

TRAVEL AND HOSPITALITY

Bulgari Hotels debut Roman location rooted in restoration

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Upon completion, a star-studded ribbon-cutting ceremony attended by a bevy of Bulgari's celebrity friends framed the reveal. Image credit: Bulgari Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Bulgari Hotels & Resorts is returning to the brand's birthplace.

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Reflecting on the restorative nature of the project, the Marriott International-owned entity celebrates Italian artisanal excellence in a number of ways throughout the space. Upon completion, a star-studded ribbon-cutting ceremony attended by a bevy of Bulgari's celebrity friends framed the reveal.

"The Bulgari Hotel Roma is a true temple of luxury hospitality that embodies the values of the brand, notably extraordinary craftsmanship and the use of precious materials, creating an incomparable elegance," said Jean-Christophe Babin, CEO of **Bulgari**, in a statement.

Back to Bulgari's birthplace

The selection of the Eternal City as the metropolis of choice for what is now the industry player's ninth property was initially announced in 2020 ([see story](#)).

On June 9, Bulgari Hotel Roma opened at 10 Piazza Augusto Imperatore, centering Italy's capital city.

Located in the heart of the Campo Marzio neighborhood, our newest hotel features magnificent modern architecture elevated by the use of traditional Roman materials and colors.

<https://t.co/QWWN8pUV9k#BulgariHotelRoma> [#BulgariHotels](#) pic.twitter.com/HFnMdbv1a2

Bulgari (@Bulgariofficial) [June 10, 2023](#)

Originally designed by Vittorio Ballio Morpurgo, a staple figure when considering the country's Rationalist architectural movement of the 1930s, Bulgari Hotels' 150,000-square-foot structure today spans seven floors. Positioned across from Rome's Mausoleum of Augustus, the world's largest circular tomb, Bulgari Hotels' latest

update follows in its portfolio's footsteps.

Keeping the preservation of the building's native details in mind, the brand tapped creatives at Rome's Studio Polis, who managed to save original works such as mosaics, frescos and bas-reliefs, on display amid the current layout.

A marble rendering of the emperor Augustus from the esteemed Torlonia private art collection graces the hotel's entrance, the first in a series of five statues that will rotate in and out of an on-site exhibition.



A statue of emperor Augustus from the esteemed Torlonia private art collection graces the hotel's entrance. Image credit: Bulgari Hotels & Resorts

Weaving a sense of continuity throughout the hotel's 114 rooms and suites with made-to-measure tapestries, Murano crystals and lamps and more, Italian architecture and interior design firm ACPV Architects Antonio Citterio Patricia Viel jumped in to accessorize.

A hotel restaurant led by Michelin-starred chef Niko Romito, a rooftop terrace overlooking the city, plus unique perks such as a Champagne bar, where guests can enjoy vintage treats from a Dom Prignon trolley, as well as a 16,000 square-foot spa evoking the tradition of ancient Roman baths, are just a few of the high-end amenities and accommodations that will attract guests to Bulgari Hotel Roma, which remains rooted in history.



A stay in the Bulgari Suite will cost those who partake \$38,000 per night. Image credit: Bulgari Hotels & Resorts

Bulgari Hotel Roma marks the establishment of the brand's second property based in Italy.

The first of many to come, a Milanese post was erected in 2004, shortly after Bulgari made waves by teaming up with Marriott International for the joint hospitality venture in 2001.

Before Rome, a Toyko hub launched stood as Bulgari Hotels' most recent opening ([see story](#)).