

HOTELLERIE
ICONS

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Umiltà 36 Hotel
Roma

HOTELLERIE
ICONS

Umiltà 36
Roma

“A new, tiny jewel is the next valuable addition to our Icons series. Umiltà 36, our first five-star boutique hotel, is the subject of this monograph.

We're in the heart of Rome, just a few steps from the Trevi Fountain. A maze of pedestrian streets that this hotel, along with other businesses that are springing up nearby, is now helping to revive through excellence in tourism, enhancing the city's charm and rich historical and artistic heritage.

As with all our redevelopment projects, our goal is to interact with the urban context. Without imposing itself, Umiltà 36 adds to the elegance of the capital.

Not unlike the main character in the movie Roman Holiday, you'll feel a sense of wonder the moment you step in, as you experience beauty in every space and detail, while being immersed in an atmosphere of art and design that makes Umiltà 36 a truly authentic place.”

Giulia Longo

COO, Colliers Global Investors Italy SGR



THE VISION

Thoughts on the evolution of the hotel industry and Umiltà 36

THE IDEA

The intimate luxury of an exclusive residence

THE LANDSCAPE

History and stories of the liveliest and most authentic Rome

THE CONVERSATIONS

An exciting project as told by its main actors

THE EXPERIENCES

Haute cuisine, full relaxation, art and design

“UMILTÀ 36 IS AN EXTRAORDINARY REGENERATION PROJECT IN THE VERY HEART OF ROME THAT MAKES US REALLY PROUD, AS IT FURTHER HELPS US CONTRIBUTE TO THE EVOLUTION OF THE CAPITAL.

LOCATED IN VIA DELL’UMILTÀ 36, IT IS MORE THAN A HOTEL WHERE TOURISTS FROM ALL AROUND THE GLOBE CAN ENJOY THEIR STAY IN ONE OF THE MOST BEAUTIFUL CITIES IN THE WORLD: IT IS ALSO THE RESULT OF THE WORK AND BRILLIANCE OF MANY PROFESSIONALS, WHO WERE (AND WILL BE) ABLE TO CREATE VALUE IN AN AREA THAT IS EXTREMELY ATTRACTIVE TO INTERNATIONAL TOURISM.

UMILTÀ 36 STANDS FOR MANY OF THE VALUES THAT DIFFERENTIATE US AND, ABOVE OTHERS, THAT OF HOSPITALITY.”

Alberto Oliveti
President, Enpam

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FONDAZIONE ENPAM

Established in 1937, Fondazione Enpam (acronym for Ente Nazionale di Previdenza e Assistenza Medici) is the social security and assistance entity for physicians and odontologists, providing its services to its members and their relatives and survivors.
A non-profit foundation under private law, it is self-administered and sustainable and headquartered in Rome, Italy.



“THE ARTISTIC AND ARCHITECTURAL LANDSCAPE OF ROME IS AMONG THE MOST EXTRAORDINARY IN THE WORLD AND DESERVES TO BE APPRECIATED TO THE FULLEST, AS DOES THE ENTIRE CULTURAL AND BEAUTY HERITAGE OF ITALY. WE BELIEVE THAT THE HOTEL INDUSTRY CAN PLAY A STRATEGIC ROLE IN THIS, AND UMILTÀ 36 IS HOW WE SOLIDLY CONTRIBUTE TO WELCOMING AN INTERNATIONAL AUDIENCE SEEKING MORE AND MORE UNIQUE EXPERIENCES. THE PROPERTY IS LOCATED IN ONE OF THE CAPITAL’S ICONIC LOCATIONS AND HAS BEEN DEVELOPED WITH THE GREATEST COMMITMENT TO AN EVOLVED CONCEPT OF HOSPITALITY: THIS HOTEL IS INSPIRED BY THE CONTEMPORARY IDEA OF TAILOR-MADE LUXURY, AND HERE THE MOST DEMANDING AND SOPHISTICATED TRAVELLERS WILL FIND EVERYTHING THEY NEED TO EXPLORE AND EXPERIENCE THE CITY.”

Ofer Arbib

CEO Colliers Global Investors Italy SGR

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COLLIERS GLOBAL INVESTORS ITALY SGR

Colliers Global Investors (CGI) is a leading investment management company with a focus on quality real estate assets across Europe. It has offices in the UK, France, Belgium and Italy. Colliers Global Investors is part of Colliers’ international network.



UNA DIMORA ESCLUSIVA PER VIAGGIATORI COSMOPOLITI

AN EXCLUSIVE ABODE FOR COSMOPOLITAN TRAVELLERS

A NEW BOUTIQUE HOTEL CONCEPT, DESIGNED TO SURPRISE WITH STYLE. A VIBRANT AND INTENSE ATMOSPHERE, A MODERN AND TIMELESS BEAUTY FOR A UNIQUE AND SOPHISTICATED FORM OF HOSPITALITY.

* * *

With its minimalist architecture where 1950s-inspired furnishings and décor blend with striking works of art, Umiltà 36 offers its guests the warm and refined welcome of an elegant residence. An exclusive refuge for sophisticated and cosmopolitan travellers. A newly conceived boutique hotel that enhances the beauty you endlessly stumble upon in Rome. Located in the heart of the historic centre, surrounded by some of the Eternal City's most celebrated architectural and monumental masterpieces, Umiltà 36 is first and foremost an atmosphere. Refined, multi-sensory interiors where every spot holds an unexpected detail. Handcrafted boiseries, precious marbles, tapestries as fascinating as paintings. The entrance and winter garden are highly scenic, while the rooms and suites, all different from one another, are enchanting and personal. A luxurious privacy that can also be enjoyed in the meeting rooms and fitness area on the first floor. Umiltà 36 is also the pleasure of a true gastronomic tour at the Dandy Café, perfect from breakfast to dinner, at the Argentinean restaurant El Porteño Gourmet and on the spectacular Flores terrace on the top floor. Three different experiences for an even richer and multifaceted Roman stay.





NEL RIONE DELLA DOLCE VITA

LOCATED IN THE DOLCE VITA DISTRICT

STAY IN A HOTEL IMMERSSED IN BEAUTY, AMIDST BAROQUE MASTERPIECES, MARVELLOUS WATER FEATURES AND EVOCATIVE ARCHAEOLOGICAL SITES, WHERE ROME IS AT ITS MOST LIVELY AND AUTHENTIC.

* * *

Close to the secluded and quiet Via dell'Umiltà, you'll lose yourself in a tangle of lively, winding lanes and wonderful Art Nouveau gems like the Galleria Sciarra and the elegant Teatro Quirino. One of the most energetic and authentic areas of the capital, Rione Trevi is a heap of history and stories. In the famous fountain of the same name, Federico Fellini shot one of the most memorable scenes in cinema. Lying in the background is the majestic Palazzo Poli, with the grandiose Dante Hall where Franz Liszt premiered his Dante symphony in 1866. This district is also where the great Michelangelo spent his last years, and you will fully savour the talent to amaze that makes Rome a one-of-a-kind city in the world: a variety of styles, architecture and art treasures just around every corner. From the breathtaking scenery of the Imperial Forums to

the Baroque grandeur of Palazzo Barberini, home of the National Gallery of Ancient Art, to Palazzo del Quirinale with its Scuderie, a prestigious centre for exhibitions and events.

NEVER SEEN ITINERARIES

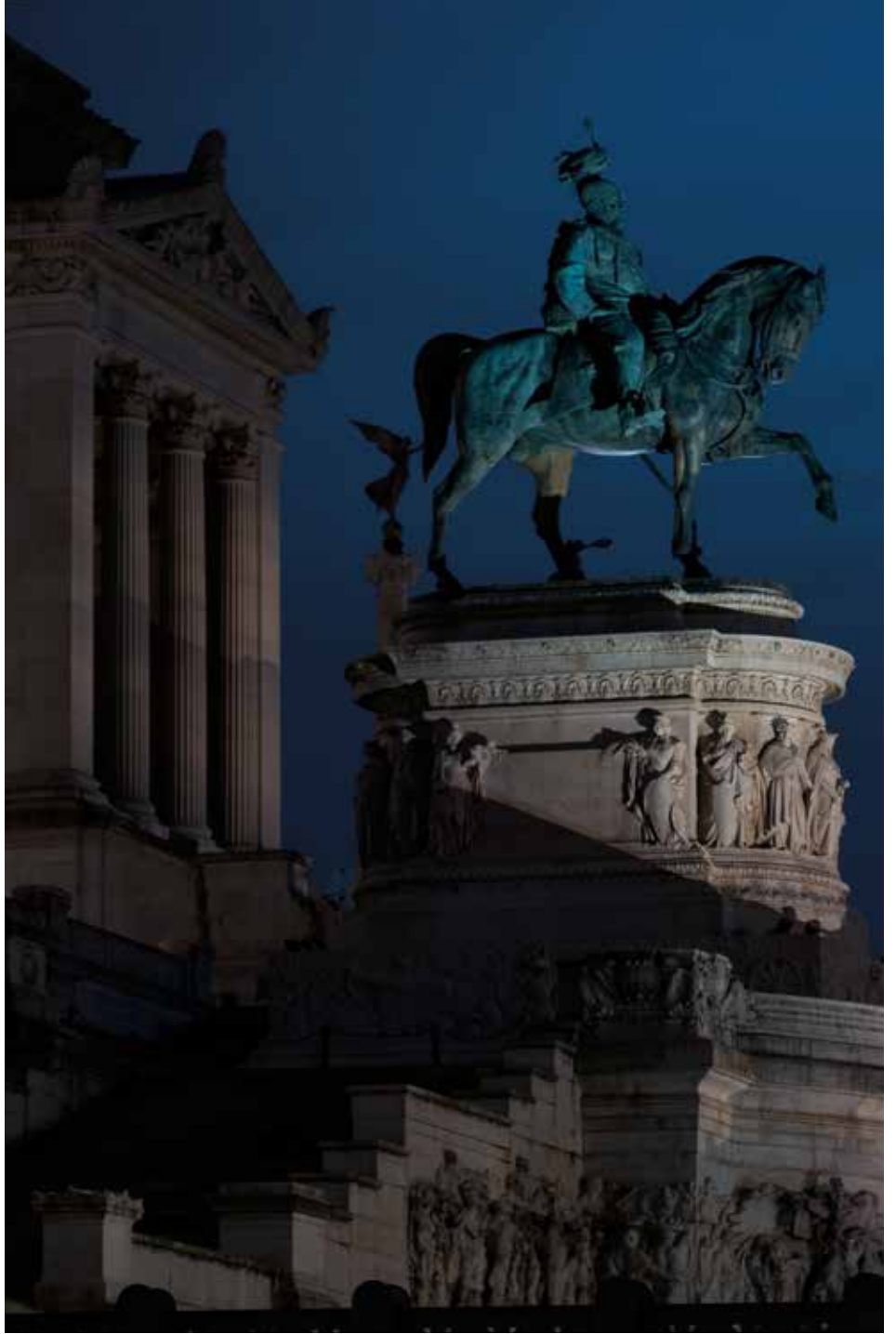
Umiltà 36 is the perfect base for discovering the whole town. Guests can enjoy exclusive experiences that will make their stay in the Eternal City even more memorable.

Water features









NUOVA, SOFISTICATA ACCOGLIENZA NEL CUORE DELLA CAPITALE

NEW, SOPHISTICATED HOSPITALITY IN THE HEART OF THE CAPITAL

AN ELEGANT 20TH CENTURY BUILDING COMING BACK TO LIFE, READY TO WELCOME SOPHISTICATED GUESTS TO ONE OF ROME'S MOST CENTRAL NEIGHBOURHOODS. IT IS THE OUTCOME OF A SHARP STRATEGIC VISION AND A LONG AND MULTI-FACETED REDEVELOPMENT, THAT WE WERE HAPPY TO DISCUSS WITH THE COLLIERS GLOBAL INVESTORS ITALY SGR PROFESSIONALS INVOLVED IN THE PROJECT: CLAUDIA CARACAUSI, ASSET MANAGER, AND VINCENZO SCERBO, SENIOR FUND MANAGER & HEAD OF ASSET MANAGEMENT.

* * *

What is the strategic goal of this new hotel?

V. Scerbo: by interacting with the tenant, we realised that we needed to build the hotel that Rome was lacking. A detached building of the highest level, capable of capturing an extremely demanding international circuit. Customers who like to be welcomed in a unique way and who, when surrounded by special

and accurate services, become loyal. In tune with the latest trends, Umiltà 36 offers highly sought-after common areas where you can experience the premises at different times of day, such as the Dandy Café lounges. The small, comfortable meeting rooms on the first floor allow business travellers to hold confidential meetings. The entrance to the rooms and suites, all of which are large-sized, features doors similar to those in private residences, and everything is designed to embrace the guest with tailor-made attention.

What was the most complex challenge you had to face?

C. Caracausi: it was definitely the change of the building's intended use, from an executive office building to a luxury boutique hotel, involving plant, building and structural works. A crucial role was played by the transparent covering of the inner courtyard, a major contributing element to the uniqueness of Umiltà 36. The building dates back to the

early 20th century and archive research was fundamental in obtaining the required building permits, revealing that the courtyard was originally covered and housed a small theatre. Joining the two building units, one of which is older, was also a delicate task: because of their slight offset, they required additional connecting ramps.

What role did interior design play in defining the identity of Umiltà 36?

C. Caracausi: through a process of continuous revisions and a tireless search for perfection in the smallest details, interior design played a key role in giving all environments a very personal trait of elegance. And it was precisely the layout irregularity deriving from the two separate building units that gave our architects the cue to make rooms and suites all different from each other, each defining a luxurious microcosm in its own right.

How does the hotel interact with the city?

V. Scerbo: we have redeveloped a historic building that had been neglected for some time. The city was thus given back some beautiful internal parts such as the courtyard and the top floor terrace, with restaurants and bars that are also accessible to the outside public. In addition, the hotel's sophisticated clientele drives the flourishing of high-level services in the neighbourhood, generating a virtuous circle to the benefit of this very central area of the city.

ITALIAN HOTELLERIE ICONS

3,380 rooms, four Italian regions (Lombardy, Lazio, Valle d'Aosta and Sardinia), six managers. These are the figures of Colliers Global Investors Italy SGR hotels, all

extremely diversified by accommodation type and consisting of a large Mediterranean resort, an urban resort, a business hotel and a boutique hotel in the city centre.

LA COMPLESSITÀ DI UN PROGETTO DI VALORE

THE COMPLEXITY OF A MAJOR PROJECT

GAIA RENGO AND STEFANIA ZOFFOLI, PROJECT MANAGERS AT COLLIERS ITALIA, TELL US ABOUT THE REDEVELOPMENT PROCESS. A MULTIFACETED PROJECT, CARRIED OUT BY FULLY COMPLYING WITH THE ORIGINAL HISTORIC BUILDING WHILE ENHANCING ITS POTENTIAL.

* * *

What was the goal of the redevelopment?

G. Rengo: we wanted to change the intended use from offices to a hotel and restore the former splendour of a historic building with great potential that had undergone many transformations over time. A global and multifaceted operation, which involved the structure and plants of the building, as well as interior design.

How did you manage such a complex project?

S. Zoffoli: the supervision carried out by our experts, who followed and monitored the different types of works also through site inspections, was crucial. Similarly important, being this a period-style building in

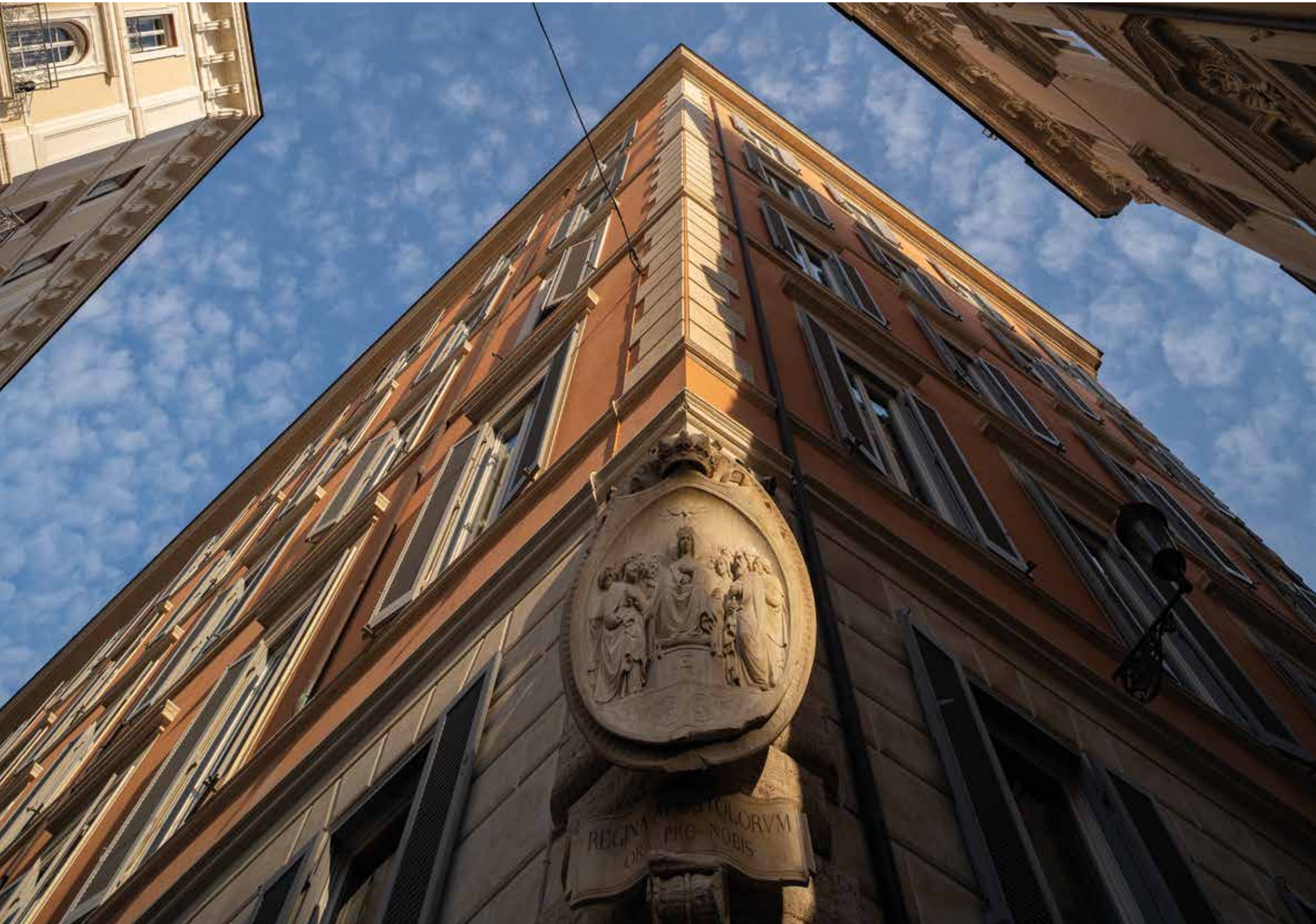
the historic centre, was monitoring the bureaucratic and regulatory steps. Plus an assessment of time and cost optimization that was carried out throughout the process.

What was the work that required the most effort?

S. Zoffoli: the fire alarm system, in particular, demanded our utmost attention. Umiltà 36 is a historic building, so obtaining the necessary space for the technical rooms was not an easy task. For the same reason, inserting the safety staircase was also a real challenge, which we met with excellent results.

In the light of the excellent outcome, what are the strong points of this project?

G. Rengo: among the most intriguing aspects are the refined materials, which the architecture firm has used with great tact and in full compliance with the historical context, adding a precious and distinctive touch to the hotel. Also crucial were the restoration and reinterpretation of the inner courtyard and the enhancement of the rooftop terrace and private terraces accessed by several rooms and suites.



REGINA M...LORVM
PIG...NOVIS



LUMINOUS ELEGANCE

As evening falls, the façade of Umiltà 36 shines discreetly. The careful lighting design enhances the rhythmic sequence of windows and the compositional balance of the building.

Night magic





SCENOGRAFIE VERTICALI, ELEGANZA SENZA TEMPO

A VERTICAL SCENIC DESIGN, A TIMELESS ELEGANCE

**SPLENDOUR WITH A 1950S VIBE REVISITED WITH CONTEMPORARY
COGNIZANCE, HIGHLY SCENOGRAPHIC VERTICAL SPACES
AND EXTREME CARE FOR MATERIALS, SHAPES AND COLOURS.
ARCHITECT ERMANNO CAROPPI OF CABERLONCAROPPI STUDIO
GOES OVER THE TAILOR-MADE INTERIORS DESIGNED FOR
UMILTÀ 36.**

* * *

What is the stylistic common thread of the project?

We wanted to achieve a timeless, soft, cosy and highly elegant atmosphere, reminiscent of Roman salons. The inspiration was a modern reinterpretation of 1950s Italian design. We favoured some of the distinctive details of that era (rounded shapes, the warmth of Canaletto walnut wood and the brightness of brass), along with an all-contemporary essentiality and lightness.

When changing the building intended use from offices to a hotel, how did you work on the spaces?

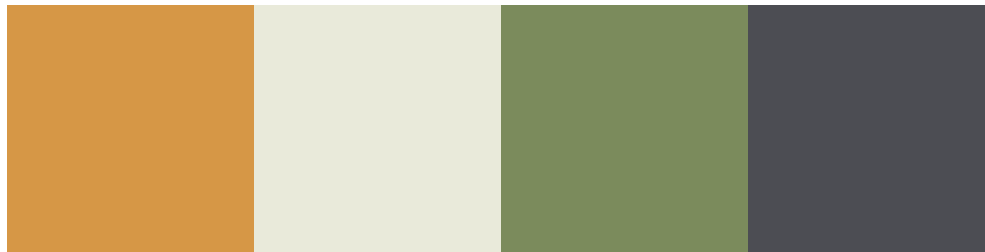
The imposing heights are a valuable element of this historic building and we wanted to display and enhance them in every way. Our decision to get rid of the mezzanine, which had been built over the years and was overlapping the original structure, proved to be crucial. Right from the entrance, the impact is now highly theatrical. Attracted by the vault decorated with rich stuccos, the gaze is immediately pushed to the very high lobby and the inner courtyard at the back, which is even taller and entirely enveloped in glass: an evocative winter garden flooding all common areas with natural light. In the rooms and flats on the top floor verticality is also enhanced by the fanlights complementing the doors and infusing the interiors with a sense of breadth and largeness.



Discovering
the materials



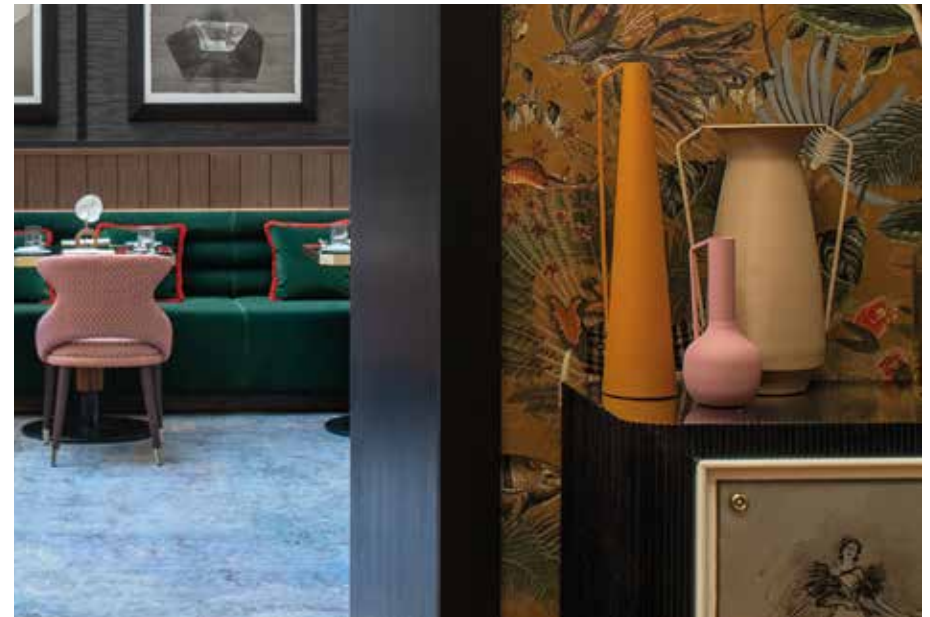
Originality



RECEPTION/LOUNGE

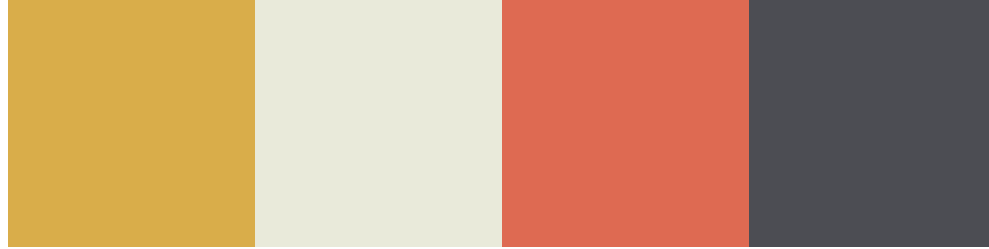
- /Sophisticated
- /Welcoming
- /Scenic
- /Timeless

*Tailor-made
style*





Warm colours



SUITE

- /Exclusive
- /Reserved
- /Elegant
- /Personal

Material vibrations



How much did research into materials and furnishings count in defining the identity of Umiltà 36?

It was an exciting journey, aimed at creating an authentic setting where every single detail is a discovery. Paintings and sculptures are scattered all across the lobby and the courtyard. Inserts of ornate wallpaper, alternating with more sober ones, draw precious backdrops in the shared spaces as well as in rooms and suites. Each level features a different flooring: a beautiful black waxed parquet on the first, a very high and soft carpet on the second floor and an extremely natural light oak parquet on the fourth and fifth levels.

What kind of experience do the room and flat interiors provide?

You feel like you're in a personal, authentic space of wide and comfortable size. The style is calibrated while being eclectic, surprising in its details and decorations without ever bordering

on excess. We have devoted extreme care to the bathrooms, which are as spacious as in a stately home, clad in bright, modern precious marble with figurative wallpaper inserts. And the feeling of being welcomed into a sophisticated and intimate home is amplified by the paintings, books and objects that, along with the ad hoc-designed furnishings, characterise the uniqueness of each room.

TAILOR-MADE FURNISHINGS

Small masterpieces of fine carpentry, the wooden furnishings in the rooms, suites and common areas are the outcome of a painstaking design process that required

no less than 1,400 drawings. Sticking to the guidelines by Studio CaberlonCaroppi, each piece of furniture was handmade by Concreta master craftsmen.

UN'ESPERIENZA POLIEDRICA, FRA ARTE E DESIGN

A MULTIFACETED EXPERIENCE OF ART AND DESIGN

CLAUDIO CECCHERELLI, GENERAL MANAGER OF UMILTÀ 36, DISCUSSES THE INTIMATE AND RESERVED LUXURY OF THE EXPERIENCES FOUND IN THIS BOUTIQUE HOTEL WITH A UNIQUE IDENTITY.

* * *

What type of clientele stays at Umiltà 36?

Sophisticated, international and very high-end. Our guests are travelling for pleasure or business, but they all want to stay at a place of excellence, where nothing is left to chance. They're looking for something original and the luxury of Umiltà 36 is not glitz, but a personal, non-standard kind of luxury.

What atmosphere can your guests experience here?

Starting from the lobby and then proceeding to the glassed-in courtyard, you'll feel like in a gallery or museum, surrounded

by powerful and intense sculptures and paintings. Umiltà 36 is much more than a hotel. Design also plays a key role in creating a reserved, harmonious world with a precise identity. And our staff welcomes guests with a hostly spirit and a full array of small and big personal attention.

What experiences and services does the hotel offer?

Umiltà 36 goes beyond the usual patterns of 5-star hotels when it comes to the experiences it offers. The Dandy Café evokes the versatility of 1950s Italian and French cafés. It's perfect for a breakfast, lunch, aperitif or dinner, or even an informal business meeting. The El Porteño Gourmet restaurant, with its haute cuisine specialties from Argentina, offers an authentic and convivial experience. If you want to enjoy a cocktail with a 360-degree view of the capital, then just head to the spectacular Flores terrace on the rooftop.



LASCIARSI SORPRENDERE DA VIBRANTI
E LUSSUOSE ATMOSFERE

BE SURPRISED BY VIBRANT AND LUXURIOUS ATMOSPHERES

UMI





LA RECEPTION, RAFFINATA OSPITALITÀ

THE RECEPTION, A REFINED HOSPITALITY

RETRO STYLE IN A CONTEMPORARY VERSION. A WARM AND PERSONAL DIMENSION, WHERE THE INTIMATE LUXURY OF AN ELEGANT ROMAN SALON WILL MAKE YOU FEEL WELCOME.

* * *

The sophisticated 1950s atmosphere of the interiors of Umiltà 36 welcomes guests right from the reception hall. Generous and comfortable bergère armchairs, elegant carpets, soft lighting: you'll feel like in a refined Roman salon where you can relax during your unique stay in the capital. Canaletto walnut boiserie embellished with brass wefts envelop the rooms and the scenic play of spaces broadens your perspectives. The custom-made furnishings are smoothly combined with original pieces of 1950s Italian design, including some iconic creations by Gio Ponti selected through careful research. An intimate and reserved dimension and the warmth of excellent hospitality, with attention to every detail.

PERSPECTIVE GAMES

The skilful use of wood and metal gives depth to the reception hall, outlining a space where you'll feel welcome and at ease.





ORIGINAL COMBINATIONS

Textured fabrics covering the bergère, carefully arranged light glass panes, rounded shapes and calm, surprising colours for a feeling of profound harmony.





VALUABLE HEIGHTS

Soaring ceilings embellished with geometric decorations, and furnishings and finishes that garnish the cosy, intimate spaces.









HIGH QUALITY DETAILS

A diamond-faceted light and pictures on the walls transform even functional areas into design spaces.

Immersing yourself
in art



AVVOLGENTE RICERCATEZZA IN OGNI SPAZIO

EMBRACING REFINEMENT IN EVERY SPACE

IL PIACERE DI IMMERGERSI
IN UNA DIMENSIONE
DI NATURALE ELEGANZA

THE PLEASURE OF IMMERSING YOURSELF IN A DIMENSION
OF NATURAL ELEGANCE

UMI





Green wings









SOFISTICATA RISERVATEZZA
PER INCONTRARSI E CONVERSARE

SOPHISTICATED PRIVACY TO MEET AND CHAT

UMI





MOMENTI ECLETTICI E RAFFINATI AL DANDY CAFÉ

ECLECTIC AND REFINED MOMENTS AT THE DANDY CAFÉ

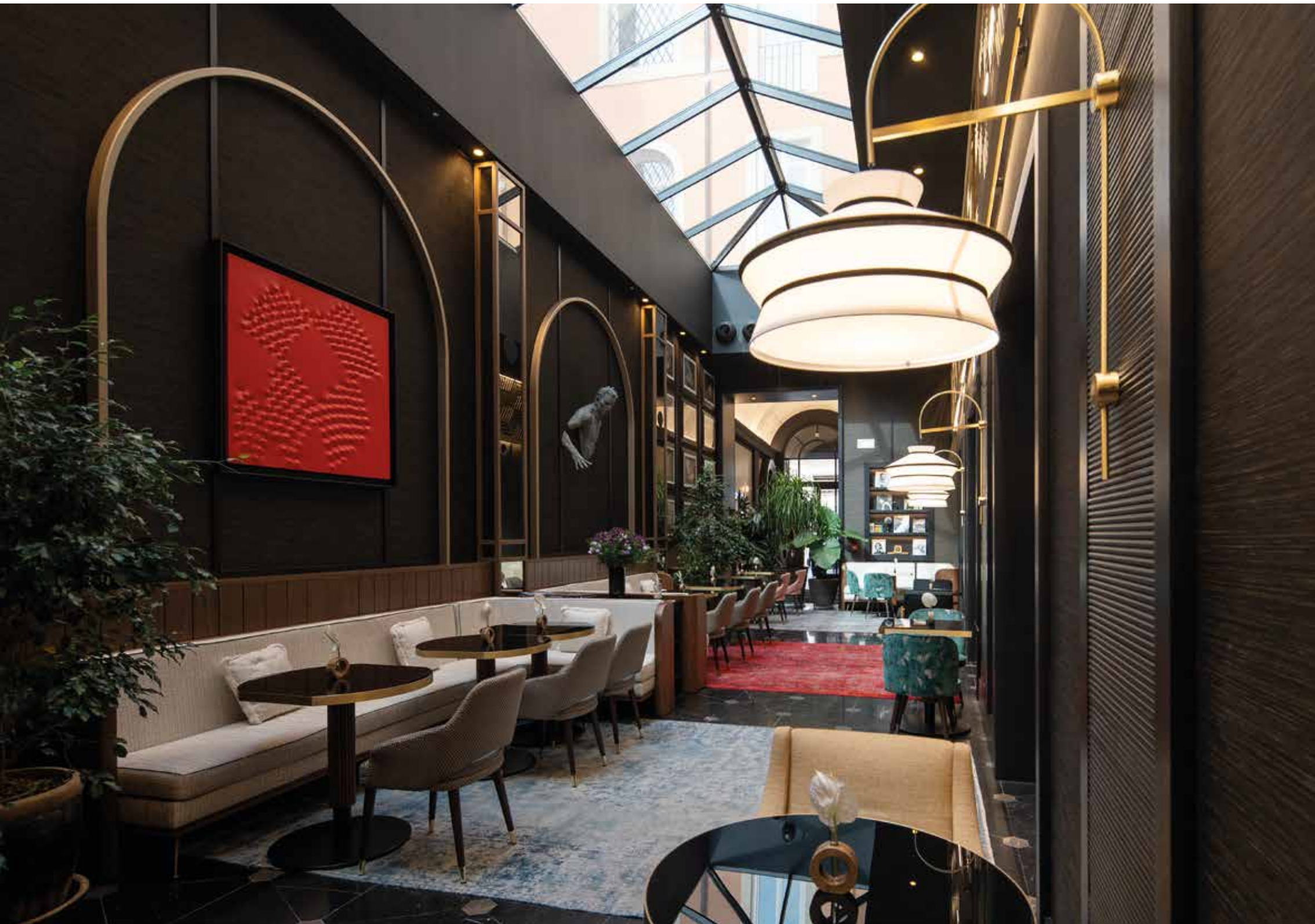
INSPIRED BY THE LIVELY AND ELEGANT CAFÉS OF THE 1950S, A SPACE YOU CAN EXPERIENCE AS YOU WISH, BY CHATTING, RELAXING, MEETING PEOPLE OR WORKING.

* * *

As soon as you step into the hotel, before reaching the reception, you are greeted by the elegance of the Dandy Café. A mosaic of reserved lounges and open spaces that extend into the charming glassed-in inner courtyard. An eclectic and refined place, open from early morning until midnight. Cosy sofas and armchairs, a large table for convivial moments, quiet spots where you can work. A lounge bar and restaurant you can experience as you wish: to best start the day with a relaxing breakfast, for a sophisticated aperitif or for a refined and light lunch or dinner, with a delicious and accurate menu where original vegetarian and fish recipes stand out. An exclusive yet pleasantly warm and relaxed atmosphere.

1950S VIBES

In the bright inner courtyard, among brass chandeliers and pleasantly retro seats, the arched elements accommodate paintings and sculptures.



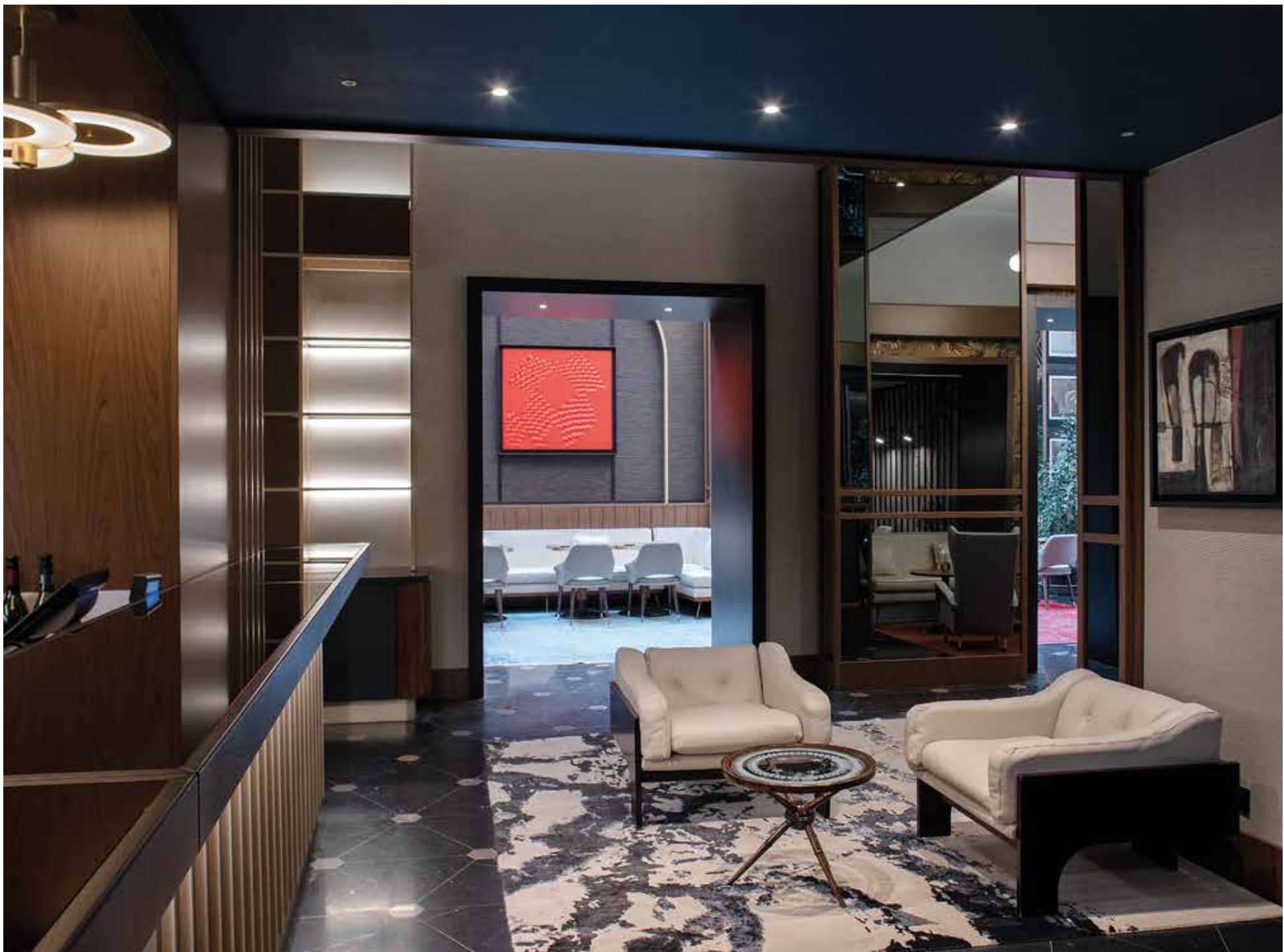














CALIBRATED ECLECTICISM

Walls entirely covered with artworks,
fine animal print upholsteries,
ornate seating fabrics blend into an
original and balanced ensemble.



COME IN UNA SUGGESTIVA GALLERIA D'ARTE

LIKE AN ATMOSPHERIC ART GALLERY

Refined discoveries









CONCEDERSI IL GUSTO
DI UNA PAUSA ELEGANTE

INDULGING IN THE PLEASURE OF AN ELEGANT BREAK

UMI

















The perfect mix



L'ARTE DELL'APERITIVO, COCKTAIL D'ATMOSFERA

THE ART OF THE APERITIF, ATMOSPHERIC COCKTAILS



LUCI SOFFUSE,
GIOCHI DI TRASPARENZE,
RELAX CON STILE

SOFT LIGHTING, TRANSPARENCY INTERPLAYS,
RELAXING IN STYLE

UM







UNA CONVIVIALITÀ RICERCATA E INFORMALE

A REFINED AND INFORMAL CONVIVIALITY

UMI









INTERNI POLIEDRICI E SEMPRE ACCOGLIENTI

VERSATILE AND COSY INTERIORS



SURPRISING SOPHISTICATION

Every nook and cranny holds a pleasant surprise, thanks to the extreme care of the interior design.



COSY LUXURY

Like theatre wings, the wooden inserts and ornate upholsteries create fine detached spots. The warm colours, comfortable seats and refined tables are an invitation to relax and chat.



SPAZIO E TEMPO SI DILATANO
IN UNA DIMENSIONE PRIVATA
ED ESCLUSIVA

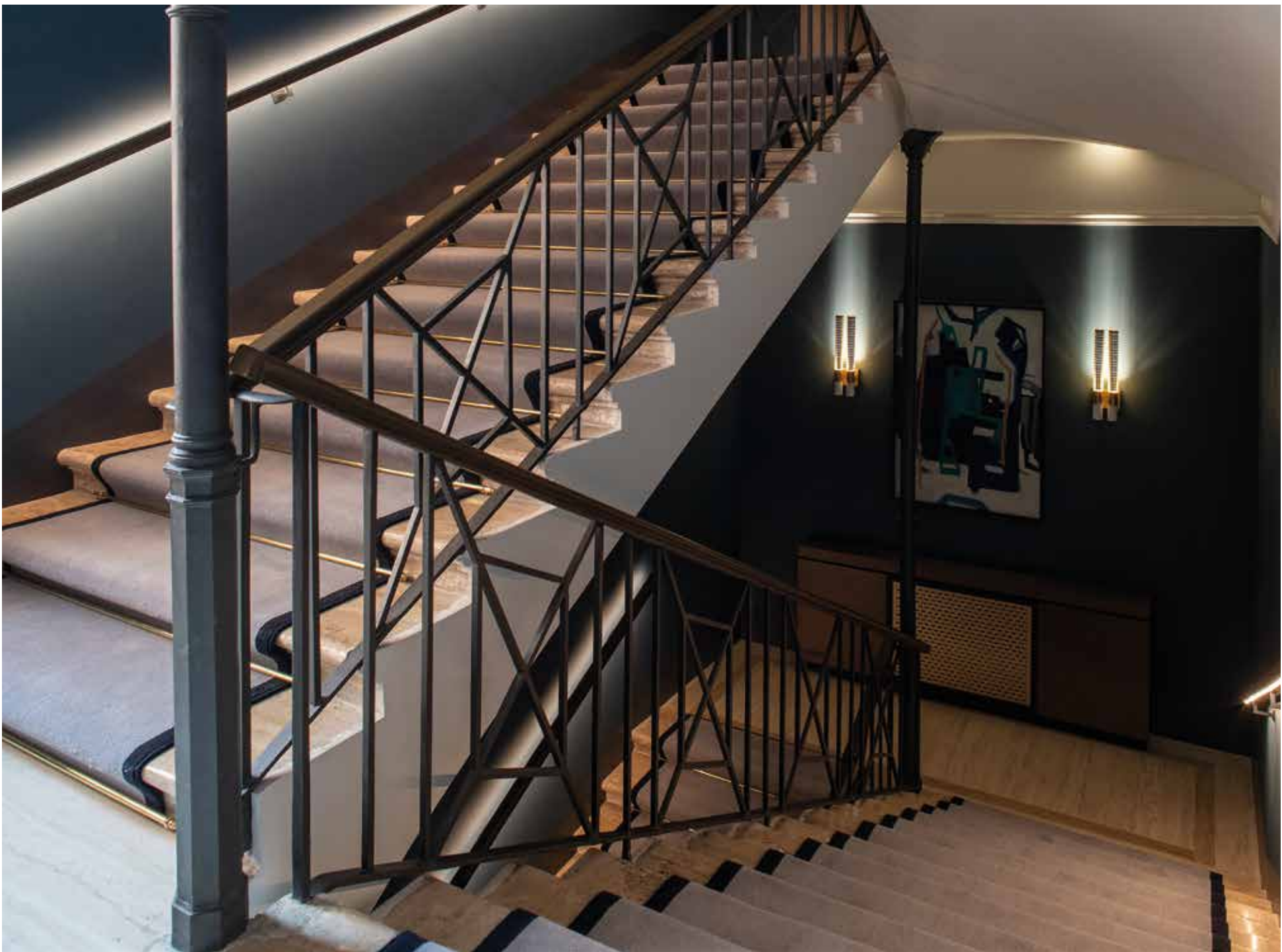
SPACE AND TIME DILATE INTO A PRIVATE AND EXCLUSIVE DIMENSION















EVERY SPACE IS PRECIOUS

Great care was also taken in service areas, such as the corridors, which feature mirrored ceilings and hollowed-out walnut stringcourses.

IL GUSTO RAFFINATO DEI PARTICOLARI

A REFINED TASTE FOR DETAILS



IL PRIVILEGIO DI SOGGIORNARE
IN UNO SPAZIO SEMPRE UNICO

THE PRIVILEGE OF STAYING IN AN EVER UNIQUE SPACE

UMI





SPAZI GIOIELLO DOVE SENTIRSI A CASA

JEWEL-LIKE SPACES WHERE YOU'LL FEEL AT HOME

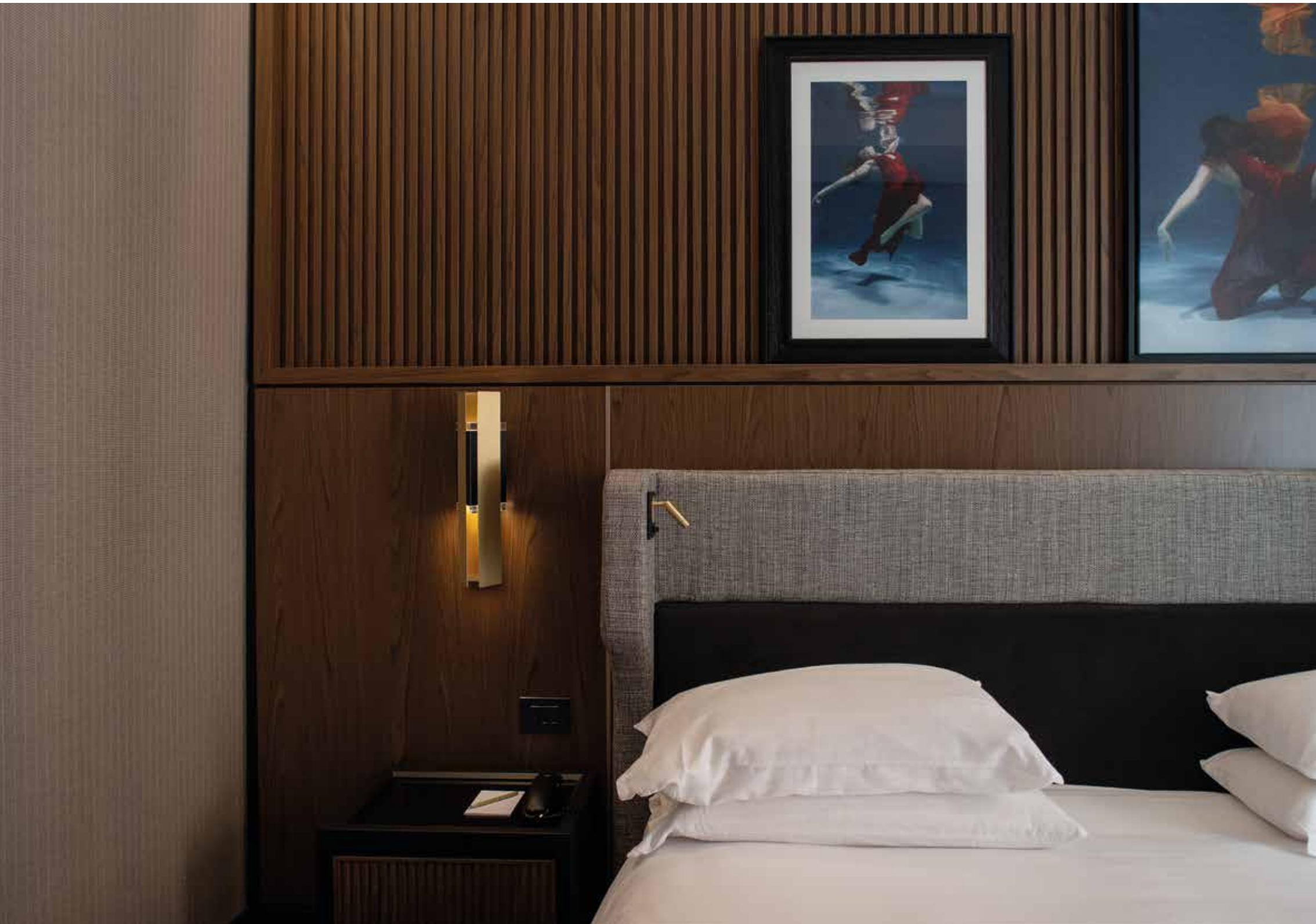
27 ROOMS ON THE SECOND AND THIRD FLOORS AND, IF YOU NEED MORE SPACE OR A COMFORTABLE EXTENDED STAY, 20 FLATS ON THE FOURTH AND FIFTH FLOORS. ALL FURNISHED WITH TAILOR-MADE CARE AND OVERLOOKING THE INNER COURTYARD OR THE ALLEYS AND ROOFTOPS OF ROME.

* * *

The uniqueness of each room and suite comes from subtle variations in style, always consistent with the hotel's interior design concept. High ceilings give breath to the rooms, enhancing their sophistication. The deep, warm colours of wood, brass and anthracite blend with the textural grandeur of the fabrics, from the silk upholstery to the refined curtains or the bed covers with their pleasantly rounded headboards. The perception of a luxuriously cosy space is enhanced by the boiserie lining the walls, made in Canaletto walnut wood with handcrafted grooves and fine marble work giving continuity to the wood grain in the tiled panels. Details that make the difference, together with advanced, user-friendly domotics ensuring maximum comfort.

DESIGN MASTERPIECES

Custom-designed furniture made with refined craftsmanship for tailor-made rooms and suites.





REFINED INTERIORS

Highly sophisticated interiors with walls covered with ribbed walnut, a specially designed writing desk and a bathroom with marble cladding.



CAMERA PRESTIGE UN'ELEGANZA SOFISTICATA E PERSONALE

PRESTIGE ROOM: SOPHISTICATED AND PERSONAL ELEGANCE







DELUXE SUITE ABITARE NELLA BELLEZZA

DELUXE SUITE
LIVING IN BEAUTY

LUXURIOUS HARMONIES

A 45 m² suite where shapes and colours embrace guests with a comfortable feeling of harmony.







EXCLUSIVE CONVIVIALITY

The cosy suite parlour is perfect
for a relaxing aperitif,
a private breakfast or tea time.

Special rituals











LA RAFFINATEZZA DI UN SALOTTO ROMANO

THE REFINED QUALITY OF A ROMAN SALON





PRESTIGE SUITE IL FASCINO INTIMO DI UNA RESIDENZA PRIVATA

PRESTIGE SUITE
THE INTIMATE CHARM OF A PRIVATE RESIDENCE

THE ART OF HOSPITALITY

A 65 m² suite of great elegance,
where you can enjoy moments
of rejuvenating relaxation during
your stay in Rome.



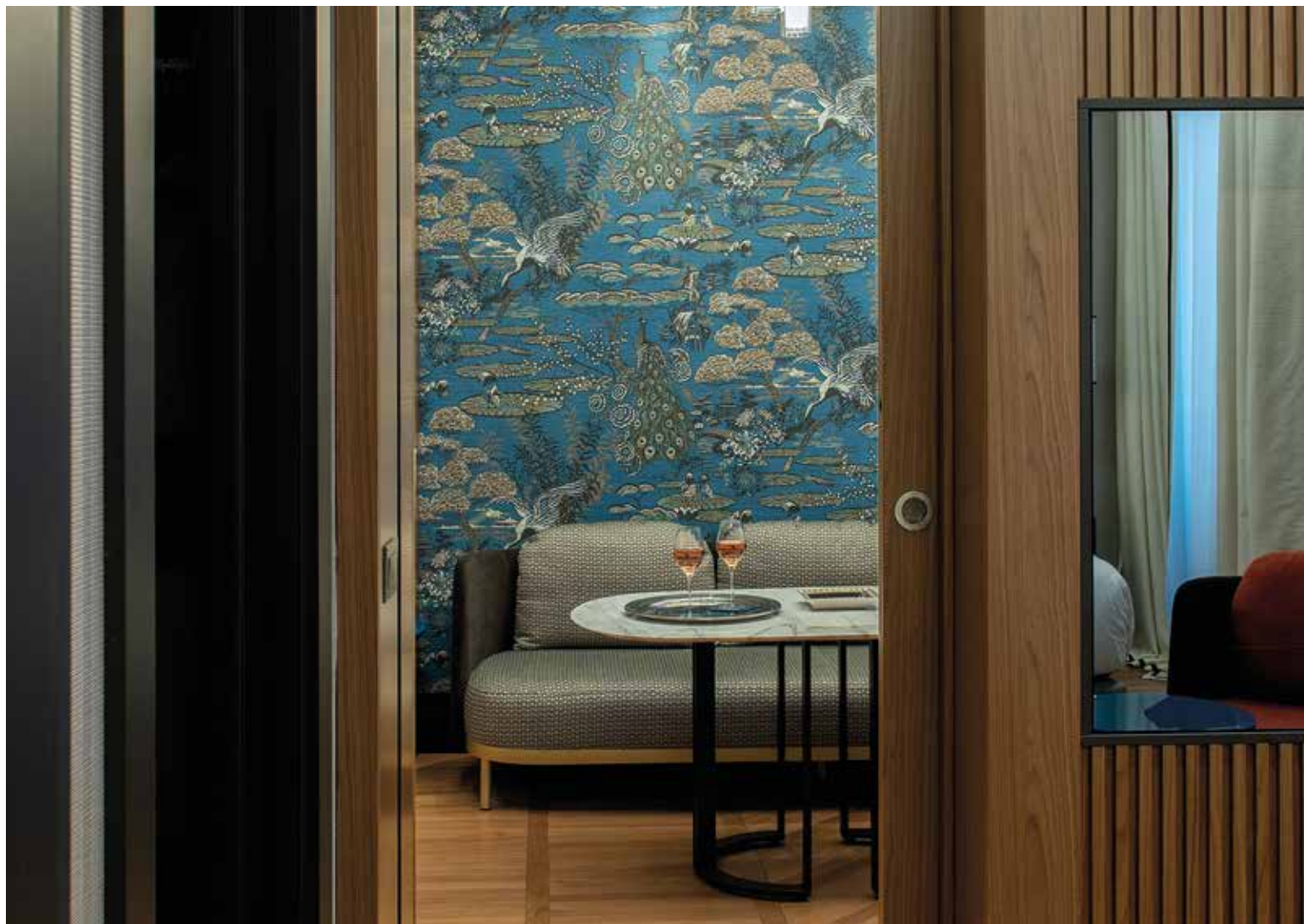




PRECIOUS EMOTIONS

Each space provides a different setting: upholsteries with a discreet exotic flair, 1950s-inspired chandeliers, tables, armchairs and sofas with soft lines.

Fresh emotions



SPAZI GENEROSI E SCENOGRAFICI

ABUNDANT AND SCENIC SPACES







UNIQUE REFLECTIONS

The large mirror in the bathroom is embellished with walnut inlays.

UN'OASI DI BENESSERE, ARTIGIANALITÀ E DESIGN

AN OASIS OF WELL-BEING, CRAFTSMANSHIP AND DESIGN





ATMOSFERE E SAPORI ARGENTINI

ARGENTINEAN ATMOSPHERES AND FLAVOURS

UMILTÀ 36 MEANS PLEASANTLY IMMERSING INTO THE VIBRANT ATMOSPHERE OF EL PORTEÑO GOURMET AND FINDING YOURSELF IN BUENOS AIRES, WHILE BEING IN THE HEART OF ROME.

* * *

After a long tour of monuments and art exhibitions, before you hit the theatre or go shopping at Rome's elegant boutiques, Umiltà 36 turns your every break into an unforgettable moment. Located in the well-lit inner courtyard, the El Porteño Gourmet restaurant gives you the charm of an Argentinean soul and the magic of finding yourself in Buenos Aires, while staying in central Rome. Unusual spaces and an eccentric and warm style for a convivial and authentic experience. Open all day, it is the perfect place for lunch or dinner with friends or for business, enjoying surprising Argentinean haute cuisine dishes. A world of its own where guests of Umiltà 36 can indulge in a journey within a journey. A captivating food destination also for Roman citizens and external visitors.

COSMOPOLITAN STYLE

Inspired and original interiors,
vibrant with emotion for an unforgettable
lunch or dinner.

elortena



INDUSTRIA ARGENTINA







THE WARMTH OF CONVIVIALITY

A large table where you can meet people in a lively and unique atmosphere, surrounded by the scents and colours of Argentinian cuisine.

Open kitchen





FRUTAS Y HORTALIZAS
POR MAYOR
DE
JOSÉ GARCÍA



FINE WINES

Accompanying the dishes is a well-kept wine cellar.



IL FASCINO DI UN INTERIOR AUDACE E GIOCOSO

THE CHARM OF A BOLD AND PLAYFUL INTERIOR DESIGN

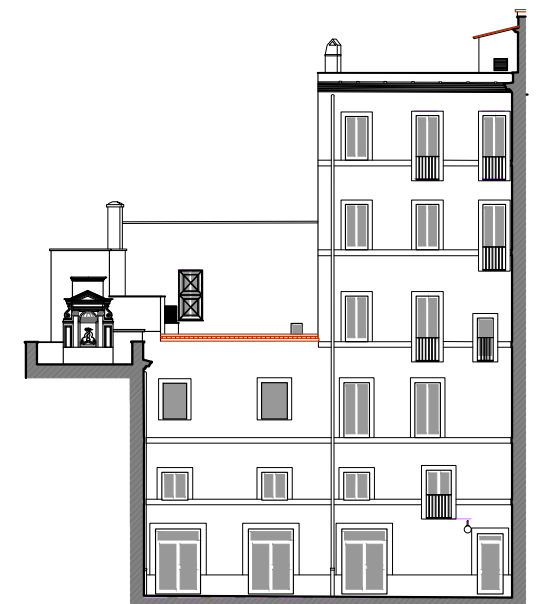
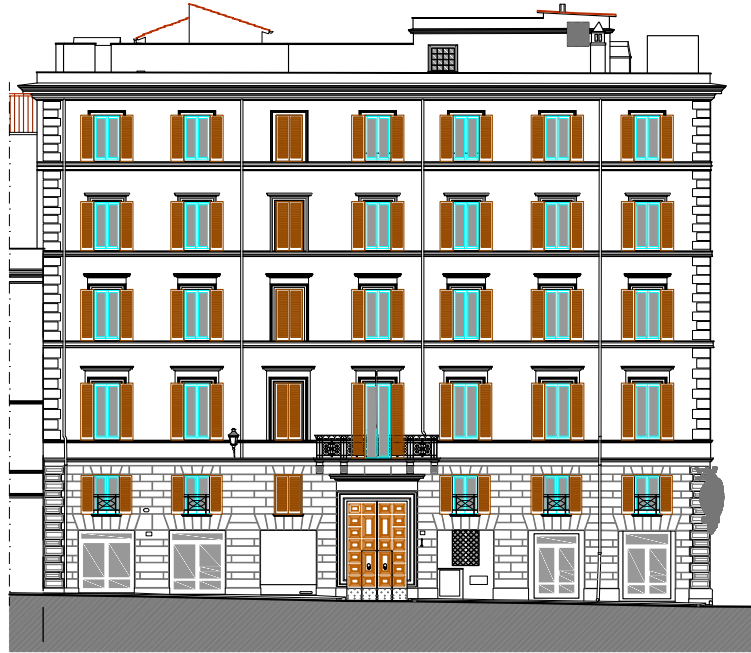
TAVOLE TECNICHE

TECHNICAL BOARDS

UMI

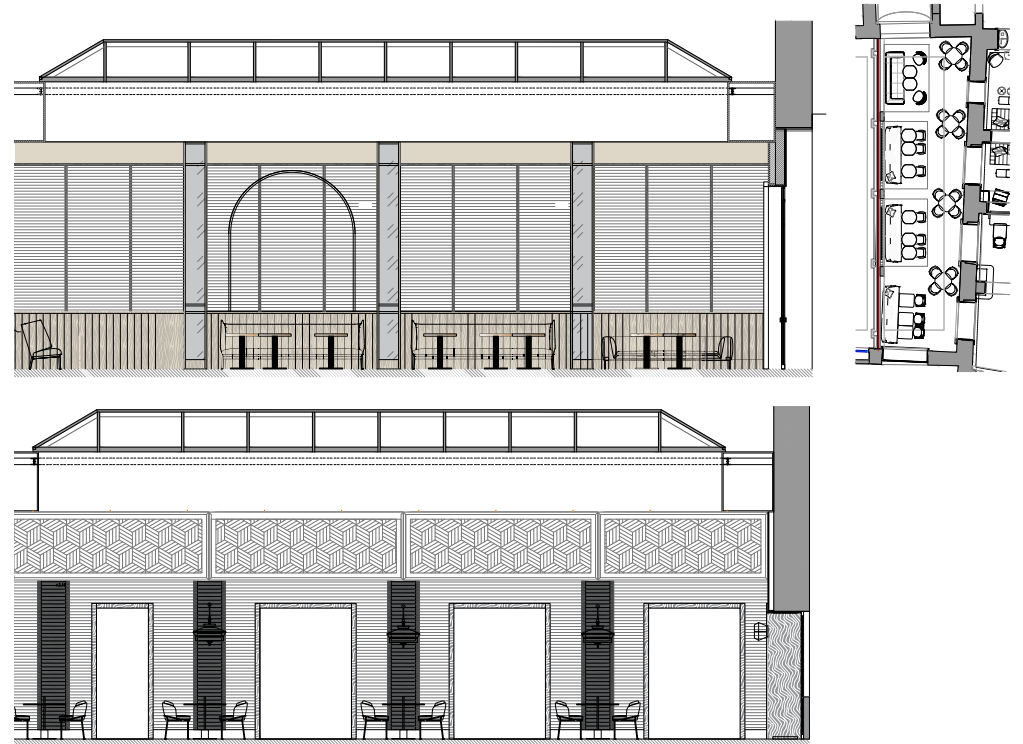
UMILTÀ 36, PERSPECTIVE DRAWINGS

Front of Via dell'Umiltà, North side
Front of Via di San Marcello, West side
Front of the Cloister, East side



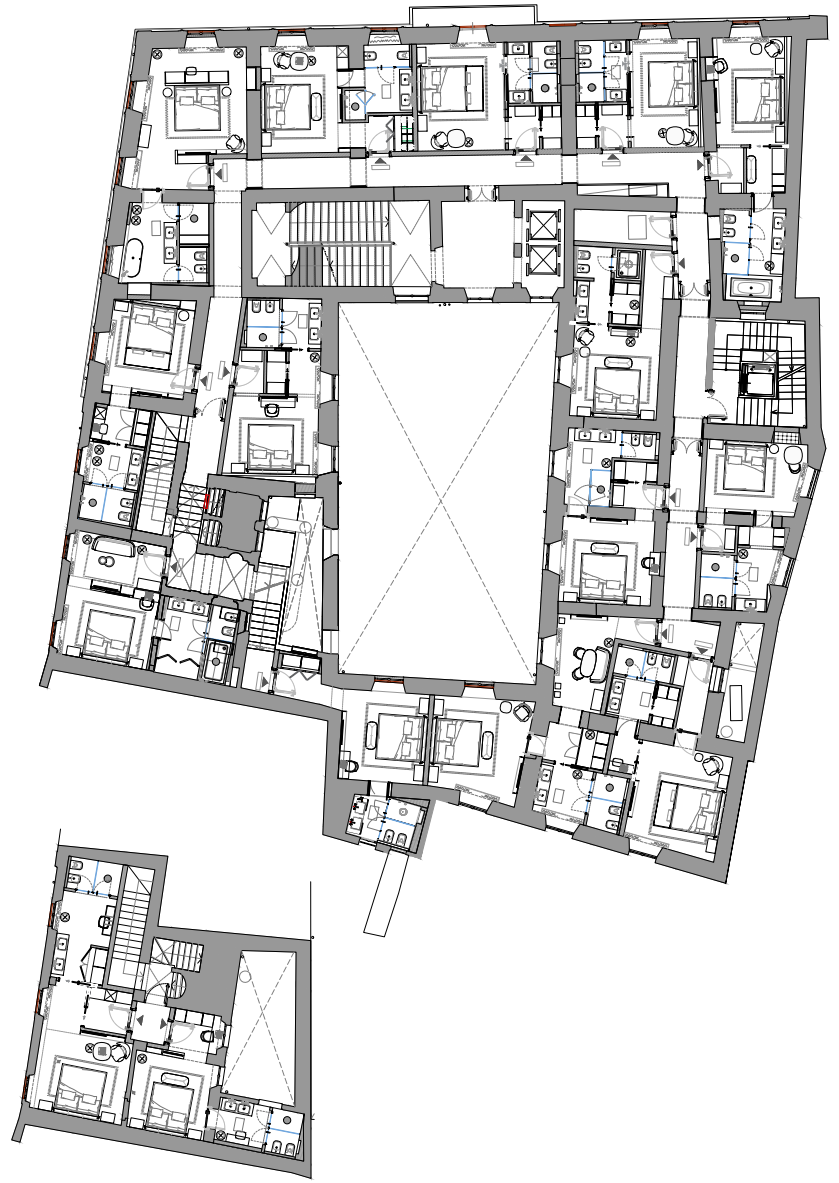
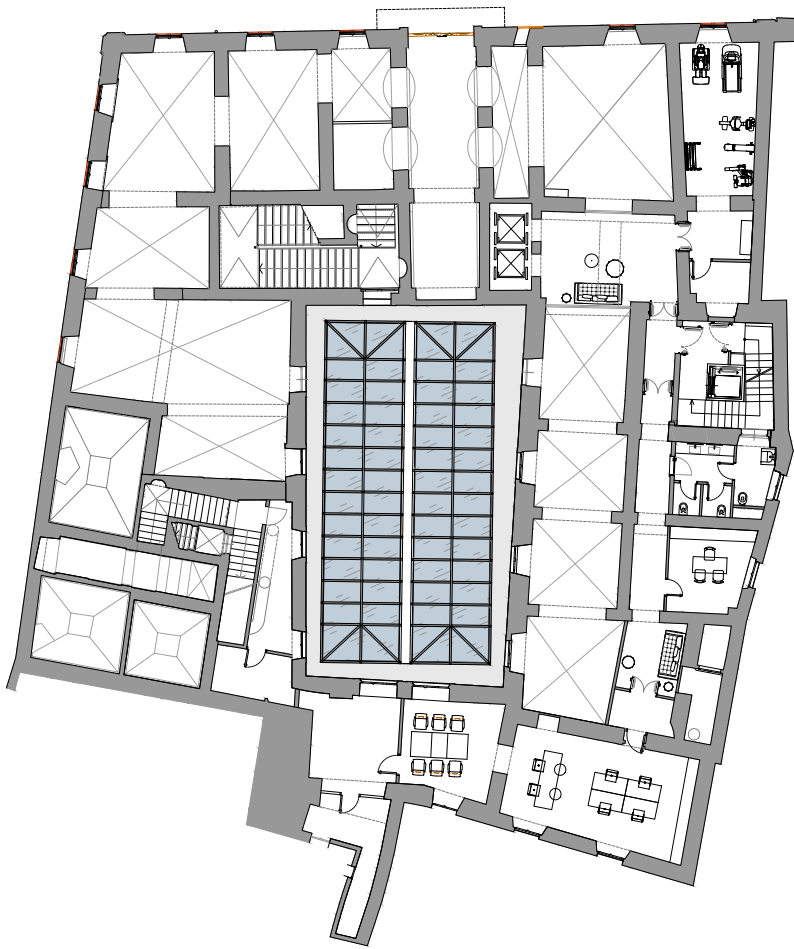
UMILTÀ 36, FLOOR PLAN AND CROSS SECTION

Ground floor
Courtyard cross section



UMILTÀ 36, FLOOR PLANS

First floor
Second floor



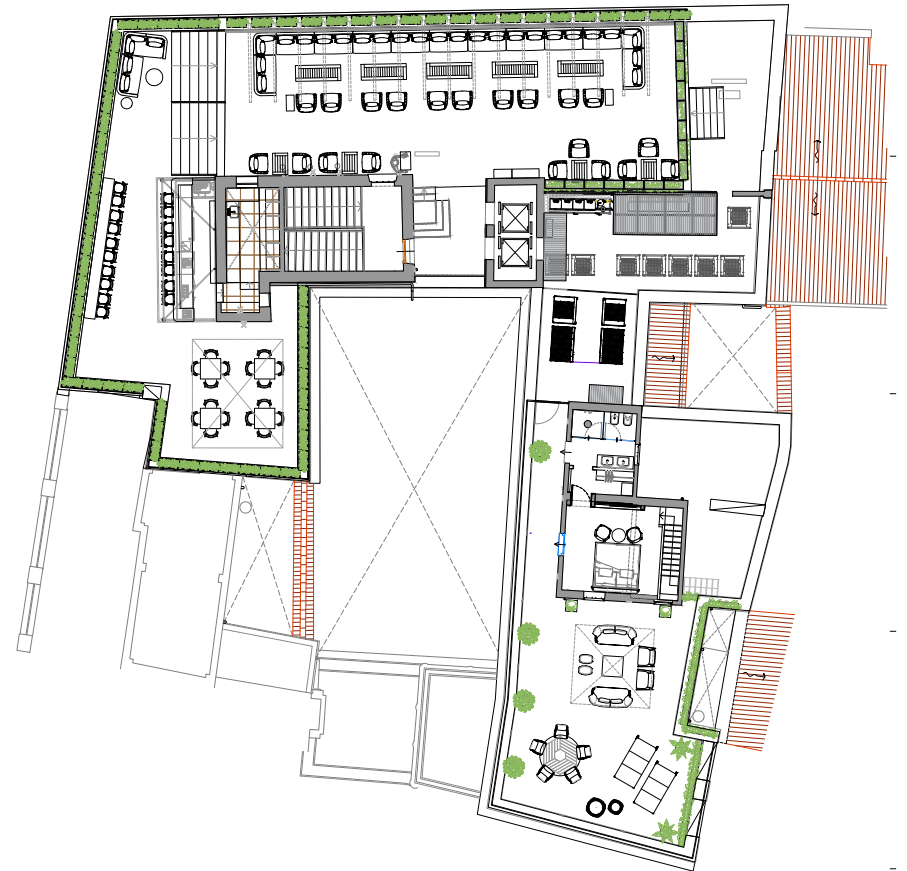
UMILTÀ 36, FLOOR PLANS

Third floor
Fourth floor



UMILTÀ 36, FLOOR PLANS

Fifth floor
Sixth floor



RINGRAZIAMENTI

ACKNOWLEDGEMENTS

CABERLONCAROPPI ARCHITETTI ASSOCIATI

* * *

Even after 180 projects worldwide, CaberlonCaroppi's storytelling always manages to amaze. Studying the location is the first step in getting to know the genius loci of a building, to capture its soul and infuse it to the project. This is how architects Chiara Caberlon and Ermanno Caroppi describe the design spirit behind CaberlonCaroppi Italian Touch Architects, the associated studio they set up in 2004 to develop new tailor-made concepts for all hospitality categories, from historic to business hotels, from resorts to boutique hotels, thus revealing an eclectic identity that is always searching for new inspirations.

COLLIERS ITALIA

* * *

Colliers Italia (NASDAQ, TSX: CIGI) is a leading professional services and investment management company in the real estate industry. With operations in 63 countries and over 18,000 professionals, it works to provide clients with specialised investment and real estate advice.

CONCRETA srl

* * *

CONCRETA is an interior contractor that has been operating on the local and international markets for over thirty years, specialising in the design, production and supply of customised and made-to-measure furnishings and accessories for hospitality and commercial entities. The most important professionals from these industries, from private and institutional investors to hotel chains, from management and procurement companies to architectural firms, find in CONCRETA a serious and expert partner capable of meeting the most diverse requirements.

SHEDIR COLLECTION

* * *

The Shedir Collection was founded in 2021 with the first two Collection hotels: the Capri Tiberio Palace and the Vilon Roma, joined by Maalot Roma, Umiltà 36 and Palazzo Roma. The Collection hotels, each envisioned by different designers, are all different but share a taste for high-end contemporary architecture and refined, residential interiors. Our mission is to offer an experience combining hospitality, intimacy and authenticity. Luxury hospitality is increasingly focused on customer interactions and our primary goal is to provide a highly professional, yet personalised, true and empathetic service.

GLOSSARIO

GLOSSARY

APARTHOTEL

Ideal for longer stays or for families, an aparthotel is a flat equipped with a kitchenette or kitchen, a living room, a bedroom and a bathroom and providing all hotel services, from cleaning and linen change to breakfast.

BOUTIQUE HOTEL

A definition originating from the United States, used for small hotels with a strong local connection and an intimate and refined luxury, relying on design as a key identity element.

CONCIERGE

Since the Middle Ages, this term of French origin has referred to the person who received guests in palaces and castles.

Today it is used for the ambassador of a hotel, who's in charge of customer reception with empathy, efficiency and kindness, but also of fulfilling the most diverse requests, from booking services to suggestions on local attractions.

FITNESS HALL

A fully equipped gym available to hotel guests.

HOTEL MANAGER

The manager of the hotel and staff. Their role is fundamental in giving the hotel its character and distinctive elements.

KING SIZE BED

The largest double bed, usually found in suites and more luxurious rooms.

LOBBY

Area shared by all guests as a common meeting place, located on the ground floor near the reception.

LOUNGE

A space intended for guest leisure and relaxation, furnished with sofas, armchairs, tables and a bathroom.

LOUNGE BAR

It is characterised by an informal and relaxed atmosphere. Ideal for drinks and quick meals.

MAÎTRE

The person responsible for waiter services in catering areas.

MEETING ROOM

Non-business hotels can also be equipped with one or more meeting rooms, where guests can hold confidential business meetings.

QUEEN SIZE BED

A particularly comfortable double bed, with a larger size than the standard version.

RECEPTION

The place where incoming guests and visitors are greeted at the hotel. It is a hotel's business card, essential for giving a positive first impression.

ROOFTOP

A panoramic terrace on the top floor, which can be used as a bar, restaurant and relaxation area.

SUITE

A luxury flat consisting of two or more rooms, plus a sleeping area. It may also include a bar area and a dining area.

WINTER GARDEN

A well-lit space fully enveloped in glass extending the hotel surface area. It has many versatile uses, from restaurant and bar to place for conversations and relaxation.

Owner
FONDAZIONE ENPAM
FONDO ANTIRION GLOBAL COMPARTO HOTEL

Tenant
SHEDIR COLLECTION

Developer
COLLIERS GLOBAL INVESTORS ITALY SGR

Advisor and project management
COLLIERS ITALIA

**Concept refurbishment hotel design,
interior design & space planning, art direction**
CABERLONCAROPPI ARCHITETTI ASSOCIATI

Interior contractor
CONCRETA SRL

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