



ROCCO FORTE HOTELS

## THE MOST ANTICIPATED HOTEL OPENING IN ROME

### ROCCO FORTE HOTELS IS PROUD TO UNVEIL THE NEW HOTEL DE LA VILLE

**London, 23 May 2019** - Rocco Forte Hotels has unveiled their second hotel in Rome today, Hotel de la Ville, following a €xx renovation of the historical 18-century palazzo. Located in the heart of Rome, above the Spanish Steps with sweeping views of the Eternal City, the hotel's enviable setting is a destination in itself.

The 104 well-appointed rooms and suites are the most elegant and spacious hotel rooms in Rome, while the signature suites offer unrivalled panoramic views of the city from their large terraces. The extraordinary Suite de la Ville located on the 8<sup>th</sup> floor, and accessible by a private elevator, is the hotel's crown jewel offering spacious inside and outside living areas with luxurious furnishings and a curated art collection. Designer Tommaso Ziffer, in collaboration with Olga Polizzi, Director of Design for Rocco Forte Hotels, was inspired by The Grand Tour of the 18<sup>th</sup> and 19<sup>th</sup> century when English and German nobles collected pieces of art during their journeys to European cities to learn about culture. Using the backdrop of the timeless palazzo, he has recreated a contemporary retrospective of The Grand Tour by taking guests on a playful voyage of discovery. At the centre of the hotel is the courtyard, a hidden retreat away from the bustling city that embodies the life and spirit of Italy.

Home to six innovative food and beverage outlets, celebrated chef and Creative Director of Food for Rocco Forte Hotels, Fulvio Pierangelini has created an eclectic menu ranging from the most classic of Italian dishes to creative modern Mediterranean delicacies. The diverse F&B offering spans from all day dining Da Sistina serving rustic Trattoria style food with modern sensibilities, to Mosaico, the hotel's main restaurant overlooking the courtyard and paying tribute to Mediterranean gourmet cuisine. The bold Julep bar offers all varieties of cocktails



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whilst the rooftop terrace bar, aptly named Cielo, will be entertaining guests with drinks, a fusion of “aperitivi” and memorable views of the Roman skyline.

The 550 square metre Rocco Forte Spa is the most technically advanced in the capital yet the most natural, offering the Irene Forte Skincare line inspired by Sicily, based on locally sourced active ingredients and 100% made in Italy. A healthy retreat for physical and spiritual wellness cocooned in the centre of the bustling Italian capital.

From the luxury shopping street of Via del Cosrso to famous monuments and world class art, Rome has everything at its doorstep. Hotel de la Ville is perfectly located to explore the intricacies of the city by foot with the help of the expert team of concierges who can create one of a kind, tailor made experiences.

Commenting on the opening, Sir Rocco Forte, Chairman and CEO of Rocco Forte Hotels said: “Rome will forever be one of the top destinations in the world for both business and leisure travellers. It embodies the intricacies and wonders of Italy throughout the ages whilst being perfectly contemporary. I am so proud of Hotel de la Ville, it has all the vibrancy and elegance of the this extraordinary city”