

Hotel Eden

Rome

Dorchester Collection

## Media Kit

### Dorchester Collection's Hotel Eden, a quiet haven in the heart of Rome

*"Hotel Eden has a rich heritage and prominent location in the heart of Rome. While it continues to rank as one of the top hotels in the world, the restoration programme has revitalised the property and will lead it into its next chapter. Our vision was to create a property that continues to enchant both local residents and international travellers alike."*

Luca Virgilio, general manager, Hotel Eden

April 2017 sees the reopening and unveiling of Dorchester Collection's iconic property in Rome, Hotel Eden. Since its conception at the end of the 1800s, Hotel Eden has welcomed heads of state, royalty and leading personalities in the world of science, literature, art and show business. In September 2013 the hotel was acquired by luxury hotel group Dorchester Collection, known for managing hotels that reflect the distinctive culture of their destination. In keeping with the company's continuous investment in taking the luxury experience to new levels, Hotel Eden closed for restoration in November 2015 and looks forward to welcoming back its employees to lead Hotel Eden into its next exciting chapter.

Hotel Eden's extensive project provides guests with a true Roman experience with its breathtaking views across the Eternal City, capturing a spectacular panorama. In April, 98 spacious guestrooms and suites unveil, a reduction from its former 121 rooms, ensuring more expansive rooms for guests. Hotel Eden also offers a dynamic food and drink concept and reveals its first urban spa featuring a blow-dry bar, three suites with pampering treatments, as well as beauty and wellness offerings from Sonya Dakar and Officina Profumo – Farmaceutica di Santa Maria Novella.

Blending contemporary features with the charm and authentic classic Roman style of the property, world-renowned architect and interior designers Bruno Moinard and Claire Bétaille of

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4BI & Associés, together with Patrick Jouin and Sanjit Manku from Jouin Manku, were appointed to the project.

Moinard, who previously completed the redesign of some of the public spaces at Hôtel Plaza Athénée as well as The Grill at The Dorchester, both in 2014, alongside Bétaille, have overseen the interior decoration of the lobby, rooms and suites as well as the meeting rooms. Jouin Manku was entrusted with the restoration of the restaurants and the spa.

*“At Dorchester Collection we strive to invest continually in our properties in order to provide guests with the most memorable experience through highly personalised and authentic service. Our hotels strongly reflect each destination’s character and culture. With this in mind, the restoration of Hotel Eden has strived to maintain the property’s Roman essence whilst offering guests the ultimate luxury experience enriched by contemporary styling and state-of-the-art facilities.”*

Christopher Cowdray, chief executive officer, Dorchester Collection

### I – The Lobby

Welcoming guests into the entrance, Moinard and Bétaille display their ‘*Alive Art*’ concept, embracing and developing designs of the past, rather than imitating them. Using various furniture and architectural details crossing through numerous ages and styles, Moinard and Bétaille strike the perfect balance between old and new. The lobby features golden touches to provide a warm atmosphere, completed with fresco paintings by Gio Bressana and punctuated by red ochre and grey stucco marble. Offering a dramatic contrast to the walls and ceilings, the floors display a more contemporary feel, with black, white and grey marble, whilst the reception desk and main lobby lounge embrace an authentic Roman design with two large ‘steles’ as reception desks and a large fresco above the fireplace, creating a dramatic optical illusion.

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### II - Rooms & Suites

For the restoration of the 98 guestrooms and suites, Moinard and Bétaille have sympathetically configured the rooms to accentuate the beauty of natural light. Sophisticated and elegant in design, the guestrooms and suites provide bright and airy spaces with high ceilings and tall windows, framing Rome's stunning skyline and utilising the hotel's central location and city views. Fine fabrics, beautiful artwork and timeless Italian furnishings from leading Italian artisans are used throughout, delicately blending modern luxuries with the charm and authentic classic Roman style of the property. The sleek new bathrooms, inspired by Roman baths, are decorated in white and gold, and feature mosaics, marble vanities, Italian Bottega Veneta toiletries and many with a walk-in rain shower and separate bath. Modern luxuries include master-controlled lighting and climate control, Wi-Fi, Bang & Olufsen televisions and sound systems with Bluetooth connectivity.

For additional luxury and comfort, Classic Suites (up to 70-75m<sup>2</sup>/754ft<sup>2</sup>-807ft<sup>2</sup>) and Prestige Suites (up to 85m<sup>2</sup>/915ft<sup>2</sup>) offer a range of beautiful spaces in which to relax and unwind with spacious living areas and generous foyers.

Signature Suites, including the Villa Malta Suite (94 m<sup>2</sup>/ 1011ft<sup>2</sup>), the Aurora Terrace Suite (86 m<sup>2</sup>/ 926ft<sup>2</sup>+ 120 m<sup>2</sup>/1292ft<sup>2</sup>), the Villa Medici Presidential Suite (125 m<sup>2</sup>/1345ft<sup>2</sup>) and the Bellavista Penthouse Suite (202m<sup>2</sup>/2174ft<sup>2</sup>) offer the most intoxicating views over the city. Villa Malta Suite's views, which include the church of Trinità dei Monti and Rome beyond, were said to inspire poet, playwright and former guest Gabriele D'Annunzio, whilst the Villa Medici Presidential Suite's captivating city vistas were enjoyed by John F. Kennedy Jr. The Aurora Terrace Suite, once home to actress Ingrid Bergman, offers a spacious outdoor terrace with a dining area for up to ten people.

From the Bellavista Penthouse Suite's magnificent rooftop location, there are unrivalled views of Rome from the floor-to-ceiling windows, which can be fully opened to fill the room with natural light. Accessible by a private lift, the suite combines modern elegance with touches of 1930s and 1940s style. Once the site of a famed meeting between Louis Vuitton and Bulgari, the Bellavista Penthouse Suite features a study, living room, dining room and luxurious master bedroom which connects to a marble bathroom.

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### III – Food & Beverage

*“My cooking philosophy is inspired by art and innovation, with the aim to create perfect harmony between exceptional food and a healthy lifestyle.”*

Fabio Ciervo, executive chef, Hotel Eden

#### La Terrazza

La Terrazza is the jewel in Hotel Eden’s crown. Located on the top floor, it offers guests mesmerising views over Rome alongside creative and innovative seasonal Mediterranean dining. Using high quality, fresh and seasonal produce, the cuisine at La Terrazza focuses on the nutritional aspects of the ingredients as well as overall wellbeing and is overseen by award-winning executive chef Fabio Ciervo.

A natural traveller, Fabio Ciervo strongly believes haute cuisine should seek inspiration from all cultures to produce a unique gastronomic synergy. From his native Italy, Fabio acquired the virtues of Italian food; from Asia, he learned how to pay special attention to the choice of spices; France taught him the art of making wonderful sauces, while he explored innovative culinary techniques in Spain.

La Terrazza opens every evening (except Tuesdays) and seats up to 49 people with an exclusive Chef’s Table for up to eight diners, providing the ideal location for celebrating special events. Designed to break the kitchen restaurant barrier and develop the relationship between chef and guest, designers Jouin Manku incorporated a window into the kitchen that can be opened from the private dining area, giving guests of the Chef’s Table the opportunity to speak directly to the chef and his team.

The design of La Terrazza draws on traditional Italian craftsmanship as inspiration, with high gloss varnished wood combined with elegant and stylish décor. With delicate lighting throughout the restaurant, Jouin Manku creates a theatrical atmosphere complemented by the Philippe David’s fresco glass wall consisting of layers of specially treated glass. From frosted, lacquered, chiselled and mirrored glasswork, the wall brings depth and a sense of space to La Terrazza.

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### **Il Giardino Ristorante & Bar**

Providing guests the ultimate retreat from the city's crowded streets, Il Giardino Ristorante & Bar offers the perfect place for day meetings as well as indulgent evenings watching the sun go down over Rome's skyline.

Playing on natural assets of the hotel with the view, the light and the city, Jouin Manku have designed a friendly and elegant space that complements and enhances its beautiful surroundings, rather than compete with it. Mirroring the lush greenery of the neighbouring Villa Borghese, a large abstract green wall or 'vertical garden' made of glass and metal foliage is displayed in the restaurant.

With the main source of inspiration being the city itself, the concept of the restaurant was to design a place that is the perfect spot to admire Rome, with a décor that conveys relaxation for the whole family. With this in mind, Il Giardino Ristorante & Bar showcases its own open air terrace for guests to enjoy the unparalleled views over the Eternal City. Here, guests can savour all day dining with chef Fabio Ciervo's modern interpretation of classic Italian and Roman cuisine. Using fresh, seasonal and organic produce, Il Giardino Ristorante & Bar offers an array of light, healthy choices for breakfast, lunch and dinner, alongside a selection of pasta, pizza and cicchetti (Italian-style tapas) for those desiring a lighter dining option. The friendly and convivial atmosphere is complemented by a communal table, as well as the warm terracotta and soft stone shades used throughout the design.

Open daily from 7am – 1am, Il Giardino Ristorante & Bar provides guests with an innovative dining experience, offering a special children's menu for younger guests and large sharing platters for groups. From 11 am – 1am, the bar area offers a sociable atmosphere, where guests can enjoy stunning panoramic views by day and city lights by night, making it the perfect place to indulge in the finest wines, signature cocktails and coffees with friends and family, or to host a business meeting.

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### La Libreria

La Libreria opens daily from 7am – 11pm and is the ideal place to relax, hold a meeting or enjoy drinks in a warm, tranquil and sophisticated environment, where gentle background music plays. Here, under executive chef Fabio Ciervo, authentic and light Italian breakfast is offered in the morning or an array of enticing food options in the afternoon. A ‘secret bar’ allows guests to enjoy classic and innovative cocktails during aperitif time, and spirits, whiskey and Italian grappa after dinner.

### IV – Meetings & Events

Historically a popular choice for meetings, conferences and events, Hotel Eden offers three fully-equipped meetings rooms, all of which are completely refurbished and enhanced. The largest, Sala Borghese, spans across 94m<sup>2</sup>/1012ft<sup>2</sup> and is able to host small boardroom style meetings or private dinners accommodating up to 60 guests, to larger standing cocktail events for over 100 guests. The meeting room features a high ceiling with a modern scenographic light, while two large paintings hang from the crimson red walls. Its design fuses antiques from the hotel with contemporary elements. All furniture has been tailor-made especially for the room, incorporating contemporary and modern features. At the entrance, its private foyer provides an ideal pre-function space, perfect for serving cocktails, coffee breaks and business lunches.

Sala Ludovisi is the second largest events space measuring 39m<sup>2</sup>/414ft<sup>2</sup>, with natural daylight and a permanent boardroom table. Ideal for hosting all-day executive meetings and intimate dinners, it is able to seat up to 12 guests. For smaller board meetings or social events, Sala Colonna, spanning 21m<sup>2</sup>/226ft<sup>2</sup>, provides an inviting space.

### V – The Eden Spa

With this restoration project, Hotel Eden introduces a new urban spa offering a range of holistic wellness experiences and therapies. It features three suites with a fusion of pampering signature treatments by Sonya Dakar and Officina Profumo – Farmaceutica di Santa Maria Novella, which was established in 1612 and is one of the oldest pharmacies in the world and now produces

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luxurious and organic beauty products. The spa also includes a blow-dry bar and a manicure and pedicure suite with OPI products. Reviving the original vaulted rooms, the spa entrance provides a soft, light atmosphere whilst the treatment rooms offer soothing dimmed lighting and warm interiors. Patrick Jouin and Sanjit Manku use vaulted ceilings in their decadent design, all whilst maintaining a traditional spa interior and honouring typical Roman Bath architecture.

### VI – History

Whilst visiting the affluent Ludovisi district in Rome, the Munich-born hotelier, Francesco Niestelweck, who already managed Hotel d’Inghilterra and Hotel de Russie, fell in love with a three-storey house at the corner of Via Porta Pinciana and Via Ludovisi. In October 1889, he turned the mansion house into a hotel to welcome its first guests, with 63 bedrooms designed by his wife, Berta Hassler, daughter of the owner of Hotel Hassler.

At the turn of the century, Rome’s thriving hotel industry began to move towards the city’s new focus of attraction, the Termini railway station. European visitors no longer had to use their horse carriages to go to Italy, and could now use the train as a new means of transportation.

The industrial revolution transferred the centre of Roman hospitality to the Ludovisi district, which since the 16th century was located around the Spanish Steps, thanks to the proximity of the Porta del Popolo gate - the main entrance to the city for carriages arriving from Via Cassia and Via Flaminia.

Niestelweck was the first to realise that the new era of Roman hospitality was linked to the development of the train and a new, faster means of transport for visitors. As a result, Niestelweck’s dream came true and Hotel Eden was ready to welcome its first guests in 1889.

The hotel quickly made a name for itself, becoming a favourite amongst foreign visitors travelling to Rome. In 1902, another floor was added to the building as well as the iconic terrace with its breathtaking views, which was originally used to hang out the hotel’s sheets, towels and finely embroidered tablecloths.

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For over a century, Hotel Eden has been at the centre of Roman hospitality and it has a Golden Book which records many of its most memorable moments with names and images that date back from the 20<sup>th</sup> century, such as a portrait of Princess Maria of Bourbon in her wedding dress as she leaves Hotel Eden on the day of her marriage to Prince Giovanni of Asturias. The book includes signatures of the Grand Duchess Olga of Russia, King Alfonso XIII of Spain, Queen Amelia of Portugal, Umberto of Savoy and the entire family of Galitzine princes.

The war years also left their mark in Hotel Eden's Golden Book. After the liberation, the hotel became the headquarters of the English command and American general Bernard Montgomery signed the book in 1955.

During the war, Francesco Niestelweck shared the management of the hotel with Oscar Wirth, who as a shareholder, managed Hotel Eden and then Hotel Hassler, together with the Niestelwecks. The two hotels were then separated. The Hassler was run by the Wirth family and Hotel Eden by Giuseppe and Gianfrancesco Ciaceri, grandsons of the original founder of the hotel. Niestelweck was renowned for his desire to invest in modernisation, whilst maintaining and respecting the highest traditional standards of service; a value that is still true today.

Its unique style, elegance and its Italian charm have made Hotel Eden an exclusive and luxurious destination in Rome, where guests can feel at home whilst appreciating impeccable service, state-of-the-art facilities and breathtaking views of the city. It is no wonder that the great maestro of the screen, film director Federico Fellini, always chose La Terrazza for his interviews.

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### Notes to editors

#### **Hotel Eden, Rome**

Located in the heart of Rome, Dorchester Collection's Hotel Eden is just a short stroll from the legendary Spanish Steps and picturesque Villa Borghese. This elegant city oasis dates back to 1889 and throughout its illustrious history has welcomed royalty, dignitaries and numerous celebrities. After an extensive restoration, Hotel Eden opens as enchanting as ever in April 2017, offering 98 rooms and suites with an exquisite design and blending contemporary features with the authentic Roman style of the property. A dynamic food concept captivate guests with a new vibrant atmosphere, enhanced by panoramic views of the skyline of the Eternal City and the majestic St Peter's Dome. A new urban spa, complete with four suites, provides pampering signature treatments and wellness offerings, alongside a blow-dry bar and a manicure and pedicure space.

#### **Dorchester Collection**

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company's mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and partowned hotels, and to enter into management agreements.

The current portfolio includes the following hotels: **The Dorchester**, London; **45 Park Lane**, London; **Coworth Park**, Ascot, UK; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Le Richemond**, Geneva; **Hotel Principe di Savoia**, Milan; **Hotel Eden**, Rome; **The Beverly Hills Hotel**, Beverly Hills; and **Hotel Bel-Air**, Los Angeles.

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