

TRAVEL AND HOSPITALITY

Rosewood to expand in Europe with new hotel in Rome

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Rosewood Rome will open in the former headquarters of Italy's Banca Nazionale del Lavoro (BNL) in 2023. Image credit: Rosewood Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group [Rosewood Hotels & Resorts](#) has been recruited by real estate firm [Antirion SGR](#) to manage a new hotel in Rome, which is set to open in 2023 and widen the brand's reach in Europe.

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Rosewood Rome will be located in the former headquarters of Italy's Banca Nazionale del Lavoro (BNL), which overlooks the Via Veneto, the street Federico Fellini captures in *La Dolce Vita*. Upon completion, Rosewood Rome will stretch the length of an entire block and take over three buildings built in the early 1900s.

"Over the last several years, we have been searching for the right opportunities to evolve our European footprint and bring the Rosewood brand to new corners of the continent," said Sonia Cheng, chief executive officer of [Rosewood Hotel Group](#), in a statement. "Rome has long been at the top of the list of priority destinations in which to set the Rosewood flag, and we're thrilled to be working with our partners at Antirion SGR on this project that will surely set a new standard for luxury lifestyle experiences in Rome."

Building to mix traditional and modern impulses

The crown jewel of the hotel is the former BNL headquarters, which were designed by Italian architect Marcello Piacentini. The building's new look will mix traditional architecture with modern tastes to create an aura of sophistication.

Upon completion, Rosewood Rome will offer 157 rooms, including 44 suites. A bistro, lobby bar, caf, spa, pool and rooftop bar with a terrace and views of the city will also be offered.



Traffic on the Via Veneto in Rome. Image credit: Wikipedia

Rosewood Rome will be the brand's fourth Italian property, joining Rosewood Castiglion del Bosco in Tuscany as well as Rosewood Porto Cervo and Rosewood Venice, which are set to open in 2022 and 2023, respectively.

On the list of Rosewood's existing European properties are Rosewood London and Htel de Crillon, a Rosewood Hotel in Paris. The brand's pipeline now includes 11 projects in Europe, which stretch from the United Kingdom and Germany to Austria, Spain and the Netherlands.

Rosewood Hotels & Resorts last month announced two of its properties were among the world's first hotels to win a new health-safety designation from Forbes Travel Guide amid rising fears about the pandemic.

Introduced by Forbes and digital health company Sharecare, the new designation ensures hotels meet more than 360 standards across health and hygiene protocols, cleaning products and procedures, ventilation, physical distancing and health safety communication with guests and employees ([see story](#)).

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