

APPAREL AND ACCESSORIES

Gucci enters Roman restoration project following cruise show

June 6, 2019



Gucci is working to restore the Rupe Tarpea in Rome. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is working with the council of the city of Rome to restore and conserve an ancient site.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Promoted by Roma Capitale, "Rupe Tarpea, between legend and future" is a cultural project supported by Gucci and Capitoline Superintendence for Cultural Heritage that focuses on the Belvedere Garden at Villa Tarpea and the tufa rock of the Capitoline Hill. Gucci's cultural commitment comes after the brand hosted its cruise show at the Capitoline Museum on May 28 ([see story](#)).

Cultural commitment

Rupe Tarpea is a rock face on Capitoline Hill that overlooks the Roman Forum. One of the seven hills of Rome, Capitoline is situated in a significant archaeological area of the city.

Among the uses of the site in history was the punishment of traitors in the first century, as those sentenced to die were thrown off the hill into the forum.

The restoration project, expected to wrap in 2021, is focused on cleaning up the rock's landscaping, which has been neglected. The site's gardens have been closed to the public for years, but the project aims to make them accessible again, cleaning up the vegetation and overlooks.



Gucci is restoring Rupe Tarpea in Rome. Image courtesy of Gucci

"Thanks to Gucci, the enhancement of Capitoline Hill, will make this place, where all the historical eras of our city are concentrated, fully accessible; thus enabling citizens and tourists alike to enjoy the extraordinarily magnificent panoramic views from the top of the hill," said Maria Vittoria Marini Clarelli, the Capitoline superintendent, in a statement.

Gucci has pledged 1.6 million euros, or about \$1.8 million, to the cause over two years.

"Being able to make a civil contribution to the eternal city, the birthplace of our creative director and which also houses our design office is an immense honor for me," said Marco Bizzarri, president/CEO of Gucci, in a statement. "Alessandro and the contemporaneity of Gucci are in constant daily dialogue with the ancient world.

"It is an endless conversation because every day we are confronted with the weightless presence of our heritage," he said. "Contributing to the restoration of the Rupe Tarpea and its return to the citizens of Rome and its visitors, is for me and all at Gucci, an infinite joy."

Gucci has previously used its runway shows as launchpads for cultural efforts.

In 2017, Gucci looked to its hometown for cruise, staging its show at Pitti Palace's Palatina Gallery. This was the first time a fashion show was staged in the venue.

Gucci's show was part of a larger project aimed at restoring the Boboli Gardens. The label is donating 2 million euro, or about \$2 million at current exchange, to the Uffizi Gallery over three years.

The Boboli Gardens were originally created in the 1500s. Featuring sculptures, architectural design and plants from various geographic locales, the 81-acre green space is situated behind Pitti Palace ([see story](#)).