

HASSLER ROMA

PRESS KIT



President & General Manager: Roberto E. Wirth



HASSLER ROMA

SUMMARY

	Page
THE HASSLER ROMA	
The Hassler, Royally Roman	3
A unique location in the historical heart of Rome	4
Over a century of hospitality	5
Luxurious Roman retreat where the stars look down	6
THE PRESTIGIOUS SUITES AND ROOMS	
Unique and unforgettable, sanctuaries of elegance luxury and comfort - Rooms	7-8
Suites:	
- Hassler Penthouse Suite	9
- Penthouse Villa Medici Suite	10
- Presidential San Pietro Suite	11
- Presidential Trinità dei Monti Suite	11
- Forum Suite	11-12
- Hassler Suite	12
- Classic Suites	12
AMORVERO & ROSSANO FERRETTI HAIR SALON	
Amorvero spa: wellness with you	13
Amorvero Perfume... The Hassler's Essence	13
Rossano Ferretti Hair Salon	13
TO DINE IN, UNDER, AND AMONG THE STARS	
IMÀGO at the Hassler	14
The Palm Court	15
Salone Eva	15
Hassler Bar	15
ROME'S GRANDEST MEETING ROOMS	16
CONTACTS	17

HASSLER ROMA

THE HASSLER, ROYALLY ROMAN

*Sitting as a crown atop the Spanish Steps,
The Hassler exudes old world elegance*

Iconic, legendary, incomparable.

Ever since the Hassler opened its doors in 1893, it has held the coveted position as the most prestigious hotel in Rome, commanding one of the most exclusive views in the world over the churches, domes and rooftops of the Eternal City. Set theatrically at the top of the Spanish Steps, next to the magnificent 16th-century Trinità dei Monti church, it is within walking distance of the abundant greenery of Villa Borghese gardens, Via Veneto, Via Condotti, and the city's most fashionable boutiques,



Rome is a city where the ancient and modern overlap seamlessly, and is home to a small number of world-famous hotels. Despite the fact that specific types of guests tend to choose one hotel over another because of their particular lifestyle, the Hassler is the only hotel that consistently appeals to a large cross-section of sophisticated travelers. Royalty, celebrities, diplomats, writers and business leaders alike all discover the perfect combination of sophisticated luxury, attentive service and unique location in one place, the Hassler.

The Hassler is owned by President and General Manager Roberto E. Wirth, fifth generation of the famous Swiss hotelier family who became co-owners of the hotel with the Hasslers in the 1920s. As President and Managing Director and with more than 30 years of experience in the hotel business, Mr. Wirth, a passionate collector of art and fine wines, welcomes guests as he would in his own home, with consideration and care.

With 93 rooms - among them 13 suites, the Hassler reflects classic and elegant ambience with contemporary elements for a perfect balance between the past and the future.

Like every 'grand hotel' the Hassler has its own common areas: the renowned Salone Eva, is the preferred meeting place of locals and guests for a business lunch, a tea-time break or a light meal after the theatre and the cozy Hassler Bar offers delicious cocktails. In Spring and Summer, the Palm Court is an oasis of tranquility surrounded by a luxuriant garden that offers a wide choice of food all day long. The Hassler's crown jewel is Imàgo, the Michelin starred rooftop restaurant. Located on the 6th floor; it offers not only a breathtaking view of Rome, but it is also the contemporary Italian cuisine of the well-known Chef Francesco Apredda.

The Hassler is a member of *The Leading Hotels of the World* and *Virtuoso*.

HASSLER ROMA

A UNIQUE LOCATION IN THE HISTORICAL HEART OF ROME

The whole city is within view of the Hotel Hassler

The Hassler Roma enjoys one of the most privileged positions in the very heart of Rome and sits to the right of the spectacular 16th-century Trinità dei Monti church and its distinctive twin bell towers. Both look upon the Spanish Steps whose Travertine white marble stairs have been climbed by literally every visitor to the city over the last 300 years. The Spanish Steps open up onto the most famous square in Rome, the beautiful Piazza di Spagna (Spanish Square), and are the setting for a constant parade of people who take pictures, write postcards, sketch, flirt or just watch the seemingly endless activity around them.

In front of Piazza di Spagna is the celebrated Via dei Condotti, the nearby Via Borgognona and Via Frattina, unmissable stops on the shopping itineraries of a sophisticated traveler. It is all just a few minutes from the Hotel and provides a colorful neighborhood in which to stroll on the way to some of the most noteworthy historical sites in the city.

The Pantheon, St. Peter's Basilica, the Vatican, St. Agnes Church in Piazza Navona and many others are just some of the dazzling sights you can see from the Hassler's terraces and windows.

Nearby, Villa Borghese, offers a 4-mile-wide park of tree-lined lanes, many kinds of sports -- such as horse-back riding, bicycle riding and skating. It is also home to the wonderful, art-filled Galleria Borghese and 16th century Villa Medici (currently the French Academy of Art). Walking leads visitors to an amphitheatre that puts on theatre productions (and is an exact copy of Shakespeare's Globe Theatre in London), an aviary, zoo, lake, and various fountains and colorfully-arranged flowerbeds.

HASSLER ROMA

OVER A CENTURY OF HOSPITALITY

Since 1893, the Hassler Roma has been one of the most prestigious hotels in the world

Roberto E. Wirth, President and Managing Director of the Hassler Roma, is the first son of Oscar Wirth and his wife Carmen. As the second-generation owner of the Hotel Hassler, and fifth generation of a famous hotelier family, he believes in carrying on the rich tradition of the Bucher-Wirth hotel dynasty. For almost two centuries, the Bucher-Wirth family has continued to make their mark in the field of luxury hospitality.

The dynasty began with Franz-Josef Bucher, now considered one of the pioneers of the hotel industry in Europe. In 1890 Franz-Joseph appointed his son-in-law Heinrich Wirth (Robert E. Wirth's grandfather) to manage Albergo Minerva and later Hotel Quirinale, bought by Bucher in 1894. Then Oscar, Heinrich' son and Roberto's father, joined the Hotel Hassler in 1921 as the partner of another Swiss Hotelier, Franz Nistelweck, son-in-law of Albert Hassler. Oscar later became the sole owner of the prestigious hotel.

After this, the Hassler' s success and prestige progressively increased. In 1925 with the awakening of European tourism and the first consistent numbers of American tourists, the Hassler became the undisputed leader in the Italian hotel industry. In the 1940s it opened its world-famous Rooftop Restaurant (now called Imàgo), the first panoramic restaurant ever built in Rome.

The Hassler Roma's excellent location atop the Spanish Steps and next to the Trinità dei Monti church provided it with almost unlimited potential. In 1939, Oscar demolished the building almost entirely in order to rebuild it. Thereafter the hotel was requisitioned by the U.S. Air Force to serve as their Rome headquarters during World War II. In 1947, the Hotel Hassler reopened to travelers from around the world and took up its traditional position as a temple of hospitality with few equals in terms of both position and service. International classifications, put together every year to highlight the best hotels, invariably place it among the first.



In 1949, during a trip to New York, Oscar Wirth met his cousin Carmen Bucher, great-granddaughter of Franz Josef Bucher and fell in love with her. In August of the same year, the two got married, thus linking for the second time in less than a century the destinies of two great hotelier families. In May 1950, their first son, Roberto was born and he is one of the few descendants of the Bucher-Wirth family still at the head of a prestigious hotel such as the Hassler.

Today, the Hassler belongs entirely to Roberto E. Wirth who considers the Hotel his home and family heritage. His commitment, his passion, dedication and personal touch are what have led the hotel to achieve its position as one of Europe's top hotels and the preferred destination for the elite society's sojourns in Rome.

HASSLER ROMA

LUXURIOUS ROMAN RETREAT WHERE THE STARS LOOK DOWN

The fabulous Hassler "Golden Book"

Over the last 100 years, almost every famous signature can be found in the Hassler's "Golden Book." Everyone who is anyone - royalty, celebrity, writers, artists and musicians, opinion leaders from all over the world - have all signed in!

• The Kennedy clan • Prince Rainier of Monaco and Grace Kelly (honeymoon!) • Gabriel Garcia Marquez • The Beatles • David and Victoria Beckham • Pablo Picasso • Prince Charles • Princess Diana • Frank Sinatra • Riccardo Muti • President Jacques Chirac • President Lula of Brazil • Kofi Annan • Daniel Craig • Sting • Tom Cruise and Katie Holmes • Audrey Hepburn • Charlie Chaplin • Walter Chiari • Henry Kissinger • Madonna • Helmut Kohl • Most of the Rockefellers • President Eisenhower who turned a suite into his private study before the war • Oliver Stone • The "Three Tenors": Pavarotti, Carreras and Domingo • Bill Gates • Robin Williams • King Gustaf of Sweden who then invited the Pastry Chef of the Hassler to stay in his Stockholm palace in order to have his zabaione • Melanie Griffith and Antonio Banderas • Hugh Grant • George Clooney • Jennifer Lopez • Mariah Carey • Charles Aznavour • Giorgio Armani • Woody Allen • Ferran Adriá • Daniel Auteil • Claudio Abbado • Dirk Bogarde • Ingrid Bergman • Harry Belafonte • Lauren Bacall • Luis Botero • Mel Brooks • Luigi Barzini • Jean Paul Belmondo • Boutros Boutros Ghali • Pierce Brosnan • Tony Bennett • Luc Besson • Tim Burton • Cate Blanchett • Fernando Barroso • Tony Curtis • Maurice Chevalier • Joan Collins • Michael Caine • Italo Calvino • Johnny Carson • Eddie Cheever • Sean Connery • Enrico Coveri • Cyd Charisse • Pierre Cardin • Kevin Costner • Patricia Cornwell • Penelope Cruz • Deepak Chopra • Marlene Dietrich • Faye Dunaway • Danny De Vito • Alain Delon • Leonardo Di Caprio • Cameron Diaz • Robert De Niro • Clint Eastwood • Gloria Estefan • Linda Evangelista • Henry Ford • Jane Fonda • Federico Fellini • Mia Farrow • Roberto Falcao • Morgan Freeman • Clark Gable • Ava Gardner • Mel Gibson • Philip Glass • Angela Gheorghiu • Frank Gehry • Aldous Huxley • Selma Hayek • Dustin Hoffman • Julio Iglesias • Mick Jagger • P.D. James • Steve Jobs • Henry Kissinger • Nicole Kidman • Takeshi Kitano • Andrei Konchalovsky • Karl Lagerfeld • Tommy Lee • Rita Levi Montalcini • Spike Lee • Kelly Le Brock • Roger Moore • Thomas Mann • Zubin Mehta • Liza Minnelli • Marcello Mastroianni • Sophie Marceau • Rudolf Nureyev • Jack Nicholson • Laurence Olivier • Peter O'Toole • Gregory Peck • Juan Peron • Al Pacino • Will Smith • Prince Felix de Luxembourg • Frederik of Denmark • Eleanor Roosevelt • King Juan Carlos of Spain • Queen of Romania • Queen Noor of Jordan • Roberto Redford • Martin Scorsese • Brooke Shields • Barbra Streisand • Shakira • Sharon Stone • Liv Ullmann • Gianni Versace • Fernandel • Peter Ustinov • Charles Schulz • Philippe Noiret • Jack Lemmon • Jean Paul Sartre • Renato Guttuso • Herbert von Karajan • Norman Rockwell • Arnold Schwarzenegger • Sylvester Stallone • John Steinbeck • Justin Timberlake • Pink • Tom Roth • Dennis Quaid • Francis Ford Coppola and Sofia Coppola • Frank Gehry • Roberto Downey Jr. • Gwyneth Paltrow • Anna Wintour • Charlene Wittstock • Franca Sozzani • Danny De Vito • Jamie Foxx ... and many more.

It should be noted, however, that the Hassler Roma is famous for the discretion with which it envelopes its distinguished guests. When VIPs arrive, Mr. Wirth welcomes them personally, and always guarantees the utmost the privacy during their stay.

HASSLER ROMA

ROOMS

Unique and unforgettable, Sanctuaries of Elegance, Luxury and Comfort

Famous worldwide for its elegant hospitality and its unique jewel-like rooms, the Hassler is a corner of paradise. Each room is distinctive and individually designed. The charm and magic of old, elegant Europe suffuses every corner.



Eighty rooms, each of which is different, and thirteen sumptuous suites, are filled with masterpiece of art and antiques. Venetian lamps and chandeliers from the island of Murano lend a romantic glow, while the 19th century mirrors reflect the light. Treasures of French crystal, *Limoges* porcelains, splendid tapestries and appliqués, walls and ceilings decorated with astonishing *trompe l'oeil* paintings, mosaics and frescoes all provide extraordinary decorative accents. All these elements are perfectly combined with modern and contemporary accents. The classical colors of Rome, ochre and Pompeian red, are carried thematically throughout the hotel and match with the more neutral tones of grey, beige and white. Many of the rooms and suites have exquisite and one-of-a-kind views including the Spanish Steps, the Villa Borghese gardens, the spectacular rooftops of Rome or even the basilica of St. Peter's Church.

GRAND DELUXE ROOMS

Among the most spacious doubles in the city, each Grand Deluxe room has its exclusive, distinctive characteristics and soul. One will feature a separate sitting area, a walk-in closet, or a work area with high-speed Internet connections, while others have originally designed luxury marble bathrooms, a private balcony or gazebo, and still others may have sofa beds for family occupancy. Large and luminous, the Grand Deluxe rooms are symbols of the Hassler's unique style: the perfect marriage of classic decoration and finest materials with a contemporary touch. The Grand Deluxe rooms have either a garden-side or city view. Some of the Grand Deluxe rooms are connectable to other suites.

DELUXE ROOMS

Each Deluxe room offers a harmonious atmosphere, a unique blend of modern convenience and classical charm typical of the Hassler. Deluxe double rooms are ideal for one who wishes to experience a romantic holiday escape in Rome or is visiting for a business matter. Equipped with all the necessary advanced technologies, either with king or twin beds, marble bathroom, available with City or Garden view, the Deluxe rooms are designed with ultimate guest comfort in mind. Many of the deluxe rooms are connectable.

HASSLER ROMA

CLASSIC DOUBLE ROOMS

Comfortably and elegantly furnished, the Classic double is perfect for single occupancy and more than sufficient for a couple's short stay. All Classic doubles feature king-size beds, marble bathrooms, work desks with high-speed Internet connections, a dining table, and generally have a garden-side view.

SINGLE ROOMS

Classically decorated, the Single rooms are for single occupancy only (queen bed) with marble bathrooms, as per the Hassler's standards, and work desks with high-speed Internet connections. Rooms offer garden-side or internal courtyard views.

HASSLER ROMA

SUITES

THE HASSLER PENTHOUSE SUITE

Located on the Hassler's 8th floor, the refined 400 sqm **Hassler Penthouse suite** was created from the vision of the Hassler's President and General Manger, Roberto Wirth.



The entire suite is decorated with a fine attention to detail, starting with its beige Botticino marble floors, and luxurious Hermès fabrics in hues of dove grey, rich burgundy and orange as well as unique objects such as a bed-end trunk and footstool in horsehair fabric.

In the suite, two main bedrooms, a fully-stocked bar area, a wide living room with a dinner table for eight and a grand piano, an elegantly-decorated kitchen in tones of grey with brilliant black-quartz floors featuring induction cook tops, a full-sized fridge filled with champagne, juices and other beverages, as well as its own custom-made line of fine bone-china table-ware specifically designed for the Hassler Penthouse. All the suite's rooms feature access to their own private panoramic terraces which allow guests a bird's eye view over the entire city of Rome and its breath-taking skyline. The two main bathrooms have enormous panoramic windows overlooking the city's historic center, and feature brilliant black quartz countertops and floors, as well as his/her sinks with a unique hand-hammered stainless steel interior, Chroma therapy showers for re-energization – the only in Rome to offer incredible panoramic views over the city – and, of course, the Hassler's own unique Amorvero brand of bath and body products.

There is also a third, smaller room with its own adjacent bathroom and panoramic balcony.

Elegant, contemporary décor blends seamlessly with a state-of-the-art music and lighting system, using advanced technology that is user-friendly and intuitive at the same time. The music system uses wireless HiFi technology for perfect sound in every room offering over 100,000 radio stations, podcasts, and shows from around the world, while the lighting and curtain/shutter system is completely controlled by the guest through easy-to-use touch screens placed strategically around the suite. A private butler is available to make guests' stay as comfortable as possible. A special key card allows direct and private elevator access to reach the 8th floor with no stops in-between.

Two panoramic terraces in Travertine marble define the perimeter of the spacious suite, complete with outdoor sofas, chaises longue and tables for the guest's maximum enjoyment of the amazing view, which includes the Spanish Steps, Villa Borghese gardens and Villa Medici, the Church of Trinità dei Monti, St. Peter's Basilica, the Pantheon.

A magical location for a one-of-a-kind sojourn with all of Rome at your feet.

HASSLER ROMA

THE PENTHOUSE VILLA MEDICI SUITE

The Penthouse Villa Medici Suite, located on the 7th floor, has recently undergone a complete renovation and features a completely new style, which is very modern but with some classical accents.



The breath-taking view from the private 160 sqm terrace remains the same, and this magical space continues to offer a unique location where to relax and enjoy the view of the city with a late afternoon cocktail, a private dinner or for private events.

Upon entering the suite, with its elegant beige Botticino marble floors, the spacious sitting room features an elegant beige sofa, a plasma TV, as well as large windows looking out over the city. The adjacent dining area, separated by two classical columns, features a large black oval table with an ornate white base and four black chairs with horse-hair upholstery. The mirrors reflect the beautiful view on every wall.

A sliding door separates the dining area from the master bedroom, which is decorated in elegant and neutral grey, beige and white tones with accents of red provided by the bed's base and the suspended overhead canopy, as well as the bed-side tables and sofa. A large plasma TV with DVD player and a black writing desk, as well as a very large walk-in closet, complete the space.

The master bathroom is covered in Botticino marble with a wall-to-wall shower and a Jacuzzi, and an ultra-thin TV built directly into the mirror, which does not show until it is turned on via remote control. The guest bathroom is also in Botticino marble.

Technical features include a special LED illumination system, hi-speed internet connection, Wi Fi access and PC/Fax links.

HASSLER ROMA

PRESIDENTIAL SUITE SAN PIETRO

Located on the 6th floor, this suite is named to celebrate the view over St. Peter's Basilica and consists of a sitting and dining area, a bedroom, a main bathroom done in marble (with a small TV, two sinks, a **Jacuzzi**, a separate shower and a separate WC), as well as a full guest-bathroom. The harmony of the colors and materials of the sitting and dining area, covered with clear rosewood and a charming painting, give a liberating sense of space to the suite.



The sitting room has an antique 1780 desk, a showcase where original antique Roman pieces are exposed. The fabrics are beige with claret-red flowers. The walls and the fabrics in the bedroom are also beige with claret-red flowers.

The exclusive terrace running along the entire apartment is equipped with *chaise-longues*, tables and chairs ideal for an outdoor drink or simply to enjoy the spectacular view of the city and the Spanish Steps. The suite can be connected to a double room.

PRESIDENTIAL SUITE TRINITÀ DEI MONTI



This is a lovely one-bedroom suite on the 5th floor overlooking the Spanish Steps that has been entirely renovated in a modern and contemporary style. The bright, airy corner suite features enormous floor-to-ceiling windows that offer an unforgettable view of Rome. The twin domes of the world-famous Trinità dei Monti Church are so near that one could almost touch them while leaning out of one of the five small balconies. The suite has black and white marble floors, as well as black/ white

carpeting and the living room is decorated with original paintings and classically-styled furniture with a modern accent. There is also a dining area with Swarovsky crystals set in the ceiling like so many stars to create a romantic atmosphere ideal for a private dinner. The main bathroom is covered in black/white marble and features a Jacuzzi and a large shower cabin. This suite can be connected to another double room.

GRAND DELUXE FORUM SUITE

Located on the second floor, with a unique view of the Spanish Steps, this suite has been furnished with walls dressed in golden French silk and wall-to-wall carpeting in the same color.

Accents of dark wood and marble lend elegance and charm, as do the magnificent paintings in the



HASSLER ROMA

living room and bedroom. The cream-colored marble master bathroom has a floor mosaic, Jacuzzi, two sinks, bathtub, shower cabin and separate WC. The guest-bathroom has one sink and WC. It also has an office room, as well as a step-out balcony.

This suite can be connected to two double rooms and easily becomes a 3-bedroom suite.

GRAND DELUXE HASSLER SUITE



Located on the first floor, the 'Hassler Suite's' exquisite position offers a grand view over the Trinità dei Monti square, the obelisk and the Spanish Steps. It has been luxuriously furnished with French silk, soft rugs, and classic stucco details

The living room and bedroom are furnished with magnificent paintings and antiques in discreet colours such as white and beige. The walls are covered with fabrics of warm, relaxing colours, especially chosen to emphasize the beauty of the panorama: from the obelisk

of Trinità dei Monti to the Spanish Steps. The bathrooms are equally beautiful: the master bathroom has floors of green marble and a very unique and charming mosaic. The Jacuzzi, set under the vaulted roof and among the relaxing green plants, evokes the atmosphere of ancient Roman baths. This suite can be connected to two double rooms.

THE CLASSIC SUITES

Luxurious, elegant and comfortable, the Classic suites offer views over the gardens or partial views over the city.

Each suite, has a stylishly classic décor and feature a refined bedroom and a separated elegant living room. Large marble bathrooms with sinks and a guests-bathroom. For those requiring additional space can connect with one of our double rooms upon request.



HASSLER ROMA

AMORVERO & ROSSANO FERRETTI HAIR SALON

AMORVERO SPA: WELLNESS WITH VIEW

Just as many of the Hassler rooms and terraces offer extraordinary views, the fitness and wellness center **Amorvero SPA** on the 3rd floor has its own breath-taking view of the city, too.

At guests' disposal is a lovely terrace where one can read, enjoy a refreshing drink, or bask in the sun. There is a sauna, a steam bath, a solarium tanning shower, a fitness room with complete training facility which includes cardio fitness machines and a weight room (on request, a personal fitness instructor can put together a customized workout).

At Amorvero SPA highly trained and well-qualified professionals offer an array of traditional massages and treatments which follow the philosophy of bringing wellness to the spirit through the body and the senses.



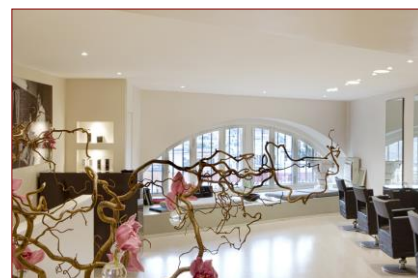
AMORVERO PERFUME... THE HASSLER'S ESSENCE



Amovero Perfume was envisioned and conceived by Roberto E. Wirth, President and Managing Director of the Hassler Roma, together with the inspiration of Astrid Schiller. A fragrance for women in which the rich tradition and noble secrets of the art of creating perfume unite with the classic refinement and sublime aura that surround the Hotel Hassler Roma. To create this original and exclusive perfume, the famous Italian "Nose", Master Perfumer Lorenzo Dante Ferro, selected the most precious essential oils and natural absolutes for a unique and sensual essence. The diaphanous and romantic notes of Italian Jasmine, Tuberose and Damask Rome are enhanced by the fresh, brilliant nuances of Bergamot, Lemon and Mandarin, and warmed by an exotic background of Sandalwood with shadings of Amber and Vanilla which is soft, sensual and divinely feminine. Today, Amorvero is also available in the eau de toilette version for men "Amorvero Uomo", as well as in an entire line of bath, body and home collection products including: Eau de Toilette, Pure Essence, Eau de Parfum, the Home Collection ambience sprays, as well as bath and body-care products. The entire in-room courtesy line for Hassler guests bears the signature "Amorvero"

ROSSANO FERRETTI HAIR SALON

Rossano Ferretti, Hairdresser of the stars from all over the world, has chosen his only hair salon in Rome to be located within the Hassler. ROSSANO FERRETTI method is based on two essential concepts: nature and personalization. The stylist interprets the desires of each client with sensitivity and respect in order to create a truly customized style.



HASSLER ROMA

TO DINE IN, UNDER, AND AMONG THE STARS

IMÀGO AT THE HASSLER

Image, dream, vision... **Imàgo** encompasses in one word the philosophy of the Hassler Roma's gourmet restaurant: a place where vision and taste intertwine to offer a unique culinary experience.



A sensorial experience which was used as the guiding benchmark behind the meticulous planning and restructuring work that went into creating the new look for the restaurant and its menu – a celebration of the breathtaking view of the Eternal City.

Renewed at the end of 2006 and rewarded with a Michelin star, Imàgo, the Hassler's 6th floor panoramic restaurant is loved by the Roman locals as well as by international guests. Soft music, elegant marble floors with an antique-wooden inlay, and the romantic play of light reflecting on the mirrored tables, all conspire to create a magical atmosphere, a sense of being in another time and space in a restaurant steeped in memorable history.

Every detail has been examined to assure the greatest exposure possible to the incomparable view which only this restaurant in Rome offers. As soon as they enter, guests encounter the breathtaking sight of the city, each detail reflected and magnified by the mirrored tables, as well as by the small window that looks onto the kitchen's pastry corner, which shows the elegant linearity of the kitchen all the way to the large windows that look out to the Villa Borghese gardens.

The kitchen's aesthetic lines and inspiring view are naturally reflected and complemented by the taste, texture, and aroma of Head Chef Francesco Apreda's reinterpretation of regional Italian cuisine that comprise Imàgo's cuisine. The Chef's dishes are each carefully prepared and presented and his menus vary according to the season. The variety of what he presents is key to his success... an explosion of Oriental flavors combined with traditional Italian cuisine, characterized by ingredients and fragrances embedded within Italy's rich history and culture.

Guests will always find a warm welcome from Imàgo's team headed by Chef Francesco Apreda with Restaurant Director and Sommelier Marco Amato and Maître Romano Rimoldi.

HASSLER ROMA

THE PALM COURT – AN URBAN OASIS

This charming garden restaurant & bar offers welcome respite from the Roman summer heat, surrounded as it is by ancient stone walls, flowers and ivy. A luxurious retreat decorated with charming wrought-iron furniture, the Palm Court offers a wide choice of food all day long: coffee with home-made cornetti, a quick lunch that includes also light dishes; ice creams and cakes for an afternoon break, cocktails, romantic dinners, and late-night drinks accompanied by live piano music.



The cuisine is guided by the Chef Francesco Aprea who, with his trustworthy sous-chef Marcello Romano, offers dishes dedicated to genuine Italian and traditional Roman flavors.

A contemporary-designed American bar fills the Palm Court with a play of light and water, bringing a touch of playful contrast into the refined and elegant atmosphere of this precious garden in the heart of Rome.

A SALONE NAMED EVA



In the Salone Eva one can breathe the air of wonderful family tradition.

Salone Eva is the preferred Rome fine dining rendezvous for locals and guests, offering an elegant and refined atmosphere along with delicious menus for breakfast, lunch, afternoon tea, and dinner, along with the Hassler's incomparable service. Serving fine Italian wines by the glass, Rome's best cocktails, and after-theatre snacks, the Salone Eva is open throughout the Fall, Winter and Spring

and delights its guests with live piano music in the evenings

THE HASSLER BAR

The Hassler Bar, right behind Salone Eva, is a cozy, hidden cocktail bar, ideal for an aperitif or an after-dinner-drink. Surrounded by dark wood, red leather upholstery and gilded mirrors, it is like stepping back in time.

Princess Diana once confessed to Mr. Wirth that she had enjoyed one of the world's best "Bellinis" here and she could not resist one of the Hassler's famous "Veruschkas," an invigorating mix of pomegranate juice and champagne!



HASSLER ROMA

ROME'S GRANDEST MEETING ROOMS

Unique position, refined elegance, hospitality tradition and outstanding service... The Hassler Roma is the perfect location for exclusive meetings and conferences, sale presentations, private luncheons and glorious weddings.

The distinctive gold baroque décor, soft fabrics, draped 19th century-style curtains and Murano appliqués, all serve to exalt the antique furnishings of the **Salone Medici**. With direct access to the outdoor garden, this is the ideal location for dinners and presentations for up to 120 people (sit-down banquet).

The oval-shaped **Sala Capre** offers a smaller, more private and cozy ambient ideal for meetings, private luncheons or dinners for up to 30 people (sit-down banquet). It has two large original 1940's paintings by Capezzano portraying charmingly romantic and bucolic scenes. Direct access to the Palm Court garden.

The airy **Sala Vietri** with its very high ceilings and elegant and relaxing atmosphere is beautifully decorated in tones of dark burgundy wine. It is the ideal place for a cocktail, private meetings or simply to enjoy a 'me time' surrounded by the magical atmosphere of the Hassler. This *sala* easily integrates with the *Salone Medici* to hold larger receptions and cocktail parties.

The **Sala Sistina**, recently renovated, is a popular venue choice for luxury conferences and presentations for up to 70 guests (sit-down dinner). It is outfitted with the latest audiovisual equipment, picture screens, overhead video and slide-projectors, advances audio and microphone system.

HASSLER ROMA

CONTACTS

HASSLER ROMA

Piazza Trinità dei Monti 6 - 00187 Rome, Italy
Tel: 39-06.699.340 - Fax: 39-06.678.999.1
Toll-free Reservations in the U.S.: 800-223-6800
E-mail: booking@hotelhassler.it
Website: www.hotelhasslerroma.com

IMÀGO

Reservations:
Tel. +39 06 699 34 726 ; Fax. +39 06 678 9991
E-mail: imago@hotelhassler.it
Website: www.imagorestaurant.com

For further information:
Communication and Press Office
Anna Pellò
Tel: +39 06 06 699 34 642
E-mail: press@hotelhassler.it