

EVENTS/CAUSES

## Fendi restoration of 4 historic Roman fountains concludes

November 26, 2019



*Reopening the four fountains that Fendi paid to restore: At the ceremony, standing left to right, Maria Vittoria Marini Clarelli, Rome's superintendent of cultural heritage; Serge Brunschwig, CEO of Fendi; and Virginia Raggi, mayor of Rome. Image courtesy of Fendi*

By STAFF REPORTS

Italian fashion and leather goods giant Fendi has completed the restoration of four fountains in Rome as part of its effort to give back to the city where it is based.

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The Fendi for Fountains project restored the historic fountains of Gianicolo, Mos, Ninfeo del Pincio and Peschier. The philanthropic move marks similar efforts by Italian footwear maker Tod's financial support for spiffing up Rome's Colosseum.

"We are proud of this renewed collaboration between public and private sectors which enabled, once again, to bring back to their original splendor the Gianicolo, Mos, Ninfeo del Pincio and Peschiera fountains, which are accessible again to the Romans and to the tourists from the whole world," said Serge Brunschwig, president/CEO of Fendi, in a statement.

"Rome is an integral part of the Fendi DNA and its artistic and cultural heritage is to be preserved for future generations," he said.

**Fendi** is part of the LVMH empire, known for supporting local monuments.



*Roman mayor Virginia Raggi with Fendi CEO Serge Brunschwig standing in front one of the four restored fountains in Rome. Fendi paid for the restoration. Image credit: Fendi*

### Giving back

Mr. Brunschwig, Rome mayor Virginia Raggi and Maria Vittoria Marini Clarelli, superintendent to cultural heritage for Rome, were at hand to announce the conclusion of the renovation and open the fountains to public.

The total project cost \$308,000. Fendi picked up the entire cost.

Following a public tender, the renovation was handed to Methodos by Valeria Mallia, which specializes in the restoration of stone materials.

The restoration efforts started May 29 with the *Acqua Paola* and *Peschiera* fountains, followed by the *Mos* and *Ninfeo del Pincio* locations.