

HOTELLERIE
ICONS

VP

Villa Pamphili
Roma

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Roma

“This book series stems from our desire to chronicle a new and exciting direction for the hotel industry. A review of ideas, focusing on the ability to imagine each hotel as a living organism, a place that cannot be reduced to a simple architectural shell but must stand out by the power of its soul, a soul that can attract people.

The colours, the furnishings, the lighting, the rooms, the restaurant: each detail makes a difference and results from the essential interaction between the manager and the designers.

It is a collective effort aimed at defining a uniqueness that is crucial for the value and profitability of the hotel in a highly competitive scenario. As is the case with Villa Pamphili in Rome, the first remarkable volume of our Icons series.”

Giulia Longo

Chief Operating Officer Antirion SGR



THE VISION

Two distinguished opinions about Villa Pamphili and the hotel industry

THE CONCEPT

An innovative concept for a one-a-kind place

THE LANDSCAPE

Notes and facts about the hotel spaces, caught between nature and art

THE CONVERSATIONS

The project key players discuss their goals and challenges

THE EXPERIENCES

Vibes and suggestions you can enjoy at the hotel

“VILLA PAMPILI HAS ALWAYS BEEN A HISTORICAL LANDMARK FOR OUR FOUNDATION AND TODAY, FOLLOWING A FULL REDEVELOPMENT, IT IS ONCE AGAIN OUR PLACE OF CHOICE FOR REINVIGORATING OUR SENSE OF BELONGING AND IDENTITY. ITS NATURAL AND ARTISTIC CONTEXT AND ITS CONFERENCE FACILITIES MAKE IT THE PERFECT LOCATION FOR ENPAM’S INSTITUTIONAL AND SOCIAL LIFE. WE’RE PROUD TO RETURN AN EXCEPTIONAL LOCATION TO OURSELVES AND TO THE INTERNATIONAL PUBLIC.”

Alberto Oliveti
President Fondazione 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.



“ITALY IS A PLACE OF INFINITE BEAUTY; YOU’LL FIND IT EVERYWHERE AND OUR TASK IS TO ENSURE THAT IT CAN BE SHARED BY THOSE WHO LIVE IN AND VISIT OUR TERRITORY, SO THAT THEY CAN BECOME OUR WORLD AMBASSADORS. THE HOTEL INDUSTRY PLAYS A KEY ROLE IN HELPING RELAUNCH THE WHOLE TOURISM SECTOR, AT WHICH ITALY DESERVES TO EXCEL BECAUSE OF ITS NATURAL, ARCHITECTURAL, ARTISTIC AND CULTURAL HERITAGE. THIS IS WHAT VILLA PAMPILI MEANS TO US. TO OFFER, THROUGH ATTENTION TO QUALITY DELIVERED AS PRECISION AND SERVICE, THE EXCITING AND MEMORABLE EXPERIENCE OF A ONE-OF-A-KIND PLACE. A TRUE COLLECTION OF BEAUTY CLOSE TO THE VATICAN AND THE HISTORIC TREASURES OF THE CITY, IMMERSSED IN A CENTURY-OLD PARK SURROUNDED BY ART TREASURES.”

Ofer Arbib

Chief Executive Officer Antirion SGR

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ANTIRION SGR

Established in 2009, Antirion SGR is an independent asset management company. Formed by stakeholders with a significant and long-term experience in real estate, the company creates and manages reserved closed-end real estate funds.





IL FASCINO AVVOLGENTE DI UNA VILLA URBANA

THE EMBRACING CHARM OF AN URBAN VILLA

IMMERSIVE VIBES, LIGHT AND NATURE AT A HOTEL CONCEIVED AS A CONTEMPORARY OASIS. CLOSE TO THE ARTISTIC BEAUTIES OF ROME, AN ELEGANT AND SECLUDED VILLA WHERE GUESTS CAN ENJOY A VARIETY OF EXPERIENCES.

* * *

International spirit and Italian hospitality blend into a unique and original hotel concept. A comfortable and welcoming urban villa. Vibrant interiors where nature, light and colour are inspired by master of lightness Gio Ponti.

A city resort designed to offer a wealth of experiences. The pleasure of a relaxing holiday filled with sports activities and wellness treatments, enjoyed at the outdoor swimming pool and the spa, as well as the nearby tennis courts. The ultimate place for both individual and family tourism, with suites complete with a bar area for in-room delivery and an even more flexible stay. Genuine Italian moments such as an aperitif on the terrace or a relaxing time by the pool are also available for locals and travellers from all over the world who wish to come here to spend a very special day. And let's not forget the business side of the hotel, which features one of the most advanced conference facilities in Rome, open spaces and great natural surroundings.

Hotel Villa Pamphili Roma. A place that has been given a new life by the collaborative work of the developer, the manager, the planners and the interior designers.



Vp

ARTE E CULTURA DELLA CAPITALE E IL VERDE DI UN PARCO ANTICO

THE ART AND CULTURE OF THE CAPITAL AND THE GREENERY OF AN ANCIENT PARK

VILLA PAMPILI IS THE MARVEL OF A TOTALLY UNIQUE SETTING: CLOSE TO THE BEAUTIES OF ROME, A FEW STEPS FROM A PARK FULL OF ART TREASURES.

* * *

The elevated location of Villa Pamphili offers a breathtaking view of the green surroundings and the city of Rome. In the background you'll spot the typical landscapes of the local countryside, while enjoying the silence of the Valle dei Casali all around you and of the monastery that stands next to the hotel. From this verdant oasis, everything is within easy reach. The Vatican with St. Peter's Cathedral and the Sistine Chapel and the lively neighbourhoods of Trastevere and Testaccio are just a short distance away. In no time you'll be in the city centre with its endless cultural and artistic heritage: the Spanish Steps in Piazza di Spagna, the Colosseum and the Imperial Fora, to name a few.

Located at the crossroads of historic Roman routes Via Aurelia Antica, Via della Nocetta and Via Vitellia, the hotel is just a short walk from one of the city's most fascinating green areas. The Villa Doria Pamphilj park, the second largest ancient park in Rome, unfolds with its historic architecture, rich in shady glades and running trails, and an 11 km cycle path; a place of true breathtaking beauty.

A FITTING LOCATION

The hotel provides guests with eco-friendly mobility services to easily get to the city and visit monuments and museums. The Termini train station and Fiumicino airport are a 25- and 30-minute drive away, respectively.





**“L’ARCHITETTURA DEVE ESSERE PERFETTA
COME UNA CONCHIGLIA, MA DENTRO LE RISUONI LA VITA,
COME IN QUELLA RISUONA IL MARE”**

**“ARCHITECTURE MUST BE AS PERFECT AS A SEA SHELL,
BUT LET LIFE RESONATE WITHIN IT, JUST AS THE SEA RESONATES
WITHIN THE SHELL”**

* * *

Gio Ponti, architetto e designer italiano (1891-1979)
Gio Ponti, Italian architect and designer (1891-1979)



EI TESORI



perfezione

[per-fe-zio-ne]
s.f.

perfection

* * *

Stato, condizione di ciò che è condotto a termine, portato a compimento.
Condizione, qualità, modo di essere di una persona o di un'azione moralmente irreprensibile.

State, condition of what is completed, brought to completion.
Condition, quality, mode of being of a person or of a morally irreproachable action.

vitalità

[vi-ta-li-tà]
s.f.

vitality

* * *

Forza, vigore fisico e morale; energia vitale: *una persona dotata di grande vitalità; la vitalità della mente, dell'ingegno.* Capacità di vivere: *la vitalità di un seme, di un organismo.* Capacità di prosperare nel tempo: *la vitalità di un'opera d'arte, di un principio, di un'idea.*

Strength, physical and moral vigour; vital energy. Examples: *a person with great vitality; the vitality of the mind, of the intellect.* The ability to live. Examples: *the vitality of a seed, of an organism.* The ability to thrive. Examples: *the vitality of a work of art, of a principle, of an idea.*

Vp

THE VILLA, THE FOUNTAINS, THE GARDENS

Covering 184 hectares, the Villa Doria Pamphilj park is a true theatre of natural and historical beauty: the Italian-style Secret Garden, the evocative fountains and the Villa built by the Dorias in the 17th century, a historic residence that has remained intact over the centuries.



ALLA SCOPERTA DEI TESORI
DEL PARCO

DISCOVERING THE PARK TREASURES

STORIA DI UN'IDEA E DI UN HOTEL CHE RINASCE

THE STORY OF AN IDEA AND A HOTEL REBORN

OUR CHALLENGE WAS TO BRING BACK THE FULL POTENTIAL OF A SPECIAL PLACE. AN EXCITING TRAIL, A SYNERGIC JOURNEY, AS ANTIRION'S TWO PROJECT MANAGERS TELL US: VINCENZO SCERBO, HEAD OF ASSET MANAGEMENT AND FUND MANAGER OF THE HOTEL FUND, AND CLAUDIA CARACAUSI, ASSET MANAGER.

* * *

What was your first step in configuring Villa Pamphili as it is today?

V. Scerbo: Our starting point was a property from the 1970s located in a beautiful setting. An urban oasis not far from the Rome city centre, with a great potential and also a lot of work to do. Most of all, we needed a strong, unconventional idea that would help reposition the hotel and attract new customers. We perfected this vision with the manager, who plays a key role in our hotel projects.

What were your criteria for your choice?

V. Scerbo: The ideal manager must have his finger on the market pulse and understand current trends and desires. And then they need to be daring and to envision something new. For the relaunch of Villa Pamphili, we found the right partner in Aries. Both dynamic and pragmatic, they immediately embraced our concept of a hotel as a city resort and agreed on a redevelopment project that could translate this idea into reality.

What were the most significant works you carried out?

C. Caracausi: Given the constraints imposed on the façades and the layout by local landscape restrictions, we pursued some extremely targeted and strategic actions. The rooftop bar and restaurant were key factors in enhancing the hotel's quality as a city resort, even if we had to give up a few rooms to achieve this. Also on the fifth floor, we created suites complete with a bar area equipped for in-room delivery. This

will attract those tourists, such as families, who wish to have a higher level of independence and privacy at breakfast or dinner. The refurbishment of the swimming pool and spa also made a difference.

What markets does the urban villa concept open up to?

V. Scerbo: The hotel already had a variety of purposes that it can now fully express. It is the perfect location for tourists looking for a holiday that combines relaxation, sports and cultural trips to Rome. But it also appeals to those, including locals, who won't stay at the hotel but like to enjoy an aperitif on the terrace, a swim in the pool or a treatment at the spa. Contrary to the United States, daytime use of hotels is not yet widespread here, but it is definitely an interesting market segment. Last, we're able to fulfil the demands of the convention and business meeting circuit thanks to the hotel's conference facilities, which we have enhanced with a system of modular rooms and the most advanced equipment.

How does the interior design contribute to strengthening the hotel's identity?

C. Caracausi: Dexter Moren Associates, the English firm that designed the interiors, proved to be a very successful choice, also for the international allure they gave the hotel. We were surprised by the opposition between the essential external areas, necessarily so because of landscape constraints, and the eclecticism of the interiors. This diversity is an extraordinary added value, as it gives guests an even more involving experience.

ITALIAN ICONS OF THE HOTEL INDUSTRY

3,380 rooms, four regions (Lombardy, Lazio, Valle d'Aosta and Sardinia), six managers. These are the numbers of Antirion's hotel industry effort, all Italian and extremely

diversified by type of accommodation, from business hotels in city centres, to large resorts on the Mediterranean, to a urban resort such as Villa Pamphili Roma.

L'ARTE ITALIANA DI OFFRIRE UN'ESPERIENZA

THE ITALIAN ART OF OFFERING AN EXPERIENCE

WE DISCUSS EMOTIONS, HOSPITALITY AND “JOIE DE VIVRE” WITH CLAUDIO OLIVA, GENERAL MANAGER OF HOTEL VILLA PAMPILI AND DEPUTY CHIEF OPERATING OFFICER AT ARIES GROUP.

* * *

What emotions do you expect your guests to feel?

This is an oasis, detached from the city noise. A secluded refuge surrounded by greenery within a large metropolis, where privacy and a sense of peace and well-being are guaranteed. A place to rediscover the real pleasures of life. Every element is extremely consistent with our philosophy focusing on the joy of living. From the original and distinctive interior design to the use of water, with our swimming pool surrounded by greenery - the only one of its kind in Rome - and the spa paths, and the fifth-floor rooftop with live music, crudités, wine and conviviality.

What kind of stay are you offering?

At Villa Pamphili, you enjoy more than a simple stay: you live a multi-faceted activity-filled experience. Our hospitality is typically Italian, fresh, attentive, with a special eye for cuisine and simplicity. We guarantee excellence, but always with a smile. We want our guests to feel totally at ease, relaxed and free.

Which audience do you target in particular?

Definitely an international audience, who appreciates this special location and our Italian-style hospitality. Two different attitudes coexist here in perfect harmony. We are targeting leisure tourism, but we also feature the perfect facilities for companies and business meetings. Business stays can be enriched with wellness and relaxation enhancements, from gourmet dinners to sports activities.



INTERNI ECLETTICI CONNESSI CON LA NATURA

ECLECTIC INTERIORS CONNECTED WITH NATURE

VIBRANT MOODS AND AN ECLECTIC USE OF COLOUR, MATERIALS AND DECORATIONS: DEXTER MOREN ASSOCIATES HAS CONCEIVED AND CREATED AN IMPRESSIVE YET BALANCED SET OF INTERIORS. LINDSEY BEAN-PEARCE, ONE OF THE BRITISH FIRM PARTNERS, DISCUSSES THEIR SOURCES OF INSPIRATION, RANGING FROM GIO PONTI TO BIOPHILIC DESIGN.

How did you carry out the “urban villa” concept the hotel is based upon?

Just as in a contemporary urban villa, the hotel interiors mirror the surrounding plants, greenery and light. We always commence a project by analysing its context. It is the location that actually hands us the key to giving a building its most authentic soul. In this case, the amazing setting, with the vast

Villa Doria Pamphili park, inspired us to restore the hotel’s original charm by bringing nature to the interiors.

How did you connect the outside and the inside?

Being so immersed in nature, the hotel reminded us of the elegance of a Miami grand villa. We wanted to expand this feeling of light and breath. We were significantly inspired by biophilic design, which focuses on achieving the well-being of people via new interactions between nature and interiors. Overlooks and glazed doors establish an uninterrupted relationship with the terraces and gardens and allow natural light to flow inside.

We used plants and green inserts everywhere. The space layout is essential to creating a free and smooth flow, an immersive atmosphere appealing to all the senses and inviting guests to linger in the various settings.



RECEPTION/LOBBY

- /Welcoming
- /Scenic
- /Evocative
- /Surprising
- /Prospective

Hospitality

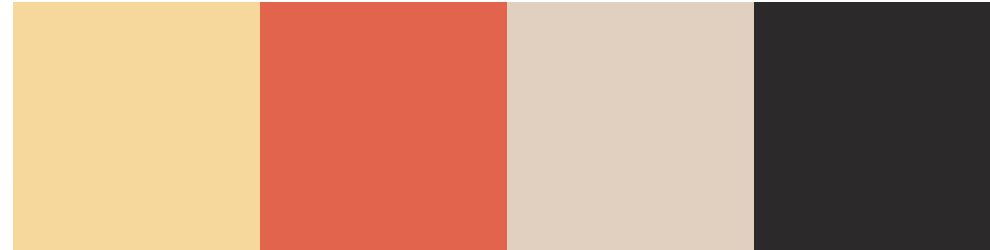
Exploring



Ambiances

AMERICAN BAR/LOUNGE

- /Vitality
- /Geometry
- /Colour
- /Originality



Vibes



“LE IDEE ORIGINALI NON CONTANO:
ANZI IDEE EFFETTIVAMENTE ORIGINALI NON ESISTONO.
LE IDEE SI RICEVONO E SI RIESPRIMONO”

“ORIGINAL IDEAS DO NOT MATTER: IN FACT, TRULY ORIGINAL IDEAS DO NOT EXIST.
IDEAS ARE RECEIVED AND RE-EXPRESSED”

* * *

Gio Ponti, architetto e designer italiano (1891-1979)

Gio Ponti, Italian architect and designer (1891-1979)



Complex
simplicity





Ispirazione

[i-spi-ra-zio-ne]
s.f.

Inspiration

* * *

Estro creativo, impulso alla creazione artistica e intellettuale.
Particolare stato di concentrazione capace di tradursi in impulso creativo.
Intuizione improvvisa, idea brillante balenata nella mente.
Modello a cui ci si rifà, spunto: *prendere ispirazione da qualcuno*. Orientamento.

Creative flair, impulse towards artistic and intellectual creation.
Special state of concentration capable of translating into a creative impulse.
Sudden intuition, brilliant idea that flashes through the mind.
Model, spark. Example: *to take inspiration from someone*. Orientation.

cultura

[cul-tù-ra]
s.f.

culture

* * *

L'insieme delle cognizioni intellettuali che una persona ha acquisito attraverso lo studio e l'esperienza, rielaborandole con un personale e profondo ripensamento in modo da convertire le nozioni da semplice erudizione in elemento costitutivo della sua personalità morale, della sua spiritualità e del suo gusto estetico, e nella consapevolezza di sé e del proprio mondo.

The totality of intellectual knowledge that a person has acquired through study and experience and later reworked with a personal and profound rethinking in such a way as to convert the notions from mere erudition into a constitutive element of their moral personality, spirituality and aesthetic taste, and into an awareness of themselves and their world.

Vp



Backstage



RESTAURANT/CONVIVIALITY

/Embracing
/Soft
/Lightweight
/Attractive

Day and night

Complex
simplicity





Composition and design



Sophisticated style

SUITE

- /Sensory
- /Verdant
- /Materic
- /Open
- /Bright



How did Gio Ponti's design inspire you?

Who else but the master of Italian design, who amazed the world with his wonderful inventions in the 1950s, a man who designed buildings, furniture, ceramics, lamps with great skill and creative verve! His interiors were perhaps even more impressive than his architecture. In designing Villa Pamphili we drew on his vibrant and bold colours, his sense of form and function, his decorative taste, his ability to articulate and distribute space. Mostly, we were inspired by the Italian "joie de vivre" that runs through all of Gio Ponti's work.

How did you modulate materials, colours and finishes in the different spaces?

The hotel is vast, and equipped with multifunctional spaces. We defined the different areas by treating walls, ceilings and floors like canvases for paintings. Geometric patterns with

mosaic tiles and intensely coloured murals. Exclusively-made fabrics with monochrome harlequin patterns and carpets with graphics and diagonals now mingle with upholsteries with tropical plant motifs.

Columns were deliberately emphasised, so they would give some cadence to the space. The result is a set of interiors that are full of colour. A mixture of pinks, greens and creams, with touches of ultramarine blue, terracotta and emerald green. A very calibrated exuberance, which will hopefully convey the sense of wonder that characterised Gio Ponti's work and timeless elegance.

GIO PONTI'S GLOBAL DESIGN

With his joyful creativity and across-the-board talent, he ranged from architecture to publishing (in 1928 he founded Domus magazine), from

costumes and stage sets for Teatro La Scala in Milan to textiles and furniture. A pioneer of total art and a forerunner of the concept of "lifestyle".

UN PROGETTO IN ARMONIA CON IL PAESAGGIO

A PROJECT IN HARMONY WITH THE LANDSCAPE

HOTEL VILLA PAMPHILI IS LOCATED IN THE VALLE DEI CASALI, A NATURAL AREA PROTECTED BY LANDSCAPE CONSTRAINTS. STEFANO DEL PIERO, PROJECT MANAGER AT JACOBS ITALIA, DISCUSSES THE TRICKY REDEVELOPMENT PROCESS, FROM THE RESTORATION OF THE FAÇADES TO THE TECHNOLOGICAL UPGRADES THAT WERE REQUIRED.

* * *

How did you deal with landscape constraints?

In this natural area, the Superintendency of Public Works mostly restricts building façades by establishing precise rules for the use of colours, which must belong to the earthy range and be in harmony with the context.

We worked hard to simplify the colours of the external shell and achieve as homogeneous an effect as possible. The

landscape constraints also impacted the design of systems and installations: since we could not use the roof for machinery, we had to locate alternative areas both inside the hotel and in properly shielded outdoor spaces.

What was the guiding criterion for your project?

We opted for a non-invasive approach based on the upgrade of the existing building (wherever possible) and the replacement of some elements only in special cases.

The outdoor swimming pool, which had to be made compliant to standing regulations, required the most extensive structural work: we overhauled all the mechanical, electrical and water treatment installations and added a compensation tank.

Along with the swimming pool, the spa is one of the most important services offered by the hotel. How did you work on it?

We worked to ensure functionality and safety and to create an impeccable and welcoming environment. We carried out maintenance and renovation works, where necessary and only after a thorough screening of the distribution of installations and technical equipment.

The aesthetic restyling was also important, with new lighting systems, wall finishes and false ceilings installed in both collective areas and individual treatment rooms.

Comfort and efficiency are clear to see from the moment you step in. How did you work on the outdoor pavings and the lobby?

Outside, we replaced all pavings with a non-slip flooring and also upgraded waterproofing. In the reception area, we completely renovated the glass windows and upgraded the mechanical, electrical and special installations, by also replacing the entrance vestibule and the canopy.

How did you handle the building's energy efficiency, an increasingly key issue in the hospitality industry?

By fully replacing the mechanical, electrical and special installations. In order to optimise consumption, we introduced a centralised room management system.

All glazed surfaces were provided with screening films.

VALLE DEI CASALI

An enchanting natural reserve that extends like a green corridor from Villa Doria Pamphilj and its famous gardens to the Tiber river. It's called Valle dei

Casali (Valley of the Hamlets) because of the many farmhouses you'll find here, including eighteenth-century Villa York, a great example of a typical Roman vineyard.



TRASCORRERE GIORNI MEMORABILI IN
UN RIFUGIO URBANO IMMERSO NELLA NATURA.
LONTANO DA TUTTO, VICINO AL CENTRO
DELLA CITTÀ

SPEND SOME UNFORGETTABLE DAYS AT AN URBAN RETREAT SURROUNDED BY NATURE.
AWAY FROM IT ALL, BUT CLOSE TO THE CITY CENTRE

Vp





UN'ARCHITETTURA IN EQUILIBRIO CON L'AMBIENTE

ARCHITECTURE IN HARMONY WITH THE ENVIRONMENT

NOW COMPLETELY RENOVATED, HOTEL VILLA PAMPILI IS THE RESULT OF A CAREFUL REDEVELOPMENT PROJECT COMPLIANT WITH THE LANDSCAPE CONSTRAINTS THAT PROTECT THE EXCEPTIONAL NATURAL SURROUNDINGS.

"The architecture of Villa Pamphili blends gently into the surrounding green area. A city resort developed across five floors, culminating in the large rooftop from which you can enjoy an amazing view on nature. The colours of the plaster mirror the earthy hues of the amazing Valle dei Casali where the hotel is located. The façade is a balanced and harmonious mosaic of windows and terraces, illuminating the interiors with natural light. With its suites and rooms, 235 in all, a spa, a swimming pool, bars and restaurants complete with large open-air spaces, Villa Pamphili is the ultimate place to enjoy some unforgettable days."

Stefania Zoffoli,
Project Construction Manager, Colliers REMS

CALIBRATED CADENCE

The 1970s framework, now completely refurbished, has been brought back to its elegant modernity. The interplay of solids and voids, together with the skilful and essential use of colour, punctuates the façade and gives unity to the whole.

Living the atmosphere







THE EXPERIENCES

GREEN INSERTS

The entire complex is dotted with artfully placed plants and green areas, from the swimming pool to the rooftop. A perfect harmony with the surrounding landscape, which enhances the hotel's regenerating atmosphere.



TUFFARSI NELLA TRASPARENZA DELL'ACQUA,
NELLA LUCE E NEL VERDE.
ATMOSFERE SOLARI E PURA GIOIA DI VIVERE

DIVE INTO THE TRANSPARENCY OF THE WATER, THE LIGHT AND THE GREEN.
SUNNY ATMOSPHERES AND PURE JOIE DE VIVRE

Vp

**"AMATE I BUONI ARCHITETTI MODERNI (...),
ESSI DEVONO FARE VILLE INCANTEVOLI
PER LE VOSTRE VACANZE,
ALBERGHI INCANTEVOLI PER I VOSTRI VIAGGI"**

**"LOVE GOOD MODERN ARCHITECTS (...), THEY MUST MAKE ENCHANTING VILLAS
FOR YOUR HOLIDAYS, ENCHANTING HOTELS FOR YOUR TRAVELS"**

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Gio Ponti, architetto e designer italiano (1891-1979)

Gio Ponti, Italian architect and designer (1891-1979)

Vp



TUFFARSI NELLA NELLA L ATMOSFERE SOL

DIVE INTO THE TRANS
SUNNY A

gioia

[giò-ia]
s.f.

joy

* * *

Senso di contentezza, di piacere, sinonimo di felicità, allegria:
momento di gioia; saltare dalla gioia.

Sense of contentment, pleasure, synonymous with happiness, gaiety.
Examples: *a moment of joy; jumping for joy.*

elegante

[e-le-gàn-te]
agg.

elegant

* * *

Dal lat. *elēgans* che deriva da *eligēre* "scegliere".

Di qualcuno o qualcosa che ha insieme grazia e semplicità,
rivelando cura e buon gusto senza eccessiva ricercatezza o ostentazione.

From Latin *elēgans* derived from *eligēre*, 'to choose'.

Of someone or something that has both grace and simplicity,
revealing care and good taste without excessive sophistication or ostentation

Vp





UN ANGOLO DI MEDITERRANEO A ROMA

A PIECE OF THE MEDITERRANEAN IN ROME

THE SWIMMING POOL AND THE SOLARIUM SURROUNDED BY NATURE WELCOME GUESTS AND VISITORS TO AN AREA OF SHEER TRANQUILLITY AND PRIVACY.

The air is filled with the song of cicadas and the scent of flowers and aromatic herbs. In a typical Italian Mediterranean setting, your Roman holidays at Villa Pamphili will be completed by a dive at the outdoor pool. It is also an inviting destination for locals, tourists and travellers who, after enjoying the artistic masterpieces of Rome, wish to take a break in a quiet, special and detached place, far from the city noise.

The perfect location for sports and exercise lovers, Villa Pamphili allows you to freely switch from pool swimming to an outdoor training session with the hotel's own personal trainers or to a match on our tennis courts or the nearby affiliated padel courts.

A SCENERY OF PEACE

From the hotel rooms and the rooftop, the view opens up onto the pool, the 500 m² solarium and the park, giving you a feeling of peace and well-being.

Living the atmosphere





THE EXPERIENCES







THE EXPERIENCES

**“NON È IL CEMENTO, NON È IL LEGNO,
NON È LA PIETRA, NON È L’ACCIAIO,
NON È IL VETRO L’ELEMENTO PIÙ RESISTENTE.
IL MATERIALE PIÙ RESISTENTE NELL’EDILIZIA È L’ARTE”**

**“IT IS NOT CONCRETE, NOT WOOD,
NOT STONE, NOT STEEL, NOT GLASS THAT IS THE MOST
RESISTANT ELEMENT. THE STRONGEST MATERIAL
IN CONSTRUCTION IS ART”**

* * *

Gio Ponti, architetto e designer italiano (1891-1979)
Gio Ponti, Italian architect and designer (1891-1979)

Vp



BRA



bellezza

[bel-léz-za]
s.f.

beauty

* * *

Armonia e perfezione formale: *la bellezza di un paesaggio, di una poesia*;
in senso morale, generosità, bontà, nobiltà: *la bellezza di un sentimento*.

Harmony and formal perfection. Example: *the beauty of a landscape, of a poem*.
In a moral sense, generosity, goodness, nobility. Example: *the beauty of a feeling*.

immaginazione

[im-ma-gi-na-zió-ne]
s.f.

imagination

* * *

Facoltà della mente di creare e accostare con libertà immagini e pensieri:
possedere una fervida, ricca immaginazione.

Faculty of the mind to freely create and combine images and thoughts.
Example: *to have a vivid, rich imagination*.

Vp

RELAXATION BY THE POOL

Parasols and chaise-longues provide a space to relax and chill out, while sipping a coffee or a drink from the pool bar.

Live emotions



NUOTARE ALL'OMBRA DEGLI OLEANDRI

SWIMMING IN THE SHADE OF OLEANDERS



THE EXPERIENCES



ENTRARE IN UNA DIMENSIONE
SORPRENDENTE. LASCIARSI AVVOLGERE
DA UNO SPAZIO FLUIDO
DOVE TUTTO È LUCE E COLORE

ENTER A SURPRISING DIMENSION AND LET YOURSELF BE EMBRACED BY A FLUID SPACE
WHERE EVERYTHING IS MADE OF LIGHT AND COLOUR

Vp



Vp

RECEPTION E LOUNGE BAR, UNA SCENOGRAFIA ORIGINALE

THE RECEPTION AND THE LOUNGE BAR, A MUCH ORIGINAL SETTING

THE GROUND FLOOR WELCOMES GUESTS WITH A FEELING OF OPENNESS AND WARMTH. VILLA PAMPHILI IMMEDIATELY REVEALS ITS UNIQUE COMBINATION OF IMPECCABLE SERVICE AND ATMOSPHERE.

* * *

The reception desk is discreetly placed to the right of the entrance. From here, the perspective extends to the wide lounge bar overlooking the extensive terrace. Constantly changing carpeting and wall decorations, lighting points with striking effects. Tropical plants and vases with cut leaves are everywhere. Scenic variations of an eclectic interior design. The entire ground floor is filled with the same colours and light of the interiors. At a glance, Villa Pamphili already reveals itself as a contemporary urban oasis, open to visitors who come here to spend a full day or just a few hours. The atmosphere here is intertwined with some excellent services, such as the possibility of booking an electric and sustainable vehicle to explore the artistic beauties of Rome or a treatment at the spa.

HOSPITALITY WITH STYLE

Open 24 hours a day, the reception area strikes you with the harmony of its colours and furnishings. The backdrop is a mosaic of tiles in sunny shades of red and yellow.





THE EXPERIENCES

**“L'ARCHITETTURA DENTRO È FATTA PER PERCORRERLA:
DEVE ESSERE UN SEGUITO DI SPETTACOLI:
MEGLIO SE HA PIÙ VEDUTE, E DA SOTTO E DA SOPRA”**

**“ARCHITECTURE IS MADE TO BE WALKED THROUGH: IT MUST BE A FESTIVAL
OF PERFORMANCES: BETTER IF IT HAS SEVERAL VIEWS, AND FROM BELOW AND ABOVE”**

* * *

Gio Ponti, architetto e designer italiano (1891-1979)

Gio Ponti, Italian architect and designer (1891-1979)

Vp





scenografia

[sce-no-gra-fi-a]
s.f.

scenography

* * *

Arte e tecnica di creare le scene per una rappresentazione teatrale o cinematografica.

Complesso di elementi scenici utilizzati in uno spettacolo.

Anticamente, disegno prospettico di un edificio o altra opera architettonica.

Art and technique of creating scenes for a theatrical or cinematographic performance.

Set of scenic elements used in a performance. In ancient times, a perspective drawing of a building or other architectural work.

dinamismo

[di-na-mì-smo]
s.m.

dynamism

* * *

Carattere di intenso movimento, di grande operosità.

Possibilità di mutare, di trasformarsi, di rinnovarsi.

Effetto di movimento: *dinamismo di una rappresentazione figurativa.*

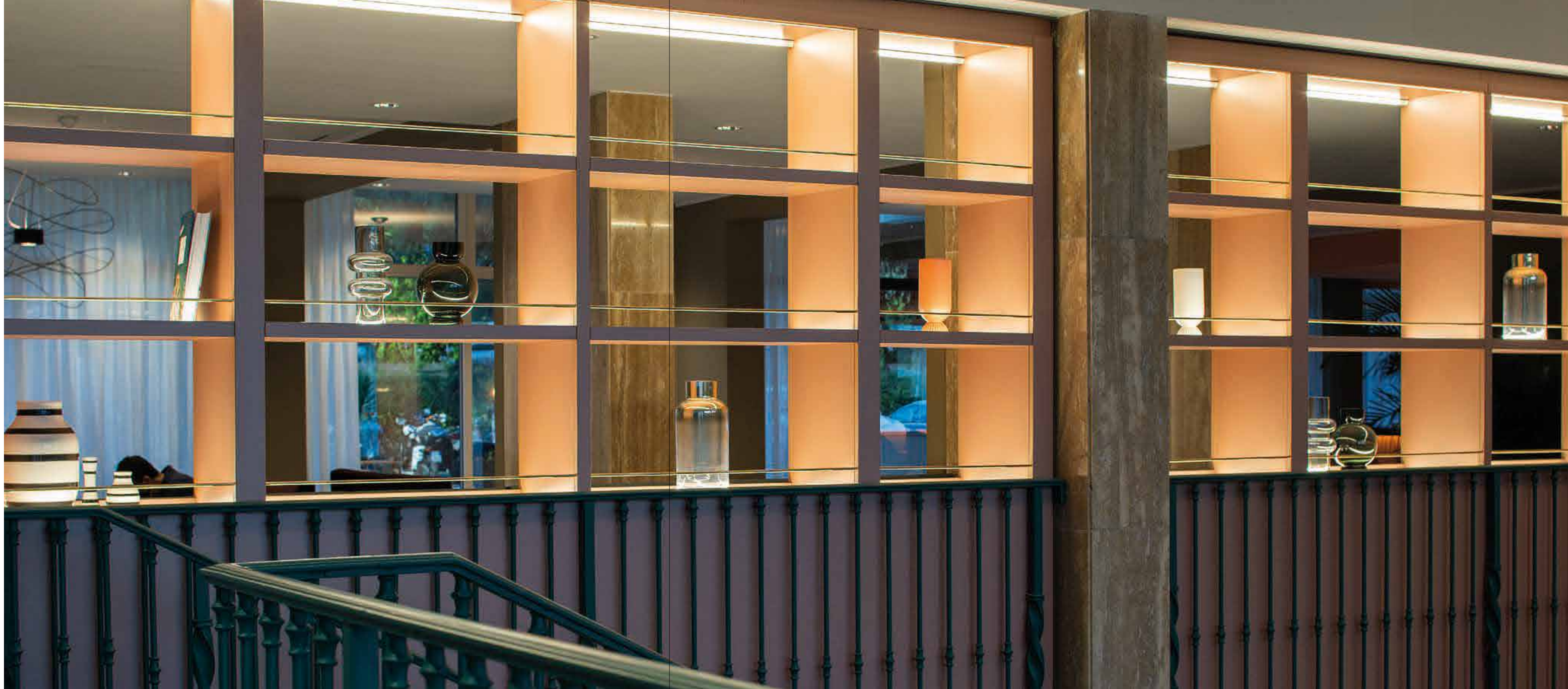
Character of intense movement, great industriousness. Ability to change, transform, renew.

Effect of movement. Example: *the dynamism of a figurative representation.*

Vp









RELAXED VIBES

The lounge offers a true living space. Armchairs, sofas and coffee tables are placed everywhere, creating areas where you can relax and meet. The backdrop of vertical and horizontal stripes provides motion and elegance, while the wooden diaphragms help create an intimate vibe.



IL PIACERE DI INCONTRARSI
E CONVERSARE

THE PLEASURE OF GETTING TOGETHER AND CHATTING



A MULTI-FACETED SPACE

Designed in a U-shape so as to be accessible from three sides, the Rendez-V American bar is perfect at all times: for an Italian breakfast in the morning, for a quick light lunch after a spa treatment or for an aperitif or a drink when the day ends. The private areas are great for business meetings.

**“IL FOGLIO BIANCO ATTENDE IL COLORE PER VIVERE:
BISOGNA VIOLARE IL BIANCO.
TUTTO AL MONDO DEVE ESSERE COLORATO”**

**THE WHITE SHEET AWAITS COLOUR IN ORDER TO LIVE:
ONE MUST VIOLATE WHAT IS WHITE.
EVERYTHING IN THE WORLD MUST BE COLOURED**

* * *

Gio Ponti, architetto e designer italiano (1891-1979)
Gio Ponti, Italian architect and designer (1891-1979)





A MULTI-FACETED SPACE

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atmosfera

[at-mo-sfè-ra]
s.f.

atmosphere

* * *

Involucro gassoso di varia composizione e natura, che circonda diversi pianeti, tra cui la Terra.
In senso figurato, condizione di un determinato ambiente, in relazione ai sentimenti o alle reazioni che può suscitare, ai rapporti umani, o sociali, o culturali che vi si stabiliscono.

Gaseous envelope of varying composition and nature, surrounding several planets, including the Earth.
In a figurative sense, condition of a given environment, in relation to the feelings or reactions it may provoke, to the human, or social, or cultural relationships established there.

coinvolgente

[co-in-vol-gèn-te]
agg.

captivating

* * *

Capace di far sì che qualcuno sia emotivamente partecipe o di rendere qualcosa appassionante, avvincente.

Able to make someone emotionally involved or to make something exciting, compelling.

Vp





THE EXPERIENCES

1950S ELEGANCE

The counter, floors, seating and lighting all share a 1950s feel. The lobby bar is a jewel of design to the smallest detail. The wide interiors open out onto the large terrace overlooking the pool and park.





RILASSARSI IN UN'OASI DI DESIGN,
SILENZIO E BELLEZZA.
OGNI STANZA UN MONDO ELEGANTE
DI PICCOLE E GRANDI ATTENZIONI

RELAX AT AN OASIS OF DESIGN, SILENCE AND BEAUTY.
EACH ROOM, AN ELEGANT WORLD OF SMALL AND BIG ATTENTIONS

VP



Vp

VACANZE ROMANE IN UN CONFORTEVOLE RIFUGIO

YOUR ROMAN HOLIDAYS AT A COMFORTABLE RETREAT

235 ROOMS ACROSS FIVE FLOORS. SPACES DESIGNED TO MEET THE NEEDS AND WISHES OF CONTEMPORARY TRAVELLERS, VISITING VILLA PAMPHILI FOR PLEASURE OR BUSINESS.

* * *

Spacious and bright interiors, where you can feel at home and away from everything. Each room has a large balcony from which you can enjoy the view of the woods and countryside of the Valle dei Casali, the inviting swimming pool or the ancient Villa Doria Pamphilj park. More than anywhere else, the rooms make you feel like you're in a contemporary urban villa, surrounded by a magnificent natural scenery just a stone's throw from the city. Vibrant colours and precious materials such as wood, ceramics and fabrics create a personal and welcoming ambience. The different types of room allow you to pick the space that best suits your needs. Such as our rooms, complete with a bar area and a living area, great for long holidays. Some hotel rooms can also become interconnecting if necessary, creating an ideal solution for families.

REFINED HARMONIES

The joyful well-being that is everywhere in Villa Pamphili finds its highest expression in the rooms. The design, rich in decorative elements, is always refined and harmonious.

**“ESISTONO MATERIALI MODERNI?
SOLO CRONOLOGICAMENTE: MA TUTTI I MATERIALI
SONO MODERNI LA MODERNITÀ È NELLA SCELTA,
NELL’IMPIEGO PER UNA ESPRESSIONE”**

**“DO MODERN MATERIALS EXIST?
ONLY CHRONOLOGICALLY: ALL MATERIALS ARE MODERN, MODERNITY
IS IN THE CHOICE, IN THE USE FOR AN EXPRESSION”**

* * *

Gio Ponti, architetto e designer italiano (1891-1979)
Gio Ponti, Italian architect and designer (1891-1979)

Vp



VACANZE ROMANE RIFUGIO

YOUR ROMAN HOLIDAYS AT A COMFORTABLE RETREAT

235 ROOMS ACROSS FIVE FLOORS. SPACES DESIGNED TO MEET THE NEEDS AND WISHES OF CONTEMPORARY TRAVELLERS FOR PLEASURE OR BUSINESS.

Spacious and bright interiors, where you can feel at ease from everything. Each room has a large balcony from which to enjoy the view of the woods and countryside of the area, the inviting swimming pool or the ancient Villa Doria Pamphili. More than anywhere else, the rooms make you feel like you're in a contemporary urban villa, surrounded by a magical scenery just a stone's throw from the city. Vibrant colors and materials such as wood, ceramics and fabrics create a warm and welcoming ambience. The different types of room allow you to choose the space that best suits your needs. Such as our family rooms with a bar area and a living area, great for long holidays. Our suites can also become interconnecting if necessary, providing a solution for families.

polisensoriale

[po-li-sen-so-ria-le]
agg.

multisensory

Relativo a più sensi, che coinvolge più sensi;
che suscita sensazioni di tipo diverso:

uno spazio polisensoriale, una città polisensoriale.

Relating to several senses, involving several senses; arousing different kinds of sensations.
Examples: *a multisensory space, a multisensory city.*

matèrico

[ma-tè-ri-co]
agg.

materic

Di, della materia, che riguarda la materia.

Nella critica d'arte si riferisce a espressioni artistiche che privilegiano la funzione espressiva della materia: *la pittura materica.*

Of, about, concerning matter. In art criticism, it refers to artistic expressions that favour the expressive function of matter. Example: *materic painting.*

Vp







THE EXPERIENCES

FINE FINISHES AND ORIGINAL FURNISHINGS

The 48 m² suites are divided into several light-filled rooms, with fine finishes and original furnishings inspired by 1950s Italian design.





LUXURY AND VERSATILITY

A separate living area, a bar area, a small lounge and two large bathrooms with marble and wood washbasins and majolica claddings. The mirrors in the sleeping area, complete with a comfortable toilet corner, amplify the brightness of the interior.



SUITE PRESIDENTIAL, SPAZI GENEROSI E INTIMI

THE PRESIDENTIAL SUITE: GENEROUS AND INTIMATE SPACES



“LA PORTA È L’OSPITALITÀ E LA CASA È UN SOGNO”

“THE DOOR IS HOSPITALITY AND THE HOUSE IS A DREAM”

* * *

Gio Ponti, architetto e designer italiano (1891-1979)

Gio Ponti, Italian architect and designer (1891-1979)

Vp





accoglienza

[ac-co-glièn-za]
s.f.

reception

* * *

L'operazione, l'atto, il modo,
l'effetto dell'accogliere, del ricevere un visitatore
o un ospite e le parole con cui si accoglie.

The act, the manner, the effect of welcoming, of receiving a visitor or a guest
and the words with which one welcomes them.

apertura

[a-per-tù-ra]
s.f.

opening

* * *

Azione e risultato dell'aprire o dell'aprirsi. Realizzazione di un varco,
di una via di comunicazione tra due luoghi. In senso figurato apertura d'animo, di cuore, sincerità,
lealtà, apertura mentale, assenza di pregiudizi, anticonformismo.

Action and result of opening or opening up. Creation of a gap, a way of communication
between two places. Figuratively speaking, openness of mind, heart, sincerity, loyalty,
open-mindedness, lack of prejudice, non-conformity.

Vp



Vp

SUITE DELUXE, UN APPARTAMENTO SOFISTICATO

THE DELUXE SUITE: A SOPHISTICATED FLAT

INHABITING FLUID SPACES

The living room and sleeping area are separated, but communicate with each other through open partitions. Bright, vivid colours and botanical upholstery evoke the sun and natural beauties that you can admire from the private balcony.





THE EXPERIENCES

BUSINESS OR FAMILY HOLIDAYS

The work desk and the conversation corner with the cosy sofa look out onto the large windows flooding the suite with light. A flat embellished with macro foliage upholstery and optical patterns.





GEOMETRIE DI COLORE, DECORI BOTANICI

GEOMETRIES OF COLOUR, BOTANICAL DECORATIONS

LIGHTWEIGHT ELEGANCE

Solid colour fields, from reds to pinks with hints of turquoise and creamy white, alternate with large tropical foliage on the walls.

A contemporary eclecticism inspired by the lightweight and joyful style of Gio Ponti, a master of Italian design.



Vp

SUITE SUPERIOR, LUMINOSITÀ E RESPIRO

THE SUPERIOR SUITE: BRIGHTNESS AND SCOPE

A SPACE TO LIVE IN

The wide interiors become even more relaxing and bright, thanks to the private balcony overlooking the Villa Doria Pamphilj park. A large glass window flanks the sleeping area. The suite is complete with a bar area and a work area. The bathrooms are also very comfortable and lovingly decorated.





ATMOSFERA E BENESSERE CONTEMPORANEI

CONTEMPORARY VIBE AND WELL-BEING



THE EXPERIENCES

FUNCTIONALITY AND BEAUTY

An urban and sunny style for evocative spaces with multiple functions for you to relax, read, chat, work. Complete with a living room with a sitting area and a comfortable desk. The custom-made wooden closets and wardrobes provide maximum storage space.

CURA IMPECCABILE DEI DETTAGLI

IMPECCABLE ATTENTION TO DETAIL



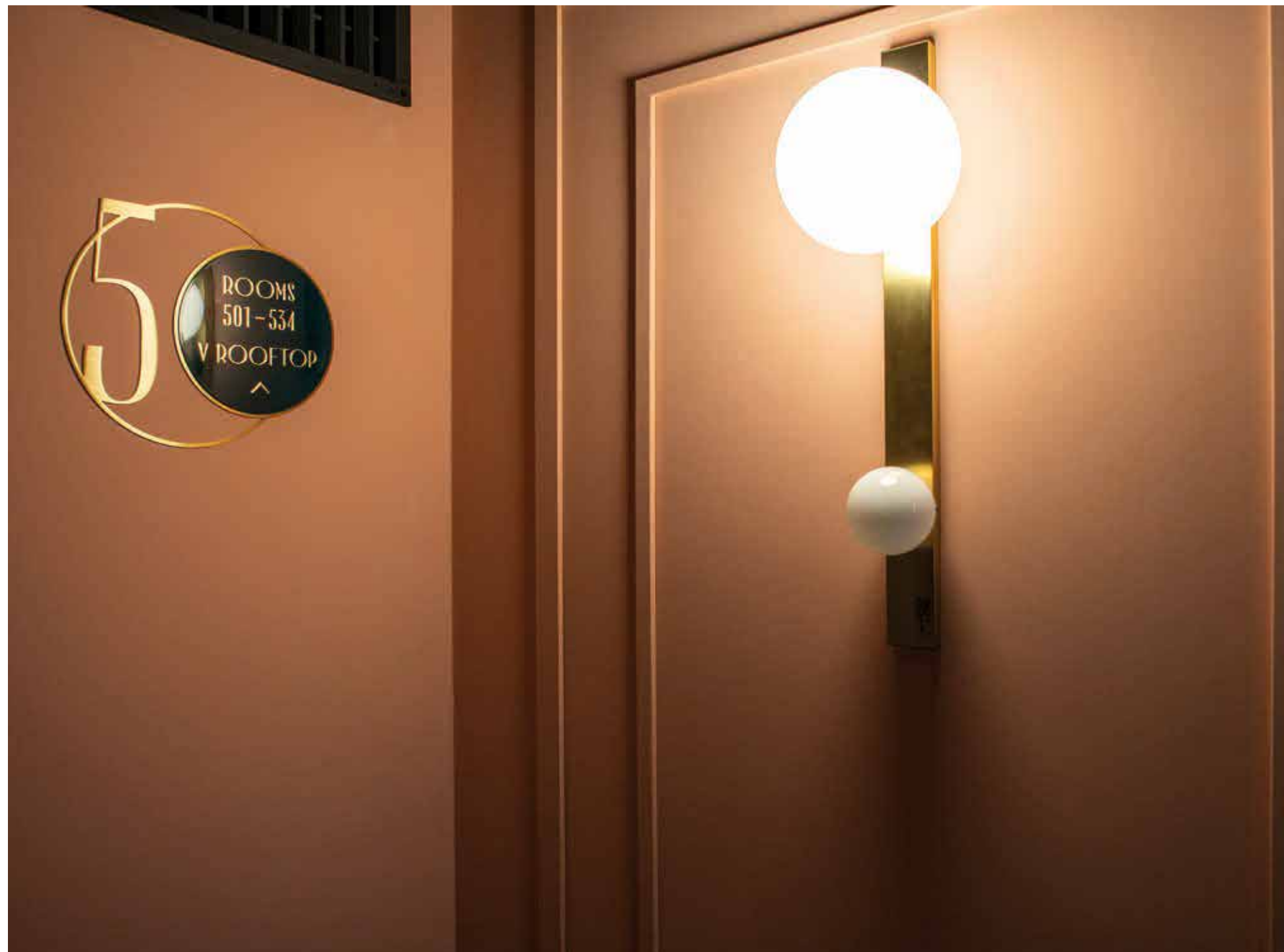


FAMILY RELAXATION

The suites offer the ideal accommodation for long stays and for families. The bright interiors give you a further level of comfort and enjoyment, thanks to the pleasantly furnished balconies.



VIVERE GLI SPAZI IN LIBERTÀ
LIVING SPACES IN FREEDOM



“AMATE L’ARCHITETTURA PER QUEL CHE DI FANTASTICO,
AVVENTUROSO E SOLENNE HA CREATO
– HA INVENTATO – CON LE SUE FORME ASTRATTE,
ALLUSIVE E FIGURATIVE”

“LOVE ARCHITECTURE FOR THE FANTASTIC,
ADVENTUROUS AND SOLEMN THINGS IT HAS CREATED
– INVENTED – WITH ITS ABSTRACT,
ALLUSIVE AND FIGURATIVE FORMS”

* * *

Gio Ponti, architetto e designer italiano (1891-1979)
Gio Ponti, Italian architect and designer (1891-1979)

Vp





eclettico

[e-clèt-ti-co]
agg.

eclectic

* * *

Che combina teorie e metodi diversi. Che rivela capacità in campi diversi, versatile.

Chi si interessa e si dedica a svariate attività: *avere una mente eclettica*.

Chi, specialmente nell'arte, nelle scienze, in filosofia tende a trarre elementi da opinioni, generi, scuole diverse: *artista eclettico, stile eclettico*.

Combining different theories and methods. Showing abilities in different fields, versatile.

One who is interested and dedicated to a variety of activities. Example: *to have an eclectic mind*.
Who, especially in art, science, philosophy tends to draw elements from different opinions, genres, schools.

Examples: *an eclectic artist, an eclectic style*.

sorprendente

[sor-pren-dèn-te]
agg.

surprising

* * *

Che sorprende, che provoca meraviglia, stupore. Straordinario, eccezionale.

Astonishing, amazing. Extraordinary, exceptional.

Vp



Up

SUPERIOR E DELUXE ROOM, ACCOGLIENTI CON STILE

THE SUPERIOR AND DELUXE ROOMS: HOSPITALITY WITH STYLE

PERFECT BALANCE

Next to the suites, the deluxe and superior rooms, with their 25 m² surface, provide a perfect balance of light and space. And you can also relax on the large, comfortable private balcony.





REFINED DETAILS

In every room you'll find mirrors, colourful furnishings and fine finishes in the elegant and eclectic style of Villa Pamphili. The rooms are complete with a living area, a private balcony and a refined bathroom.



INTERNI CONFORTEVOLI
E COMPLETI DI TUTTO

COMFORTABLE AND FULLY EQUIPPED INTERIORS

RISCOPRIRE IL GUSTO DEL CONVIVIO,
FRA I SAPORI DELLA CITTÀ ETERNA
E IL VERDE DELLA MACCHIA MEDITERRANEA

REDISCOVER THE PLEASURE OF BEING TOGETHER, SURROUNDED BY THE NUANCES
OF THE ANCIENT CITY AND THE GREEN MEDITERRANEAN SCRUBLAND

Vp



Vp

DESIGN CONTEMPORANEO E PIACERI DELLA TAVOLA

CONTEMPORARY DESIGN AND FOOD PLEASURES

FROM BREAKFAST TO DINNER, IN A SETTING INSPIRED BY AN ELEGANT ROMAN TAVERN, ENJOY A CONVIVIAL CUISINE THAT IS DEEPLY ROOTED IN LOCAL TRADITIONS.

* * *

Start your day with a Mediterranean-inspired breakfast held at the Acquaviva restaurant. Guests are greeted by seasonal products and a show-cooking area where a chef makes tasty and healthy recipes at their wish. The interiors are reminiscent of an elegant Roman tavern (called an "osteria") with a contemporary twist. Here, for lunch and dinner, you can enjoy some revisited dishes from the Roman tradition, served at the centre of the table and shared according to the concept of conviviality. Or, alternatively, you can choose from the individual menus. An original food experience that also offers Roman citizens an excuse to come to Villa Pamphili. The ultimate space for business lunches and gala dinners, combined with a convention or a company meeting.

A SOPHISTICATED AMBIENCE

Soft, enveloping colours. Pastel pinks, shades of green, creamy white, in a sophisticated and unique harmony. Large lamps that lightly float in space.

Backstage



“L’INCANTO, QUESTA COSA INUTILE E INDISPENSABILE COME IL PANE”

“ENCHANTMENT, THIS USELESS THING, YET INDISPENSABLE LIKE BREAD”

* * *

Gio Ponti, architetto e designer italiano (1891-1979)

Gio Ponti, Italian architect and designer (1891-1979)

Vp



DESIGN CONTEMPORANEO DELLA TAVOLA

CONTEMPORARY DESIGN AND FOOD PLEASURES

**FROM BREAKFAST TO DINNER, IN A SETTING INSPIRED BY A
ROMAN TAVERN, ENJOY A CONVIVIAL CUISINE THAT IS
IN LOCAL TRADITIONS.**

Start your day with a Mediterranean-inspired breakfast at Acquaviva restaurant. Guests are greeted by seasonal dishes in a show-cooking area where a chef makes tasty and healthy food according to their wish. The interiors are reminiscent of an elegant Roman restaurant (called an "osteria") with a contemporary twist. Here, for breakfast or dinner, you can enjoy some revisited dishes from the past, served at the centre of the table and shared according to the tradition of conviviality. Or, alternatively, you can choose from a variety of menus. An original food experience that also offers a perfect excuse to come to Villa Pamphili. The ultimate space for business lunches and gala dinners, combined with a convenient location for meetings.

meraviglia

[me-ra-vi-glia]
s.f.

amazement

Sentimento improvviso di stupore, di sorpresa che nasce di fronte a una cosa o a una situazione fuori dell'ordinario o del previsto: *cose che fanno, destano, suscitano meraviglia; uno spettacolo che muove a meraviglia; provare, sentire meraviglia; era pieno di meraviglia.*

Sudden feeling of astonishment or surprise arising in the face of something or a situation out of the ordinary or expected. Examples: *things that amaze; a spectacle that moves one to be amazed; to feel, to feel amazed.*

emozionante

[e-mo-zio-nàn-te]
agg.

exciting

Che crea emozione, appassionante, eccitante: *un'avventura emozionante; un film dal finale emozionante.*

That creates emotion, is exciting, thrilling.
Examples: *an exciting adventure; a film with an exciting ending.*

Vp









THE EXPERIENCES



Live emotions

MODERNI MOSAICI AD ARCO CON DECORI VEGETALI

MODERN ARCHED MOSAICS WITH PLANT DECORATIONS





TRAMONTO INFINITO SUL TETTO DI ROMA

NEVER-ENDING SUNSETS ON THE ROOF OF ROME

A ROMAN TERRACE OVERLOOKING A BREATHTAKING VIEW, WHERE YOUR EYE WANDERS ACROSS THE SILENT VALLE DEI CASALI, A UNIQUE EXPERIENCE AMIDST THE SCENTS OF MEDITERRANEAN VEGETATION.

Your unforgettable evenings begin at aperitif time. With refined drinks and great wines from our sophisticated cocktail bar, to be sipped in the golden light of a never-ending sunset, contemplating the view that sweeps from the swimming pool to the surrounding park, amidst maritime pines and century-old trees. In the background, the sound of live music. All-Italian moments for an experience enjoyed on the Villa Pamphili rooftop. On the fifth floor you'll find one of the most beautiful terraces in Rome. Plus, the starry night and the joy of tasting an informal and tasty dinner made with gourmet dishes, freshly prepared with creativity and mastery. This is also the perfect location to end a business meeting with a relaxed vibe.

DOLCE VITA ON THE ROOFTOP

Elegant wicker armchairs, informal sofas and plants all around. A relaxing setting with convivial areas and more private corners.

Live emotions



“DALL’INTERNO LA CASA ALL’ITALIANA RIESCE ALL’APERTO CON I SUOI PORTICI E LE SUE TERRAZZE, CON LE PERGOLE E LE VERANDE, CON LE LOGGE ED I BALCONI, LE ALTANE E I BELVEDERI”

“FROM THE INSIDE, THE ITALIAN-STYLE HOUSE FLOWS OUT IN THE OPEN AIR WITH ITS PORTICOES AND TERRACES, ITS PERGOLAS AND VERANDAS, ITS LOGGIAS AND BALCONIES, ITS TERRACES AND BELVEDERES”

Gio Ponti, architetto e designer italiano (1891-1979)

Gio Ponti, Italian architect and designer (1891-1979)



TRAMONTO INFINITO DI ROMA

NEVER-ENDING SUNSETS ON THE ROOF OF ROME

A ROMAN TERRACE OVERLOOKING A BREATHTAKING VIEW OF THE CITY, YOUR EYE WANDERS ACROSS THE SILENT VALLE DEI CAPELLI EXPERIENCE AMIDST THE SCENTS OF MEDITERRANEAN

Your unforgettable evenings begin at aperitif time. With our signature cocktails and great wines from our sophisticated cocktail bar, enjoy the golden light of a never-ending sunset, contemplate the city that sweeps from the swimming pool to the surrounding maritime pines and century-old trees. In the background, the sounds of live music. All-Italian moments for an experience on the Villa Pamphili rooftop. On the fifth floor you'll find beautiful terraces in Rome. Plus, the starry night and the city lights, an informal and tasty dinner made with gourmet ingredients prepared with creativity and mastery. This is also the perfect way to end a business meeting with a relaxed vibe.

connessione

[con-nes-siò-ne]
s.f.

connection

Unione, legame, collegamento: *connessione delle parti*.
L'essere connesso, intima unione fra due o più cose;
legame di stretta relazione e interdipendenza tra fatti, idee.

Union, bond, link. Example: *connection of the parts*.
Being connected, an intimate union between two or more things;
bond of close relation and interdependence between facts, ideas.

natura

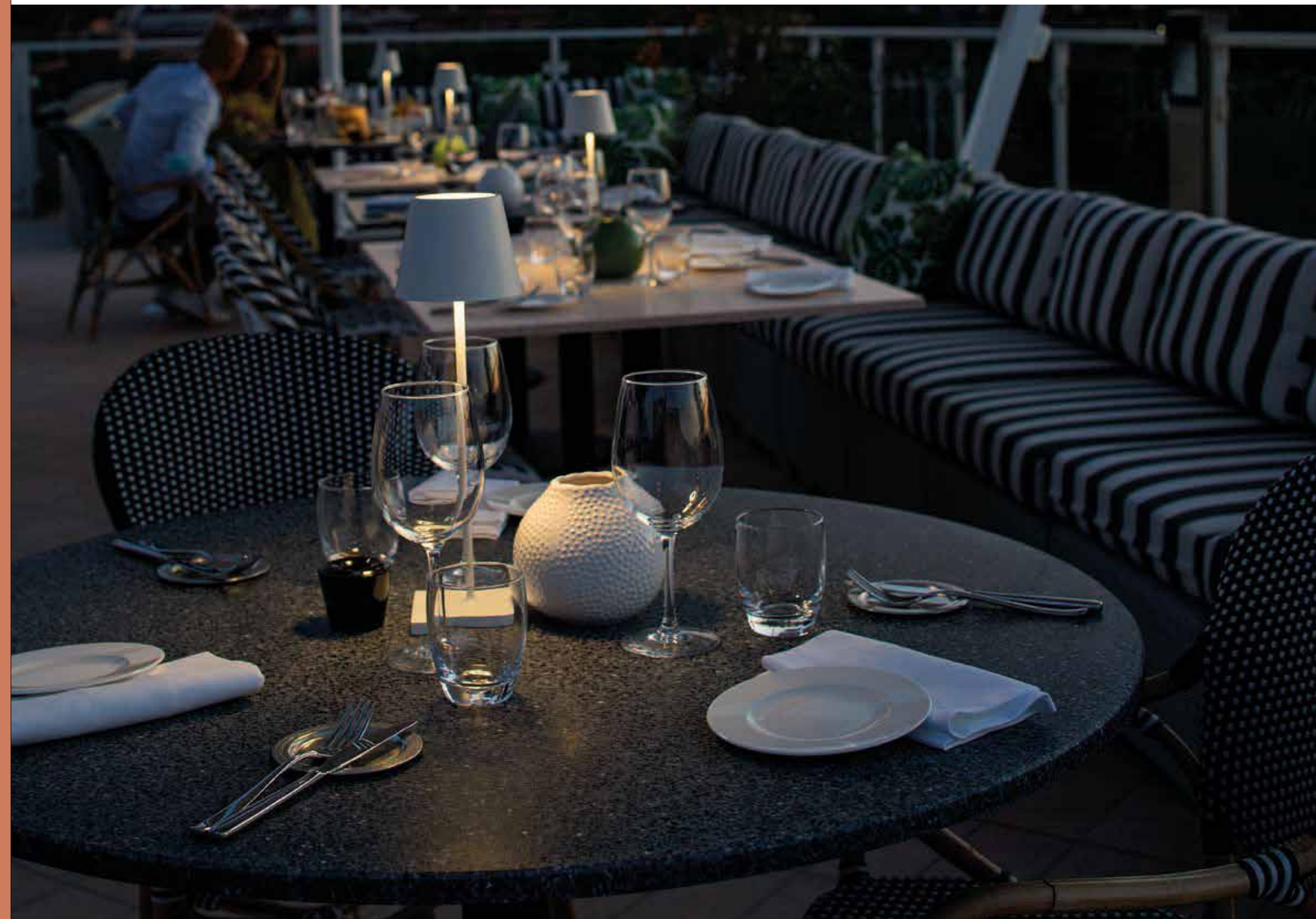
[na-tù-ra]
s.f.

nature

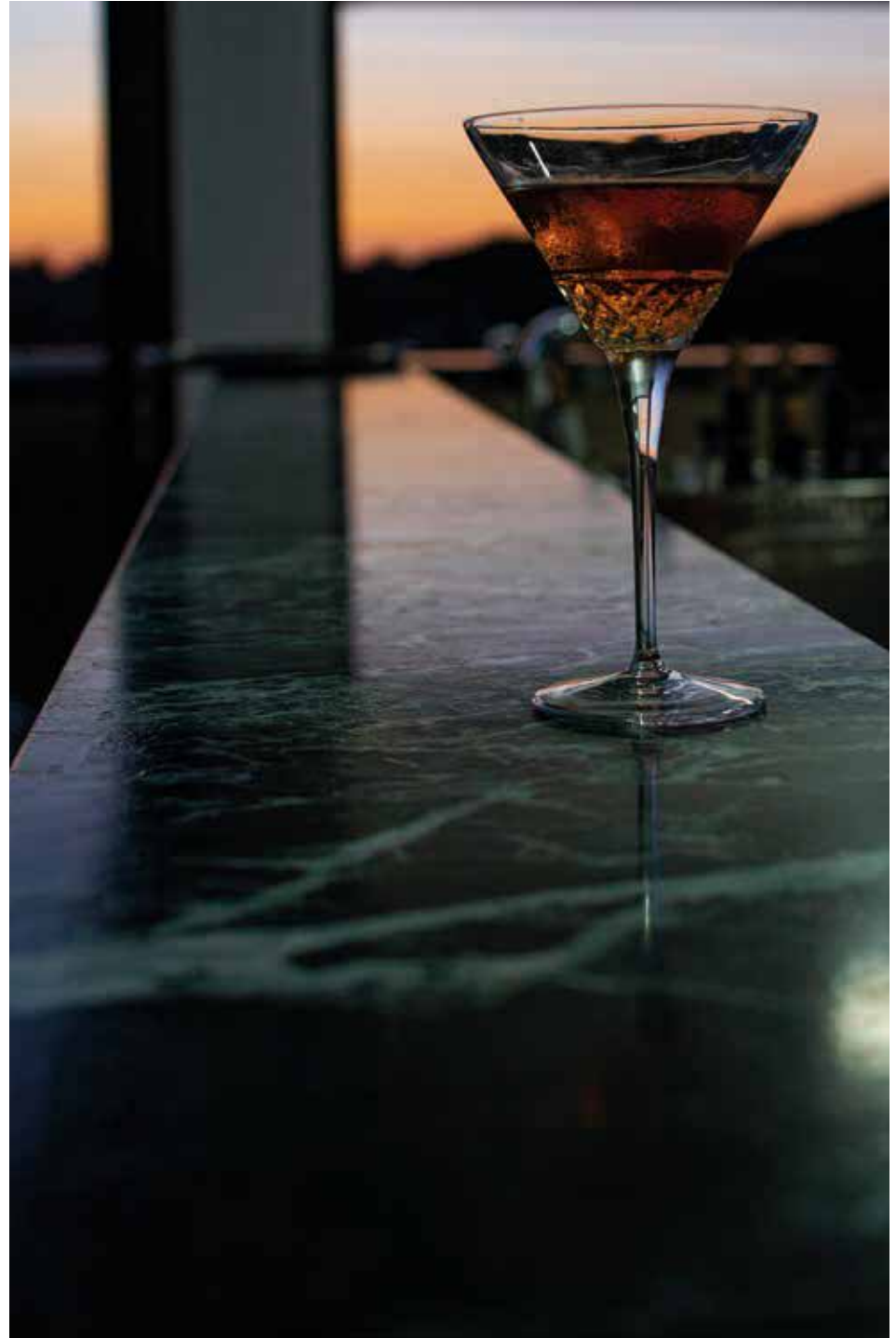
Complesso di tutte le cose e di tutti gli esseri esistenti nell'universo,
regolato da leggi proprie. *Il sentimento della natura*: la capacità di coglierne la grandezza
e la bellezza in modo immediato e quasi intuitivo.

The entirety of all things and all beings existing in the universe, governed by its own laws. *The feeling of nature*:
the ability to grasp its grandeur and beauty in an immediate and almost intuitive way.

Vp









THE EXPERIENCES

STYLE DETAILS

Natural materials and lightweight shapes. The eclectic style of the hotel's interiors is also found on the rooftop, the open-air design of which showcases a great attention to detail.

MOMENTI ITALIANI IN UNA TERRAZZA DI DESIGN

ITALIAN MOMENTS ON A DESIGNER TERRACE





DINNER UNDER THE STARS

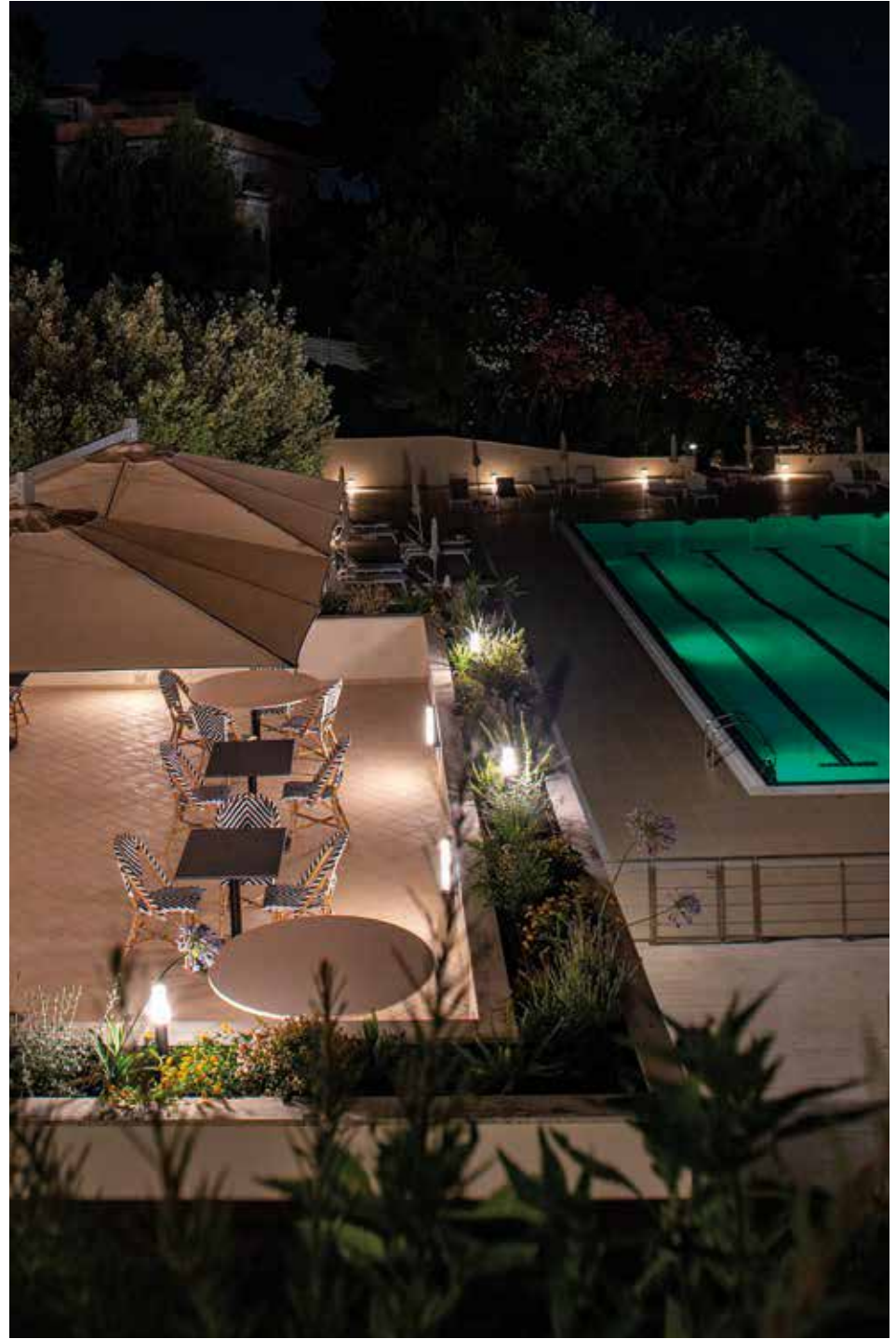
As the evening falls, warm, soft lights are lit in every corner of the terrace and all around the swimming pool, which you can admire from above. An evocative setting for elegant dinners and conviviality.

Living the atmosphere



LUCI SOFFUSE E UNA RAFFINATA
SOCIALITÀ

SOFT LIGHTING AND REFINED SOCIALISING



RIGENERARE CORPO, MENTE E SPIRITO
IN UN'OASI DI ACQUA E DI PIETRA,
DOVE VAPORI E AROMI AVVOLGONO I SENSI

REGENERATE YOUR BODY, MIND AND SPIRIT IN AN OASIS OF WATER AND STONE,
WHERE VAPOURS AND AROMAS ENVELOP YOUR SENSES

vp



Vp

UN TEMPIO DI BENESSERE, EQUILIBRIO E BELLEZZA

A TEMPLE OF WELLNESS, BALANCE AND BEAUTY

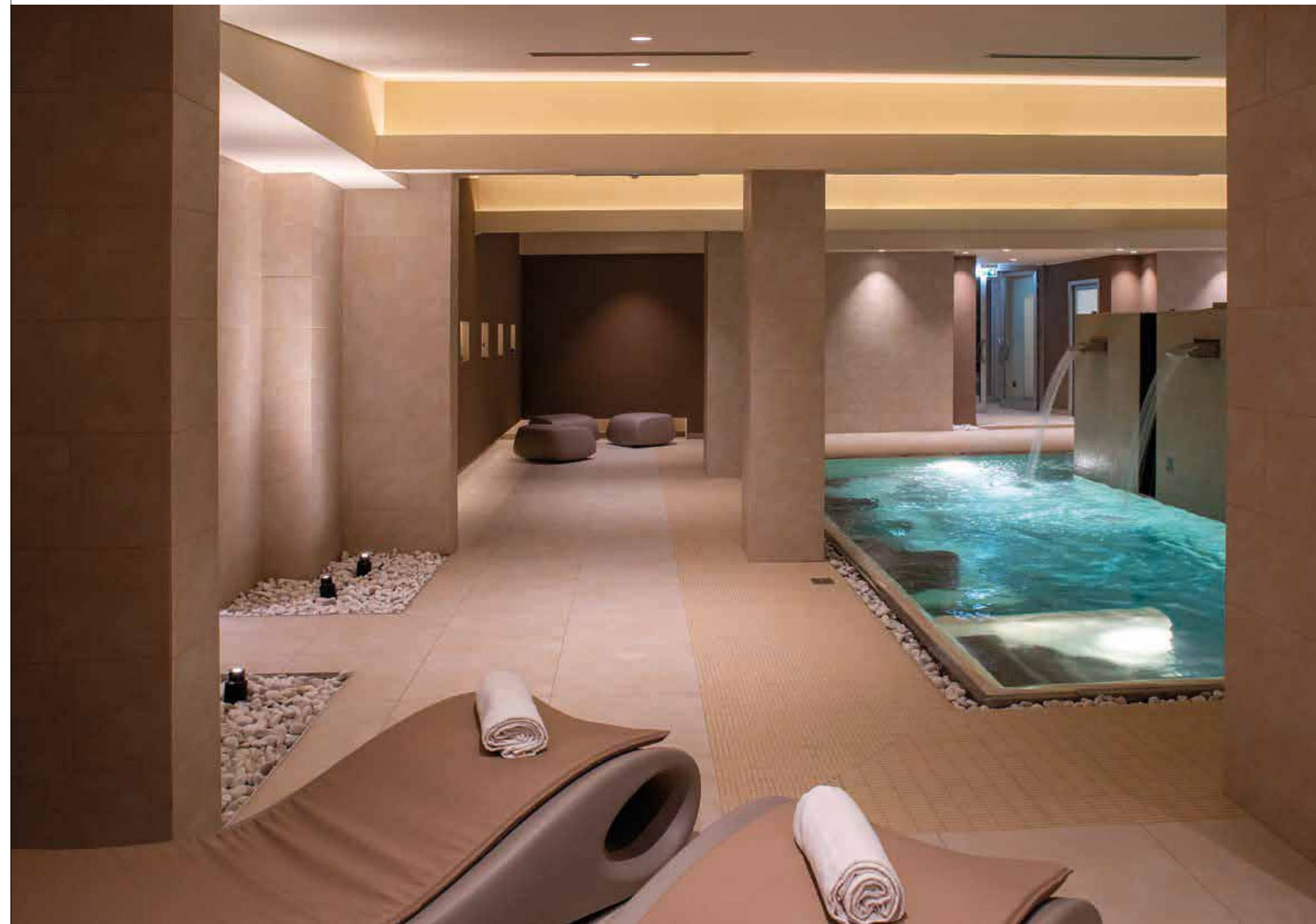
A 800 M² HOLISTIC OASIS THAT INCLUDES A WET AREA, MASSAGE CABINS AND A GYM. A PLACE WHERE TIME EXPANDS, WHILE YOU EXPERIENCE ADVANCED TREATMENTS AND SENSORY PATHS.

Your urban holiday at Villa Pamphili is even more fulfilling if you take a gratifying break at our spa. A true temple of wellness, with different areas for multiple experiences tailored to your individual needs. In the wet area, a large swimming pool is equipped with relaxing water jets, a steam bath, a sauna and a biosauna. The massage booths provide the most luxurious and advanced treatments using natural products and essences. The gym is fully equipped to help you tone up and keep fit. Personal trainers, expert nutritionists and life coaches offer a complete and effective training system. And a personal trainer will be happy to hold your session by the pool or among the trees of the ancient park of Villa Doria Pamphilj.

WATER TREATS

Alongside the swimming pool and whirlpool, you'll also find experience showers and chromotherapy and a relaxation area with herbal teas and natural infusions.

Live emotions





**“A LUCE SIMULA FORME, ANNULLA
CERTE PERCEZIONI DI DIMENSIONI E DISTANZE
PERCHÉ NON HA PROFONDITÀ, (...) TRASFORMA PESI,
SOSTANZA, VOLUMI, MODIFICA PROPORZIONI”**

**“LIGHT SIMULATES SHAPES, IT CANCELS CERTAIN PERCEPTIONS OF DIMENSIONS
AND DISTANCES BECAUSE IT HAS NO DEPTH, (...) IT TRANSFORMS WEIGHTS,
SUBSTANCE, VOLUMES, IT CHANGES PROPORTIONS”**

*** * ***

Gio Ponti, architetto e designer italiano (1891-1979)

Gio Ponti, Italian architect and designer (1891-1979)

Vp



leggerezza[leg-ge-réz-za]
s.f.**lightness**

* * *

Condizione di ciò che è leggero, esiguità di peso: *leggerezza di una piuma*.
 Agilità, scioltezza di movimento, sveltezza: *ballare con leggerezza*;
disegno eseguito con rara leggerezza di mano.

Condition of what is light, lightness of weight. Example: *lightness of a feather*.
 Agility, fluency of movement, quickness.

Examples: *to dance with lightness*; *a drawing made with rare lightness of hand*.

luminoso[lu-mi-nó-so]
agg.**bright**

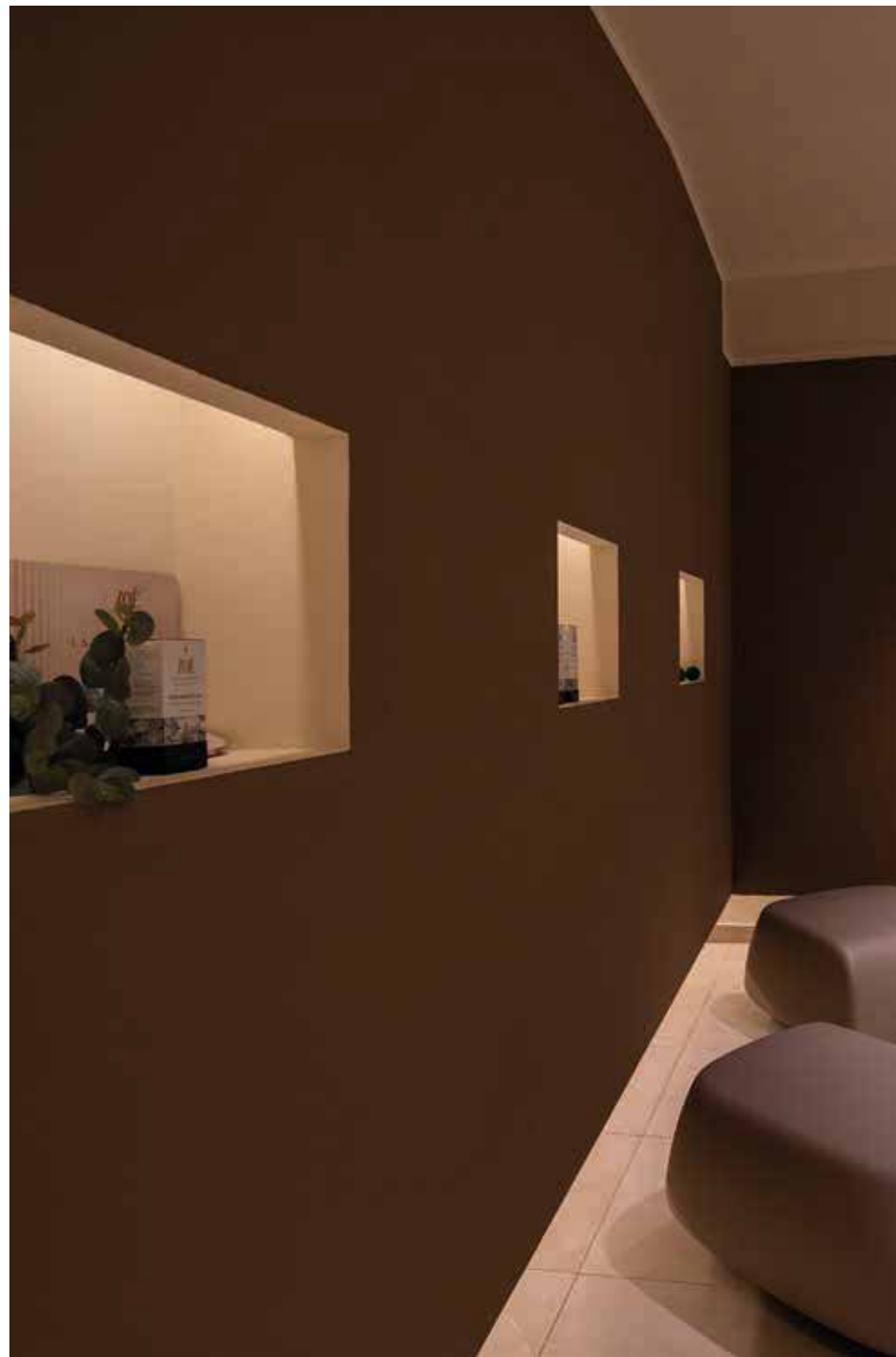
* * *

Che emette luce, che è illuminato, pieno di luce. Limpido. Lucente, splendente.

That emits light, that is illuminated, full of light. Clear. Gleaming, shining.

Vp





UN'ESPERIENZA UNICA E APPAGANTE

A UNIQUE AND REWARDING EXPERIENCE

NATURAL TREATMENTS

Peace and silence, soft colours and lights to make the most of the natural treatments held in the seven massage booths at the spa.

Living the atmosphere





THE EXPERIENCES





INCONTRI AZIENDALI CON TECNOLOGIA E STILE

CORPORATE MEETINGS WITH TECHNOLOGY AND STYLE

1,600 M² OF MODULAR AND FLEXIBLE SPACES FOR THE PLENARY HALL AND 15 MEETING ROOMS ON THREE FLOORS. HERE, YOU'LL FIND THE SAME VIBRANT COLOURS AND NATURAL LIGHT OF THE VILLA PAMPHILI INTERIORS.

A Congress Centre that is technologically advanced and yet provides the same warmth, originality and elegance of the rest of the interiors of Villa Pamphili. The same bright, original colours and decorative eclecticism can be found, properly calibrated, in the plenary hall and the 15 meeting rooms. Each space is designed to be sub-divisible or unified in order to adapt to different types of meetings, from conventions to training sessions. Such events can be especially amazing in the magnificent setting of Villa Pamphili, an urban refuge in one of the Capital's largest parks, a short distance from the city's historical and artistic treasures. Among gardens, terraces and spectacular views, you can also plan engaging team-building activities with the hotel's consultants.

A SPECTACULAR SPACE

The plenary hall holds 500 people and is equipped with a large, state-of-the-art Ledwall with a control booth. Carpets and rugs feature patterns and decorations that are exclusive to Villa Pamphili.





LIGHT AND COMFORT

The rooms, located on the ground floor, pool level and terrace level, are flooded with natural light and have soundproofed walls for a comfortable and warm environment.



ATMOSFERE SOFISTICATE
PER OGNI EVENTO

SOPHISTICATED VIBES FOR ANY EVENT

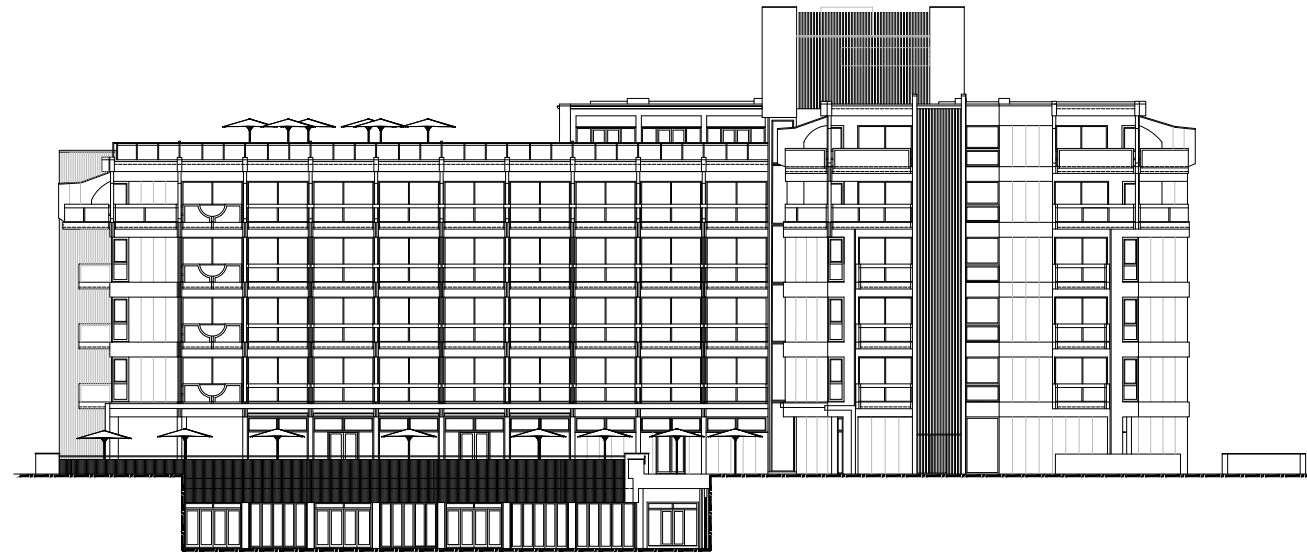
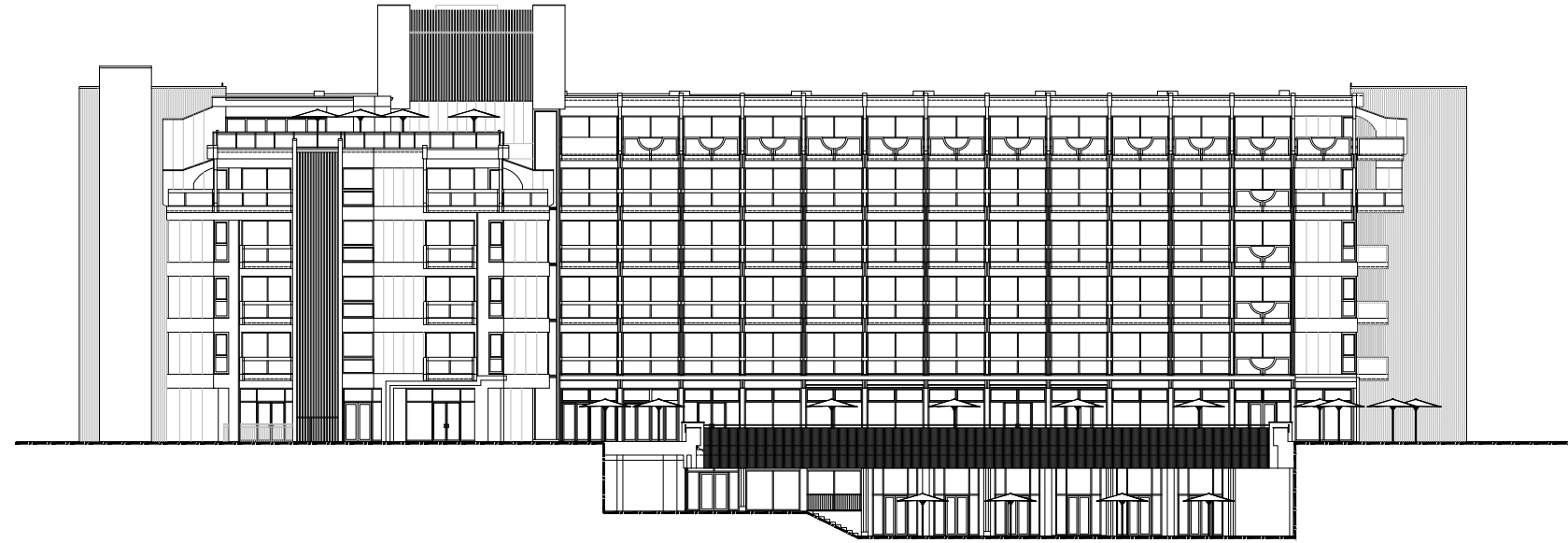
TAVOLE TECNICHE

TECHNICAL BOARDS

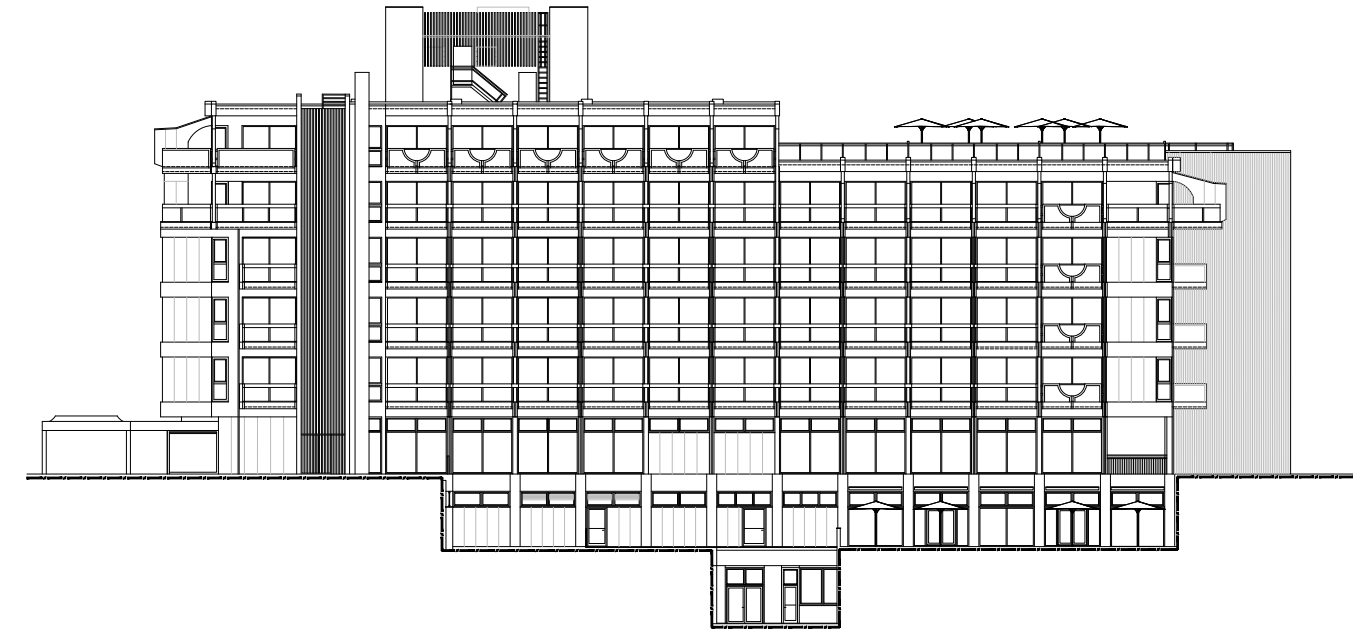
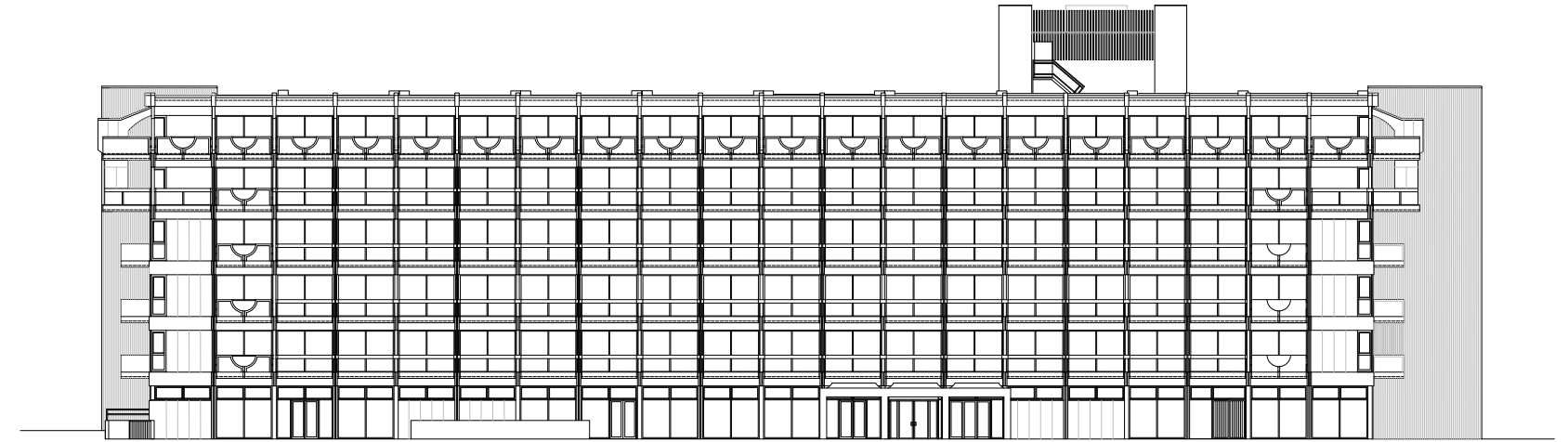
Vp



HOTEL VILLA PAMPILI, PERSPECTIVE DRAWINGS
South-West, South-East side, perspective drawing

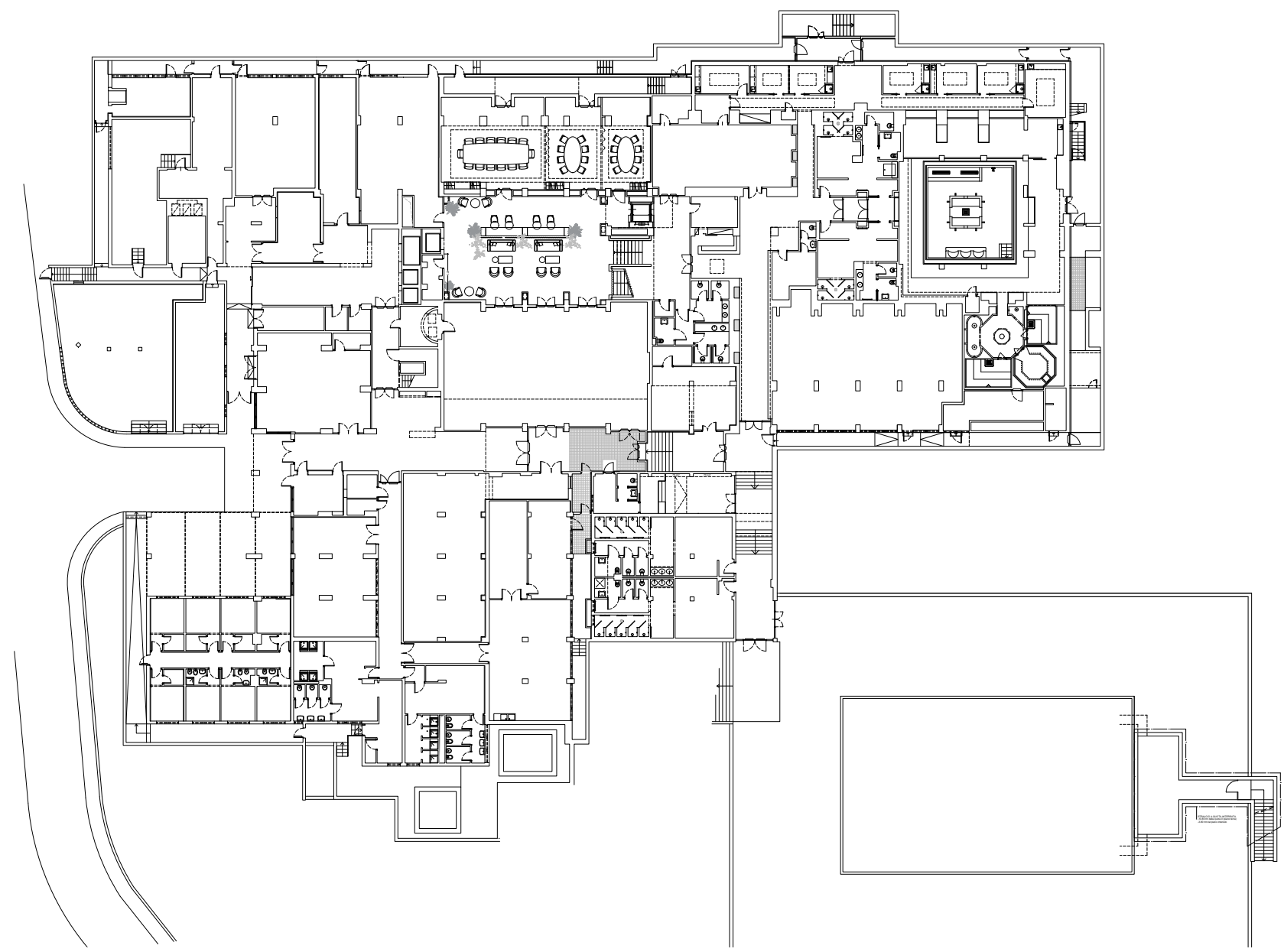


HOTEL VILLA PAMPILI, PERSPECTIVE DRAWINGS
North-East, North-West side, perspective drawing



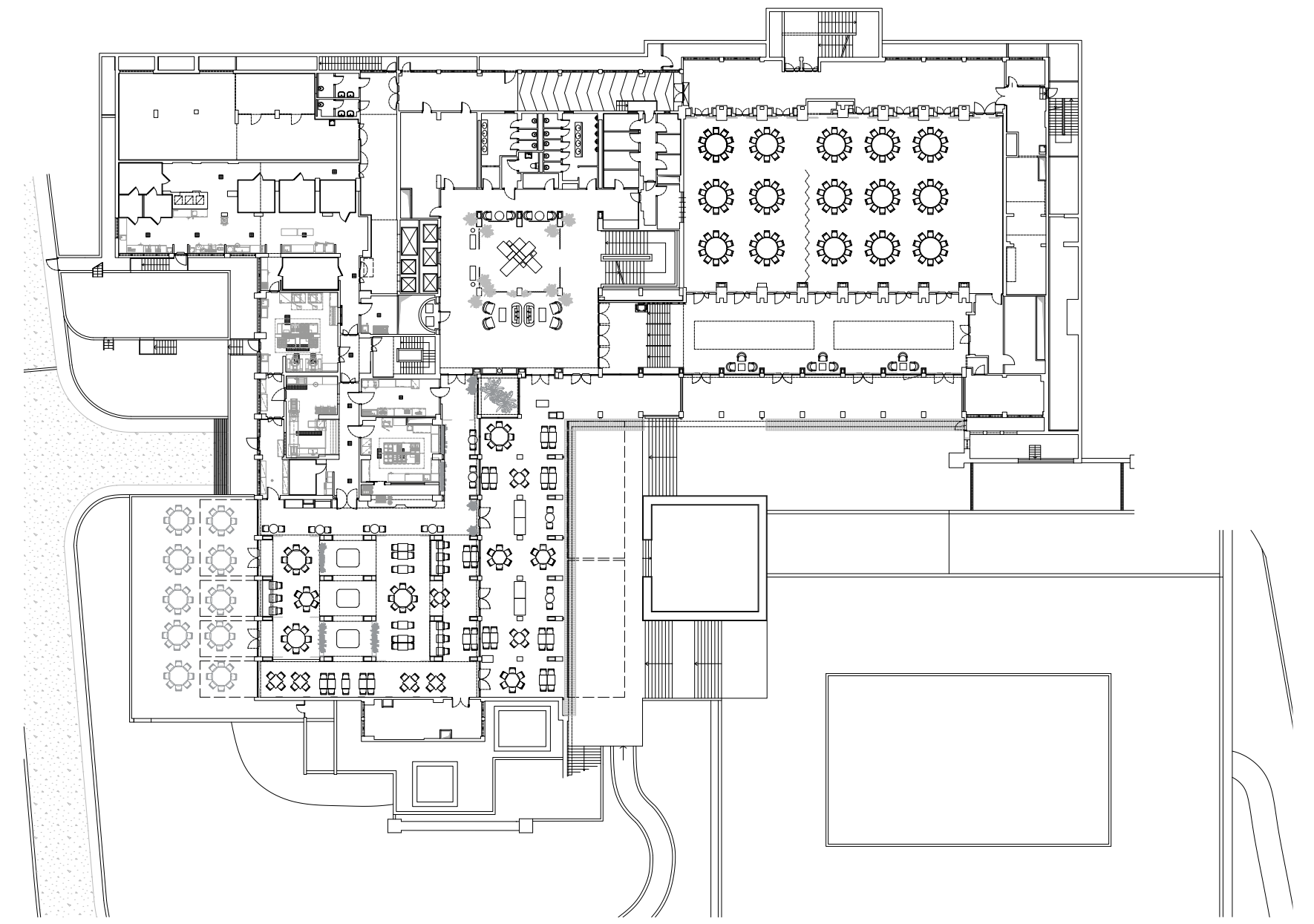
HOTEL VILLA PAMPILI, FLOOR PLANS

Basement floor

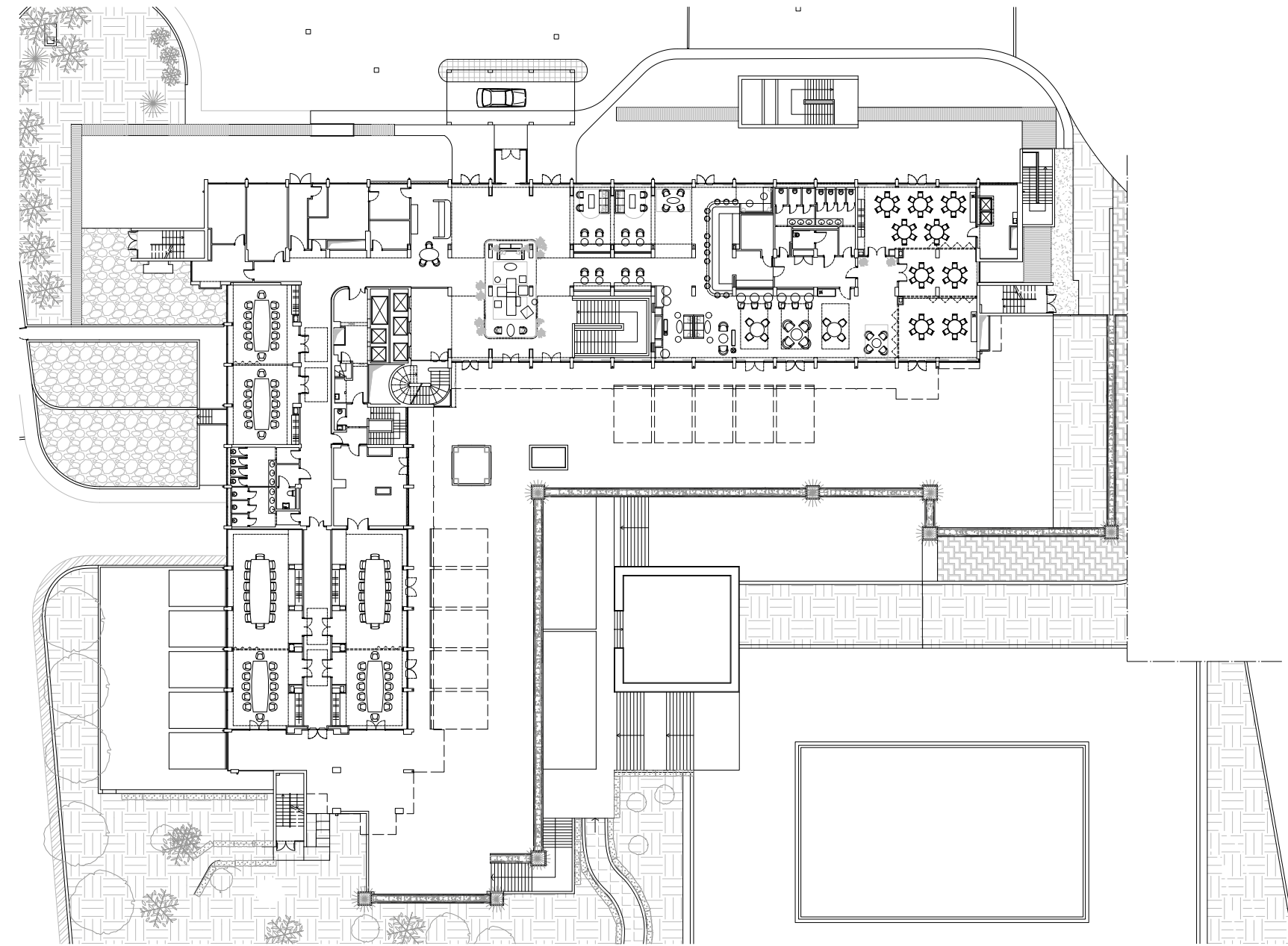


HOTEL VILLA PAMPILI, FLOOR PLANS

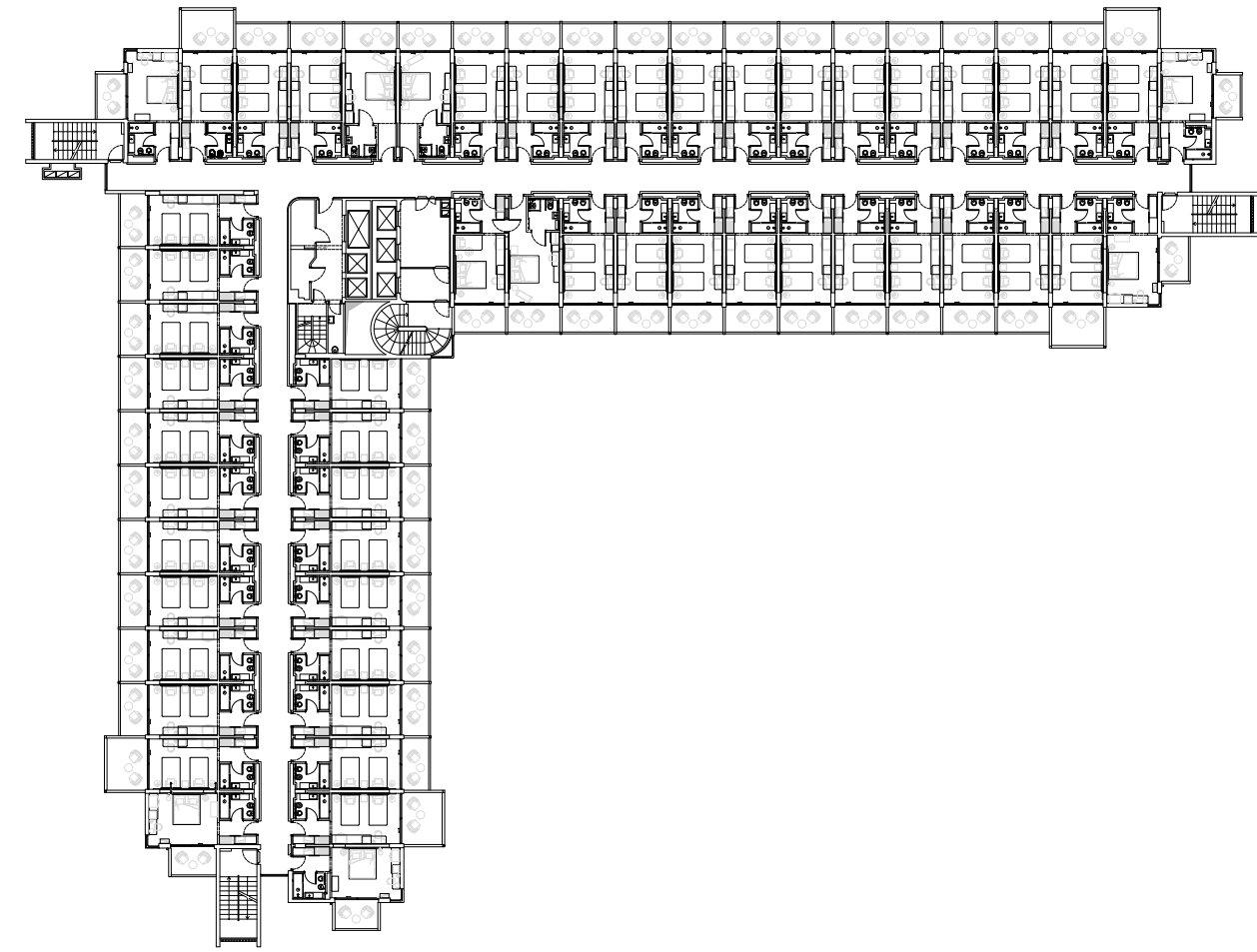
Semibasement floor



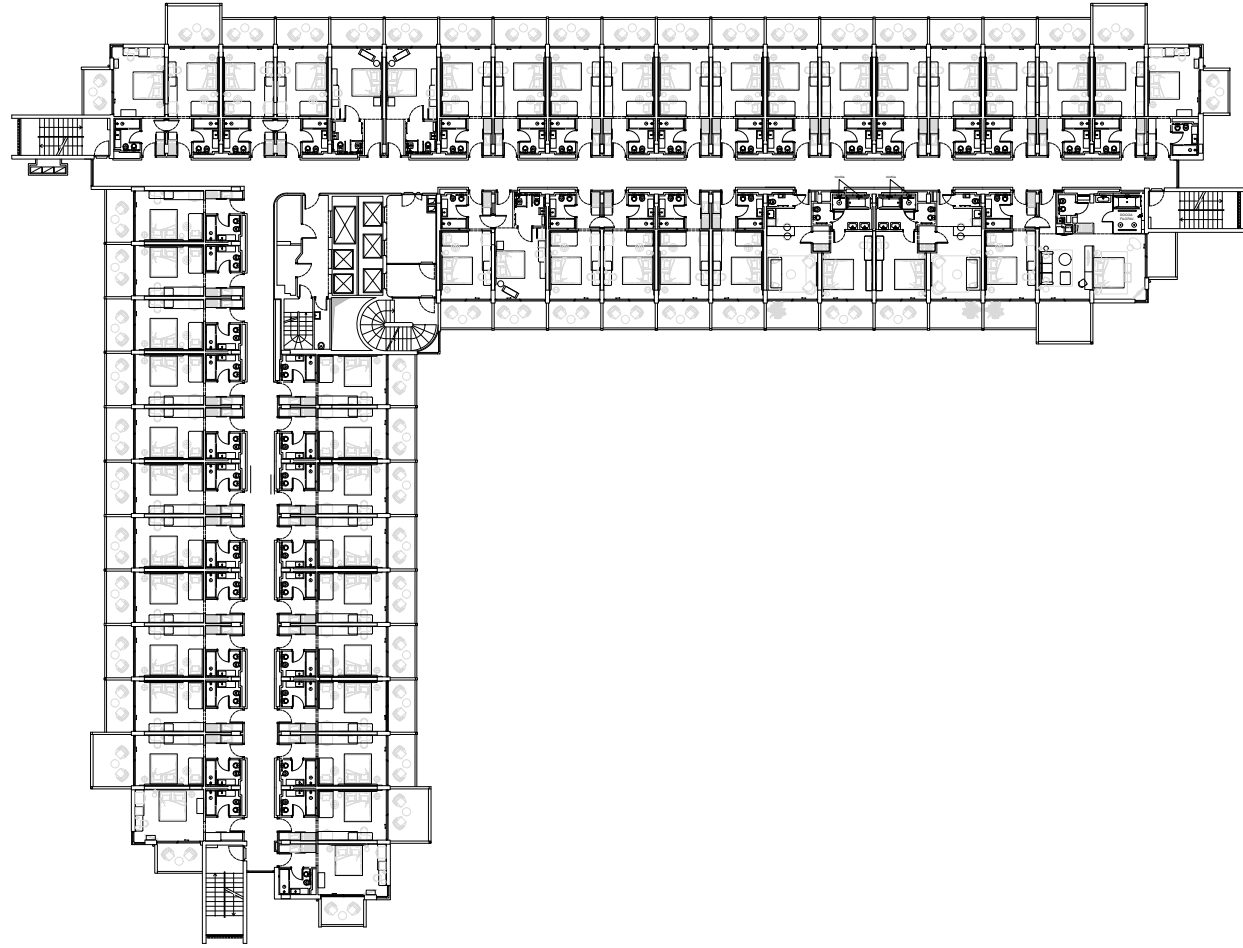
HOTEL VILLA PAMPILI, FLOOR PLANS
Ground floor



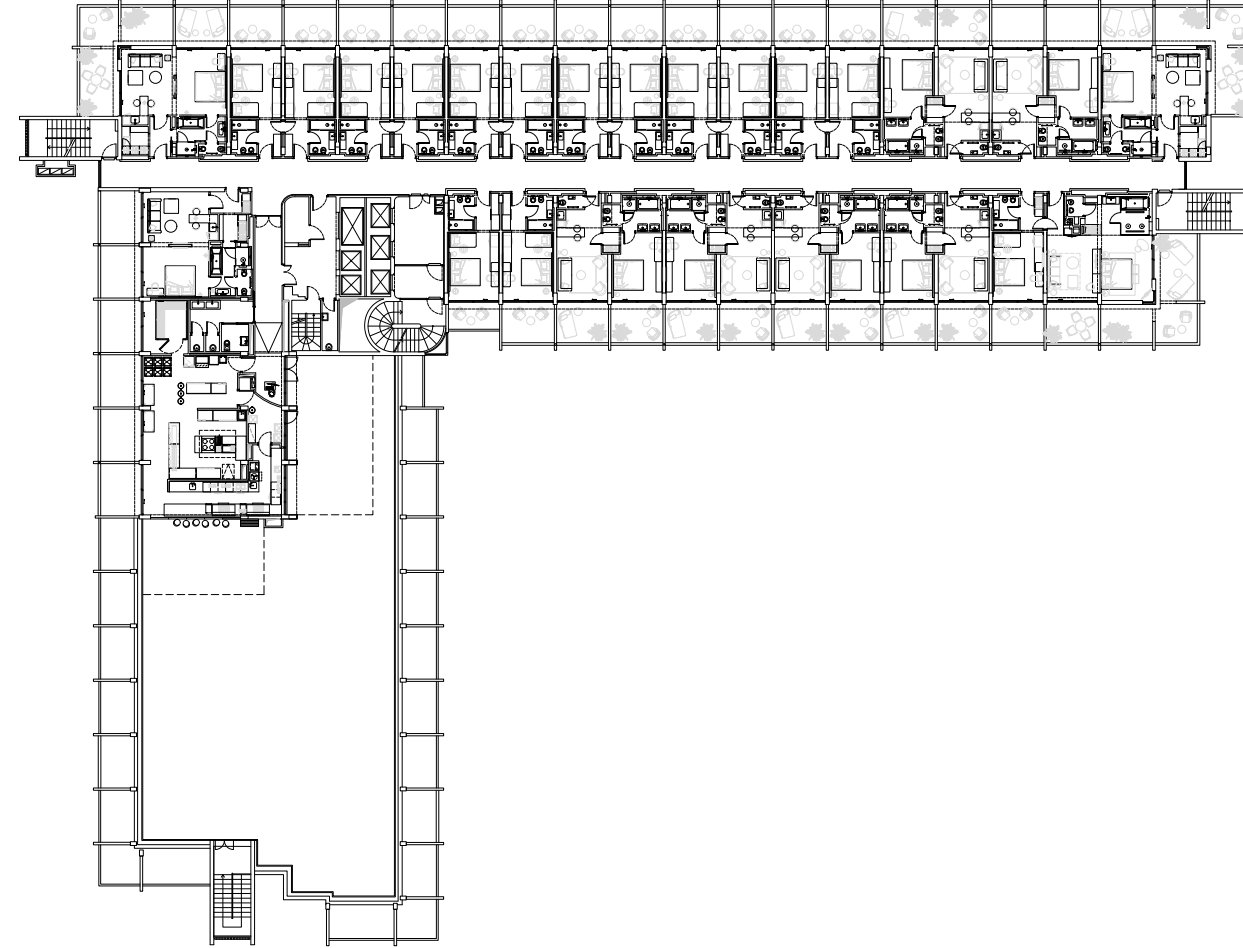
HOTEL VILLA PAMPILI, FLOOR PLANS
Example floor



HOTEL VILLA PAMPILI, FLOOR PLANS
Sixth floor



HOTEL VILLA PAMPILI, FLOOR PLANS
Rooftop



RINGRAZIAMENTI

ACKNOWLEDGEMENTS

ARIES GROUP

* * *

A hotel management company specialising in hotels, resorts and residences located in all major Italian destinations, Aries Group enhances the value of properties by acting on various profitability stimuli. The key to every Made in Italy hospitality project is the pivotal role of customers, Italian culinary arts, the organisational platform and the work team.

CADORE INTERIORS

* * *

Founded in 1969 by the Cadore family, the company has gained a prominent spot on the Italian and international furniture markets. Its core business is the hotel contract sector, with interiors for 3 to 5-star hotels and prestigious villas. The company combines the workmanship and methods of its family tradition with new technologies in a successful combination of production efficiency and Made in Italy output.

COLLIERS REMS

* * *

Colliers REMS (an acronym for Real Estate Management Services) is part of the Colliers International Italia network and aims at supporting clients in maximizing the returns of their individual assets and real estate portfolios. With two offices in Milan and Rome, Colliers REMS can offer customized real estate services all across Italy.

DEXTER MOREN ASSOCIATES

* * *

An award-winning architectural and interior design practice based in London, the firm has made a name for itself in the international hotel industry over the past 29 years. Steering clear of trends, each hotel project is inspired by its own architectural and landscape context to create authentic spaces with character and impeccable attention to detail.

ELETTROMECCANICA GALLI ITALO

* * *

With more than 60 years of experience in the installation and maintenance of technological systems, Elettromeccanica Galli Italo has been part of the Eiffage group since 2001. With an in-house technical department of over 50 people ensuring a high level of professionalism from the design stage upwards, the company also offers consolidated expertise in the production of LV switchboards.

IMPRE.DO

* * *

Impre.DO is a leading construction company in the real estate industry. Founded in 2014 by Daniele D'Orazio, it has built a robust construction know-how in the residential, civil, office and hospitality sectors. Impre.DO makes attractive and innovative real estate products via an experienced and reliable team of over 100 professionals.

JACOBS ITALIA

* * *

Jacobs offers a full range of scientific, technical, professional, construction and project management consultancies and services, with a focus on sustainability and safety. The company operates throughout continental Europe with Jacobs Italia, which holds offices in Milan, Rome and Bologna and a multidisciplinary organisation of over 300 people.

MEREGALLI IMPIANTI TERMOTECNICI

* * *

For over 50 years, the company has been standing out for the speed and reliability of its work. At its Arcore headquarters, it employs more than 90 people in the construction of mechanical and fire-fighting systems in the industrial, tertiary and residential sectors, as well as the requalification of turnkey buildings, global service activities and the management of technological systems.

GLOSSARIO

GLOSSARY

BANQUETING

Service for the preparation of events, whether private or business, including menu and set-up. From gala dinners and business lunches to banquets for parties and celebrations.

BUFFET

It consists of various serving plates from which guests can choose for themselves. A hotel can offer a breakfast or dinner buffet, for example.

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.

CONGRESS CENTRE

The hotel area dedicated to business meetings, conventions, training sessions.

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

Part of the Congress Centre, which generally includes several meeting rooms. It is the space dedicated to meetings and business events.

PLENARY HALL

The main hall of the Congress Centre, with the largest capacity and the equipment for major meetings. It requires a careful planning of entrances and exits, darkening and soundproofing.

POOL BAR

Bar located next to a hotel's swimming pool and serving snacks, drinks or coffee.

QUEEN SIZE BED

Particularly comfortable double bed, larger than the usual double bed.

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

Panoramic terrace on the top floor with a bar-restaurant for aperitifs, dinners and after dinners.

SPA

A wellness centre offering guests and visitors a range of services from treatments and massages to saunas and steam baths.

SUITE

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

Owner
FONDAZIONE ENPAM
FONDO ANTIRION GLOBAL COMPARTO HOTEL

Tenant
ARIES GROUP SRL

Developer
ANTIRION SGR SPA

Advisor
COLLIERS INTERNATIONAL ITALIA SPA

Integrated design and work supervision
JACOBS ITALIA SPA

Civil and structural works
IMPRE.DO SRL

Concept refurbishment hotel design
INTERIOR DESIGN & SPACE PLANNING, ART DIRECTION
DEXTER MOREN ASSOCIATES LTD.

Contract furnishings
CADORE ARREDAMENTI SRL UNIPERSONALE

Electrical systems
ELETTRMECCANICA GALLI ITALO SPA

Mechanical systems
MEREGALLI IMPIANTI TERMOTECNICI SRL

Project management
COLLIERS REAL ESTATE MANAGEMENT SERVICES ITALIA SRL

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