

# BVLGARI

HOTELS & RESORTS

## BVLGARI HOTEL ROMA PRESENTS THE NEW BVLGARI SIGNATURE EXPERIENCE “THE TREASURE HUNT”



Bulgari Hotel Roma presents “The Treasure Hunt”, the new Bulgari Signature Experience conceived to invite guests to discover the Eternal City and the Hotel through an immersive, exclusive and fully tailor-made journey. An experience that blends wonder, culture and a spirit of play, exploring Rome through an itinerary rich in emotion and discovery.

The Treasure Hunt reveals the city through places of extraordinary charm: historic ateliers, precious libraries, ancient artisan workshops and private residences open their doors to create an authentic narrative, where traditions, craftsmanship and creativity intertwine with natural elegance. Guiding guests along the way are storytellers and outstanding professionals, selected for their ability to transform every encounter into a truly memorable experience.

A defining element of the initiative is its bespoke nature. Each itinerary is carefully tailored to the guests’ preferences and pace—whether couples, families, groups of friends or corporate teams—offering an experience that is entirely custom-made. The proposed activities span multiple artistic and cultural disciplines, all curated to celebrate Italian excellence and capture the authentic soul of Rome, filtered through the lens of Bulgari’s distinctive DNA.



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Among the challenges and activities that may be included in the journey representing just a selection of the many possibilities available are:

- **The Art of Monotype Printing** – A monotype printing workshop at the historic Litografia Bulla, led by Master Printer Beatrice Bulla
- **The Art of Taste** – A blind tasting experience at *Il Ristorante – Niko Romito* at Bvlgari Hotel Roma with Executive Chef Claudio Catino
- **The Art of Mosaic** – Creation of a mosaic in a loggia overlooking the Imperial Fora, with mosaic artist Fabio Jordi and an archaeologist providing historical context
- **The Secret House of Games** – A gaming journey inspired by Venetian *ridotti* within the Princess Apartments
- **The Art of Fencing** – A “mirror challenge” fencing experience at Accademia d’Armi Musumeci Greco with a Master of Fencing
- **The Art of Decoding** – A decoding activity at the Biblioteca Casanatense, navigating hidden clues and historic spaces
- **The Art of Mixology** – Cocktail creation at the Bvlgari Bar with Bar Director Desiré Verdecchia

These activities, along with many others available upon request, are designed to create a continuous dialogue between culture, creativity and savoir-faire, reflecting the very essence of the Maison. The Treasure Hunt also offers the opportunity to experience Bvlgari Hotel Roma as an integral part of the journey, enhancing its iconic spaces through dedicated moments that highlight the Hotel’s personality, hospitality and vision.

The new Bvlgari Signature Experience introduces a fresh way of engaging with the city an invitation to discover Rome in an intimate and surprising manner, accompanied by the elegance and attention to detail that define the Bvlgari Hotels & Resorts collection. The format will soon be extended to other properties within the collection worldwide, becoming one of the distinctive hallmarks of Bvlgari hospitality.

*The Treasure Hunt experience is fully tailor-made and available exclusively to guests of Bvlgari Hotel Roma, starting from €4,000 per person, with a minimum of four participants.*

-The End-



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### About Bvlgari Hotels & Resorts

Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm ACPV Architects Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bvlgari creations. These are the key elements that characterize the Bvlgari 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 Bvlgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bvlgari, reflected in its unique design, its contemporary Italian cuisine, and its lavish spas. It conveys the excitement of the Bvlgari brand, its timeless glamour, and its magnificent Italian jewelry heritage. Bvlgari Hotels & Resorts collection includes properties in Milan, London, Bali, Beijing, Dubai, Shanghai, Paris and the recently added ones in Rome and Tokyo. Five additional hotels and resorts are coming soon to Miami, Bodrum, Maldives, Cave Cay and Abu Dhabi between 2026 and 2031.

### About Bvlgari

Part of the LVMH Group, Bvlgari was founded in the heart of Rome in 1884. Over the decades, the Brand has established a worldwide reputation as magnificent Roman High Jeweler and icon of Italian art of living thanks to its exquisite craftsmanship, visionary design and audacious color combinations. Through a pioneering vision intrinsic in the brand's DNA since its founding, 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 extended network of boutiques and hotels in the world's most exclusive shopping areas. Demonstrated through its numerous philanthropic partnerships, Bvlgari deeply believes in innovating the present for a sustainable future through its commitment to Social & Environmental Responsibility and giving back – to nature and to the community.

For additional information:

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