

**BVLGARI ADDS A FOURTH JEWEL TO ITS LUXURY
HOSPITALITY COLLECTION:
THE BVLGARI HOTEL BEIJING**



Rome, 3rd August 2017 - The Bulgari Group proudly announce the opening of The Bulgari Hotel Beijing on **September 27th 2017**, an Urban Resort blending Art and Nature in the Chinese capital.

Following the opening of The Bulgari Hotel Milan in 2004, The Bulgari Resort Bali in 2006 and The Bulgari Hotel London in 2012, this newest addition to The Bulgari Hotels & Resorts collection - the first in five years - opens its doors in the heart of Beijing's exclusive Embassy District.

The Bulgari Hotel Beijing is conceived as the ultimate Urban Resort: it rises within the new Genesis complex, an oasis of tranquility that balances art and nature with sculpted gardens that extend along the Liangma River and include the Genesis Art Foundation, designed by Tadao Ando.



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As with all the Bulgari Hotels and Resorts, the Bulgari Hotel Beijing was entirely designed by renowned Italian architectural firm Antonio Citterio Patricia Viel. They conceived both the interiors and exteriors in a process comparable to the creation of a high-end Bulgari jewel: by pairing rare, raw materials according to colour, texture and feel they sculpted them into objects of enduring beauty.

In the spirit of integral design dating back to the 1930s, the architects hand-selected or custom-designed every element for consistency, comfort and purity, allowing the hotel's design to maintain an uncompromisingly Italian style, while simultaneously incorporating the uniqueness of its destination.

Each piece, from the marble bathtubs to the sculpted door handle, hails from the finest quality materials and is incorporated in a unified, seamless fashion.

The hotel's 119 exquisitely furnished rooms - using outstanding Italian luxury residential furniture brands like Maxalto and B&B Italia- include the exceptional Bulgari Suite, with some of the best views over the city.

Measuring nearly 400 square meters - and offering guests modern Italian design with touches of Chinese tradition, coupled with cutting-edge technology - the Bulgari Suite is one of the largest suites in Beijing.

The 1500 square-metre BVLGARI Spa adds a further luxurious touch to the guest experience featuring 11 treatment rooms, a fitness center and a 25-metre pool made of shimmering mosaic tiles inspired by Ancient Rome, that recall the patterns of the historic Terme di Caracalla, Roman baths.

When it comes to fine dining, Bulgari hotels are famed and The Bulgari Hotel Beijing will be the first Bulgari property presenting the new collaboration with Michelin-starred Italian chef Niko Romito.

For Bulgari Hotels & Resorts, Romito established a true "canon" of contemporary Italian cooking by especially designing a new concept which preserves his fundamental philosophy of simplicity, synthesis and a quest for the quintessence of flavor.

Working from his headquarter in Italy and regularly counselling his personally trained chef who will be resident in the hotel, he will bring to the Il Ristorante of the new Bulgari Hotel Beijing, a menu that expresses the culture, elegance and vitality of 'Made in Italy' to the maximum.

Romito's contemporary Italian cuisine is complemented by an extensive choice of Italian wines and a selection of the finest international labels, in an ambience that has been crafted to ensure a seamless dining experience, complemented by sweeping views over the hotel property and park.

Il Bar, where guests can enjoy cocktails, fine wine, champagne and Bulgari's renown *aperitivo* at the signature steel and bronze Oval Bar, opens up to the outdoor terrace overlooking the gardens and the river.

In the Lobby Lounge, guests can enjoy an Italian-themed tea by the signature fireplace that has become an icon for all Bulgari Hotels and Resorts regulars.



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The spacious BVLGARI Ballroom on the second floor of the property is a modular space that can be customized for both corporate and private events, and offers state-of-the-art technology.

The gardens surrounding the property are an oasis of green serenity designed by Swiss-based landscape artist Enzo Enea: he conceived them as a dialogue between the Italian and Chinese landscape traditions, complementing the exquisite Italian-inspired interiors through a fusion of outdoor and indoor spaces.

The Bulgari Hotel Beijing is ideally located next to the trendy Sanlitun district, a 10-minute drive from the 798 Art Zone, an avant-garde artistic community of galleries and museums. It is 30 minutes by car from the Beijing Capital International Airport, the Ping'an International Finance Center and the East Second Ring Road office zone.

Slightly farther afield, the historic attractions of the Lama Temple and the Forbidden City can be conveniently reached in the comfort of the hotel's Maserati limousines.

As two ancient cultures that have been inextricably linked since the days of Marco Polo, and which continue to share an appreciation for family, art, food and design, China and Italy enjoy a closeness that reaches its aesthetic apex with this hotel.

"The combination of the natural landscape with the artistic content will make this development a new benchmark for enlightened luxury living in the future," says Silvio Ursini, Bulgari Group Executive Vice President in charge of Bulgari Hotels and Resorts.

"I am exceptionally proud of this project. China is a key market and the launch of this new hotel in Beijing marks another successful milestone in Bulgari's hotellerie venture," Ursini adds.

Adds Antonio Saponara, GM of the Hotel: *"The product and services that this hotel brings to Beijing are unparalleled and we strongly believe it will open an entirely new calibre of luxury hospitality in China."*

The inauguration of the Bulgari Hotel Beijing will be followed in close succession by the opening of an additional three Bulgari Hotels: Dubai (December 2017); Shanghai (2018) and Moscow (2019).

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About Bulgari Hotels & Resorts

Unique locations in harmony with the surrounding area, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bulgari creations. These are the key elements that characterize The Bulgari Hotels and Resorts collection.

For all the hotels the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.

The Bulgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bulgari, reflected in its unique design, its contemporary Italian cuisine and its lavish SPAs. It



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conveys the excitement of the Bulgari brand, its timeless glamour and its magnificent Italian jewelry heritage.

Having grown from a collection of three iconic Hotels & Resorts in Milan, London and Bali, Bulgari Hotels and Resorts will soon be enriched by the Beijing property. Three new Bulgari Hotels are due to open between 2017 and 2019 in, Dubai, Shanghai and Moscow.

About Bulgari

Part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewelry shop and quickly established a reputation for Italian excellence with exquisite craftsmanship and magnificent jewelry creations. The Company's international success has evolved into a global and diversified luxury purveyor of products and services ranging from fine jewels and watches to accessories perfumes and hotels, with an unrivalled network of outlets in the world's most exclusive areas.

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