tradition, and conscious luxury. With 74 rooms and suites, an exclusive restaurant by Alain Ducasse, an avant-garde LA SPA Sisley Paris, and a unique focus on art and sustainability, ROMEO Roma redefines high-end hospitality, offering a unique stay where past and future coexist in harmony.

ROMEO Collection represents an innovative vision of luxury hospitality, where design, art, and culture merge to offer an unforgettable experience. With exclusive hotels like **ROMEO Napoli**, **ROMEO Roma**, and **ROMEO Massa Lubrense** (opening in 2025), the collection celebrates the dialogue between past and present, blending tradition and innovation. Each property is a unique sensory journey, where refined sustainable design and attention to artistic detail create lasting memories and a connection with the local culture and environment. The philosophy of

conscious luxury goes beyond material comfort, focusing on culture, sustainability, and personalized service. Every guest is welcomed into a space that celebrates the contrast between the ancient and the contemporary, East and West, nature and technology, where art and architecture intertwine to create indelible memories.