

TRAVEL AND HOSPITALITY

## Belmond reopening renovated hotel in northern Italy

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*Portofino is a coastal town in the northern part of Italy. Image courtesy of Belmond*

By LUXURY DAILY NEWS SERVICE

LVMH-owned hospitality group Belmond is reopening its Splendido Mare Hotel in Portofino in April following a complete renovation by French design agency [Festen Architecture](#).

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The first property to be renovated under LVMH ownership, the reopening of Splendido Mare aims to revive the nautical allure of Portofino. Inspired by the town's maritime heritage, Festen has reinterpreted traditional craftsmanship in modern ways with antique objects and custom furnishings.

"We like to work on the transformation of classical spaces delving into a storied past to conceptualize its future," said Charlotte de Tonnac, cofounder of Festen Architecture, in a statement. "For Splendido Mare, we are cherishing its humble beginning as a guest house for fishermen and the cinematic setting of Portofino.

"The redesign evokes a stylish home where contemporary and vintage pieces co-exist to provide a timeless feel," she said. "We want guests to feel comfortable, at ease but also feel the historical spirit, and we want them to feel the coherence we try to create between the design of the hotel and its surroundings."

### Splendido Mare

Each of the 14 rooms and suites will feature locally sourced and hand-varnished wood, traditionally used in the fishing and sailing boats along the harbor. The nautical knot will serve as the emblem of the hotel and is referenced through various details, from glassware to individual room keys.



*Guest room at the newly renovated Splendido Mare Hotel. Image courtesy of Belmond*

Each guest room will feature authentic antiques including fruitwood armchairs by Paolo Buffa and Gio Ponti, while walnut armchairs by Ulrich Guglielmo and table lamps by Oscar Torlasco will evoke a sense of nostalgia, as these pieces were commonly found in Italian family homes. The furnishings will be layered with soft Italian fabrics by Loro Piana and Rubelli and wall lamps from Murano Glass.

Splendido Mare will also feature a curated art collection with commissioned pieces by Italian artist Gabriele Cappelli, known for his modernist simplicity. Cinematic photography and abstract pieces by Ligurian artists have also been selected for their portrayal of the destination and its history and landscape.

Additionally, Milan-based fashion designer Arthur Arbesser was commissioned to design an attire to reflect the detailed design elements. Recognized by LVMH as an emerging talent in fashion, Mr. Arbesser has created elegant, mid-century modern silhouettes for the uniforms, working with geometric patterns, nautical detailing and botanical references from the Portofino National Park.

Splendido Mare is set to reopen April 16. Rates will begin at \$670 plus taxes per night, per room on a bed and breakfast basis.

LVMH initially announced its plan to acquire Belmond at the end of 2018, for \$25 per Class A share in a transaction with an equity value of \$2.6 billion and an enterprise value of \$3.2 billion ([see story](#)). The deal closed in April 2019.

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