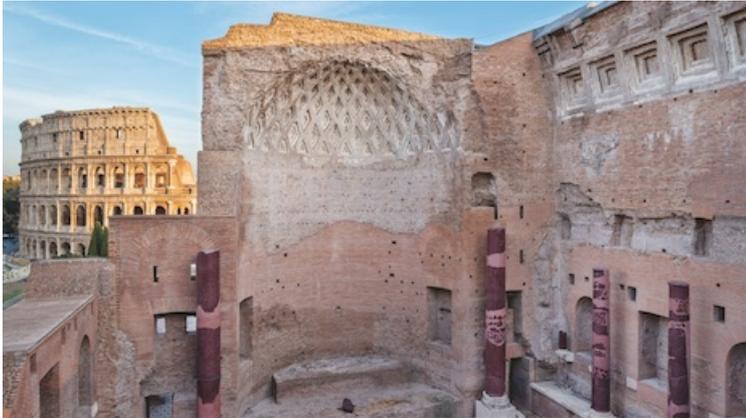


APPAREL AND ACCESSORIES

## Fendi recounts Roman restoration effort in new book

January 10, 2022



*Fendi sponsored the restoration of the Temple of Venus and Rome. Image courtesy of Fendi/Stefano Castellani*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi and Parco archeologico del Colosseo (PArCo) are celebrating the completion of the restoration and enhancement project at the Temple of Venus and Rome.

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Restoration work at the site, which dates to A.D. 135, began in September 2020. To commemorate the project, Fendi and PArCo have dedicated a special book to the temple.

"Today, I am delighted to work hand in hand with the Parco archeologico del Colosseo on the restoration of the Temple of Venus and Rome a site that holds special memories for me and for so many others around the world," said Silvia Venturini Fendi, artistic director of accessories and menswear at Fendi, in a statement.

"The Palatine Hill and its surroundings lie at the very heart of our Roman mythology it is the spiritual birthplace of our city and a site of great historical significance," she said. "You can feel it in the air, and as the sun goes down on the Temple of Venus and Rome on the edge of the Velia Hill in the evening, there's a moment where time stops and the buzz of modern life fades into the background."

Eternal city

The work at the temple was made possible with a Fendi sponsorship of 2.5 million euro, or about \$2.8 million at current exchange.

More than 60 professionals were involved with the complex project. Restoration efforts spanned September 2020 to July 2021, with enhancement and accessibility interventions in the subsequent months.

The hilltop site faces the Colosseum and is still occasionally used for public events. New additions include a lighting installation that outlines the ancient architecture and two discrete elevator lifts that increase accessibility to the ruins.

"Thanks to Fendi, the largest known temple of ancient Rome, dedicated to Rome Aeterna and Venus Felix, is returned to its former glory and the volume we are publishing also valorizes its universal significance from a scientific point of view," said Alfonsina Russo, director of PArCo, in a statement.

To highlight the results of the public-private partnership, Fendi and PArCo have tapped publisher Electa to release a commemorative tome. *Il Tempio di Venere e Roma* will be available later this month.

[View this post on Instagram](#)

A post shared by Parco archeologico Colosseo (@parcocolos...)

*The new book has a raw canvas cover and bronze laminated graphics*

The book, published in English and Italian, includes monument photography by Stefano Castellani, archival imagery of various restorations and images from Fendi's 2019 couture show, which was held at the cell of Venus.

Italy's Minister of Culture Dario Franceschini wrote the introduction, while Ms. Fendi and Ms. Russo also contributed.

Fendi has long been committed to preserving Italian culture and history.

In 2019, the Italian house completed the restoration of four fountains in Rome as part of its effort to give back to the city where it is based. The Fendi for Fountains project restored the historic fountains of Gianicolo, Mos, Ninfeo del Pincio and Peschier ([see story](#)).

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