

TRAVEL AND HOSPITALITY

Belmond celebrates Copacabana Palace's centennial

August 31, 2023



Several amenities will be added to bolster its future-forward plans. Image credit: ARR

By LUXURY DAILY NEWS SERVICE

LVMH-owned hospitality group **Belmond** is spotlighting the anniversary of an iconic property under its umbrella.

The Copacabana Palace in Rio is celebrating its 100th year of operation, honored by several initiatives and festivities. Opened Aug. 13, 1923, the hotel has stood as a testament to Brazilian culture for many years, showcased in pushes planned to prepare it for the next century of visitors.

Refreshing greatness

Several amenities will be added to bolster this new direction in a portion of the plans to revamp the Copacabana Palace for its future operations.

For example, the hotel's iconic swimming pool will be "restyled and restored" by Brazilian architect Ivan Rezende, a move supported by historical heritage organizations, according to the company. As part of this update, a new lighting system said to be innovative will be implemented alongside the overall restoration.

In the heart of Rio de Janeiro, Copa's celebrations radiate beyond its walls honouring legendary tales, an iconic history and the city it lives within.

100 years celebrated in style. [#TheArtOfBelmond#Copacabana#RiodeJaneiro#100doCopa](https://pic.twitter.com/gswZf3jNyC)
pic.twitter.com/gswZf3jNyC

Belmond (@belmond) [August 25, 2023](#)

Another aspect is the hospitality group's partnership with Casa Amarela, a social, cultural and educational support center cofounded by French street artist Jean-Ren, who goes by the pseudonym "JR." The philanthropic endeavor will provide support for communities in the region.

Started earlier this year with a photo and visual activation themed around Mother's Day, the collaboration is planned to be "long-term."

Often a hotbed for celebrities and royalty, including American entrepreneur Walt Disney, Princess Diana and English singer-songwriter Paul McCartney, among many others, the Copacabana Palace played host to all who turned up for a gala held at the resort on Aug. 19.

As part of the event, Brazilian singer and composer Gilberto Gil performed for the crowd. Also noted by the hospitality group: in the coming months, the venue's menus will be updated by a team of acclaimed Brazilian chefs in order to harken back to visitors of its past.

In another nod to heritage, the nearly 100-year-old Gramercy Park Hotel is planned to reopen in 2025 following a large-scale renovation ([see story](#)).

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