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BULGARI HOTEL ROMA,
THE ROMAN BRAND'S TRIBUTE
TO ITS HOMETOWN,
OPENS TODAY IN PIAZZA
AUGUSTO IMPERATORE



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Rome, 9th June 2023 – Bulgari Hotels & Resorts is delighted to announce the opening of its newest luxury hotel, the **Bulgari Hotel Roma**, at Piazza Augusto Imperatore, 10.

The new Hotel, a landmark event on the Rome hotel scene, offers the relaxed elegance of 114 luxurious rooms and suites. Like the hotel's public spaces, they are designed by the Milan-based architectural studio ACPV Antonio Citterio Patricia Viel, who are responsible for the signature look of all nine Bulgari Hotels and Resorts worldwide while the Studio Polis of Rome - architect Gennaro Farina - curated the design and supervision of the restoration works of the building, the decorative apparatus and was also involved in the urban planning.

Last night Bulgari unveiled its ninth and newest property to a selected audience with an array of spectacles from live music and dance to exceptional cuisine and a majestic drone show.

The preview to 600 selected guests included Bulgari brand ambassadors and prominent people who added some celebrity sparkle to the event, including famed actresses and Bulgari Brand ambassadors **Zendaya** and **Priyanka Chopra Jonas**, who, on this special occasion, wore a star piece of the Monete collection called *Augustus Emerald Monete Sautoir*. The sautoir integrates another trademark of the Roman Jeweller, namely its unrivalled mastery with precious gemstones. With emerald beads totalizing over 600 carats, the ultra-precious long gemstone chain culminates into an octagonal pendant flaunting a bronze Roman coin of 14-37 A.D. with the profile of emperor Tiberius Augustus.

French actress **Adele Exarchopoulos**, German actress **Emilia Schüle**, Lebanese TV Presenter and Journalist **Raya Abi Rached**, Saudi Arabian TV presenter **Lojain Omran** and Turkish actress **Alina Boz** were also in attendance.

Local celebrities included Italian actresses **Miriam Leone** and **Cristiana Capotondi** and actor **Alessandro Gassmann**.



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They were joined by top international press and several eminent Italian dignitaries and public figures from Rome's scene.

The celebrations began with Bulgari Group CEO **Jean-Christophe Babin** hosting a ribbon cutting ceremony in front of an original 1 B.C. statue in Pentelic marble of a seated Augustus covered with a cloak and portrayed with the traditional attributes of Jupiter welcoming the guests at the Hotel entrance. A Roman sculpture from Villa Mattei al Clelio part of the quinquennial exhibition in the Vestibolo space of five Torlonia Collections's works recently subjected to study and restoration conducted by the Torlonia Foundation with the contribution of Bulgari.

He was joined by Mayor of Rome, **Roberto Gualtieri**, **Priyanka Chopra Jonas** and **Zendaya**, Executive Vice President Bulgari Group **Silvio Ursini**, General Manager of Bulgari Hotel Roma, **Vincenzo Falcone** and Rome Council Member **Alessandro Onorato**.

Bulgari Group CEO, **Jean-Christophe Babin**, spoke of his pride at the Hotel's launch: *"The Bulgari hotel in Rome is not just a new gem of the Eternal City, but a true contemporary and innovative Roman monument that combines the pinnacle of hospitality and gastronomy setting a new world standard, but also a genuine cultural center with a public library on Roman arts and architecture and unique statues from the world famous Torlonia collection such as the Emperor Augustus welcoming our guests in the entrance vestibule. The hotel offers a unique full immersion in a new luxury combining hospitality, arts and craftsmanship, pioneering a new generation of Haute Hospitalité Monuments. We are honored to contribute to the splendor of Rome, home of Bulgari and always an inexhaustible source of inspiration for all its creations. Looking forward and epitomizing the inclusive, aspirational and contemporary city of the 21st century."*

Vincenzo Falcone, General Manager of the new Bulgari Hotel Roma said: *"I am delighted to have the honour of opening the Bulgari Hotel Roma, the ninth jewel in the Bulgari crown. I look forward to leading my team of world-class professionals*



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to deliver the impeccable service for which the Italian jeweller of hospitality is rightly famous.”

Through a discovery journey of the hotel in different locations, guests were dazzled by live music performances, an exhibition of vintage Bulgari pieces such as a necklace in platinum with emeralds and diamonds dating back to 1962 and formerly belonged to Elizabeth Taylor and a star-studded red carpet.

Evening entertainment on the ground floor was ignited by party live band **The Shakes** with a signature menu of small bites curated by Chef Niko Romito including the Vitello Tonnato, Pappa al Pomodoro and Tortelli with scampi and tarragon.

Guests also enjoyed bespoke visits to a selection of the hotel’s signature spaces, including the sumptuous 300 sqm Bulgari Suite, the luxurious Spa, and the iconic Bulgari Bar and La Terrazza, with sweeping views of the city on the 7th floor.

As evening turned to night the celebrations moved to the 5th floor, where Italian musician and composer **Saturnino** kept the energy bubbling in the outdoor terrace of Il Ristorante - Niko Romito, beautifully illuminated for the occasion, as guests took in the dramatic views of the Mausoleum of Augustus in front of the Hotel building.

Roman and Bulgari heritage were at the heart of the event, which included a spectacular **show with 200 drones**: a long-distance light performance, visible from every part of the Hotel ensured Bulgari left its indelible mark on the Rome sky to be seen from far and wide.

After the show, singer **Alessandro Ristori**, one of the leading Italian 60’s and 70’s music interpreters, brought on stage the best songs of his repertoire combining international titles and emblematic Italian successes such as “*Come prima più di Prima*” and “*Pensiero Stupendo*”.



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About Bulgari Hotels & Resorts

Unique locations in harmony with the surrounding areas, 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 & 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 conveys the excitement of the Bulgari brand, its timeless glamour and its magnificent Italian jewelry heritage.

Bulgari Hotels & Resorts Collection began as an initial array of three establishments in Milan, London and Bali, and recently added new ones in Beijing, Dubai, Shanghai, Paris and Tokyo.

The Bulgari Hotel Roma is the ninth jewel in the collection, and three additional hotels are coming soon to Miami, Maldives and Los Angeles, between 2025 and 2026.

About Bulgari

Part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewellery shop. Known as the magnificent Roman jeweller and master of coloured gems, Bulgari has established a worldwide reputation for Italian excellence and enjoys renowned for its exquisite craftsmanship. The company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high end watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas.



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Demonstrated through its numerous philanthropic partnerships, Bulgari deeply believes in innovating the present for a sustainable future through its commitment to Corporate Social Responsibility and giving back – to nature and to the community.

For further information, please contact:

Name of the PR Manager

Role

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