



BAGLIONI HOTELS

Baglioni Hotels, 40 years of unforgettable Italian hospitality

Baglioni Hotels Group was established in 1974 when Roberto Polito bought his first property in Tuscany, the Hotel Cala del Porto in Punta Ala. Together with his wife and their children they have developed a style of hospitality where guests can expect hotels with a passion for service, elegance and a traditional, warm, Italian welcome, making each stay unforgettable. Today the company has developed a collection of 8 exclusive hotels and a resort, most of which are situated in palazzos in Italy's main cities: six in Italy (Milan, Venice, Florence, Punta Ala and Rome), two in France (Aix-en-Provence, Saint Paul de Venise) and one established in March 2004 in the UK, in the heart of London. This hotel marked a turning point in the design concept of the group. The chic, contemporary style of the London hotel has revamped the Brand's image, suggesting

a less formal type of elegance and hospitality without missing out on design details.

The Group is now run by the new generation of the family who together have developed the style concept for London as well as leading the company towards new international projects, with the next hotel opening in Marrakech.

Mission & Values

Baglioni Hotels' core values are unforgettable experiences, uniqueness and Italian Hospitality. Our locations, combined with the personalized, innovative and multicultural service provided, make our guests feel valued and special. Each Baglioni Hotel has its own unique Italian spirit, because they reflect their individual location and become a point of reference. It represents a place of intriguing, entertaining and



vibrant life, of which it becomes an important part. A place where art, culture and fashion combine.

Our slogan The unforgettable Italian touch is the promise that every stay with us will result in an unforgettable, rich and fulfilling experience.

To quote the words of Roberto Polito, - the Group's Founder and President - "Our hotels are like our own homes, elegant and discreet, yet lively and open, made by people who together try to find experiences worth a long journey".

Product Structure

Baglioni Hotels is divided into City Hotels, Resorts and Catering. Baglioni City Hotels - they are exclusive hotels situated in most relevant city centres. Currently there are 4 in Italy:

- Baglioni Hotel Carlton, Via della Spiga, Milan (member of The Leading Hotels of the World)
- Baglioni Hotel Luna, Piazza San Marco, Venice (member of The Leading Hotels of the World)
- Relais Santa Croce, Via Ghibellina, Florence - the only property in the city owned by Baglioni Hotels Group (associated Relais & Châteaux)
- Baglioni Hotel Regina, Via Veneto, Rome (member of The Leading Hotels of the World)

In Europe, the Baglioni Hotel, member of The Leading Hotels of the World, faces Hyde Park and Kensington Palace

Baglioni Resorts - Associated Relais & Châteaux, they are wonderful châteaux and inns immersed in the most fascinating areas of France and Italy:

- Baglioni Hotel Cala del Porto in Punta Ala, Tuscany
- La Villa Gallici, in Aix-en-Provence
- Le Saint Paul in the medieval village of Saint Paul de Venise, Côte d'Azur

- Baglioni Resort Alleluja, it consists of 26 apartments, a mixture of two-roomers, three-roomers as well as four-roomers. These are situated in a beautiful Tuscan style building within private gardens at Punta Ala in the very green heart of the Maremma region near Grosseto.

Catering - Baglioni Bar, Lounge & Restaurants are vibrant places where gastronomy and the art of La Dolce Vita blend beautifully together, offering an exclusive dining experience. Fresh, quality food and attentive service are the ingredients which create unique recipes and unusual flavours in contemporary surroundings and a welcoming atmosphere.

The experience is a real awakening of the senses. Side by side, Luca Magni and Guido Polito have also come up with a format of versatile and innovative catering: the Brunello Lounge & Restaurant, a brand that was created in 2004 inside the Baglioni Hotel London and successfully exported then to Italy.

The Blog

ITALIAN TALKS is a new luxury travel blog that will share Italy's most exclusive events and attractions with travelers worldwide. It is a fully independent Blog, managed by professionals granting transparency and truth of information.

The Blog features five areas of interest to travelers: Style, Art, Food, Events, Italian Experience.

After realizing the difficulty to collect quality information and suggestions, at the same time useful, efficient and continuously updated for a person organizing a trip to Italy or looking for good quality news about Italian beauty, Baglioni Hotels has therefore decided to sponsor the creation of a real bonding with international travelers and Italy passionate and offer selected suggestions for a unique Italian experience.





GUIDO POLITO

Baglioni Hotels CEO

Mr. Guido Polito, after his degree in Corporate Finance at the prestigious Bocconi University in Milan, began his professional career in 2001, as Credit Analyst at Banca Abn-Amro Italian Bank. In 2003 he started working for the family business, the Baglioni Hotels Spa, founded by his father Roberto Polito. He was in charge of the project for the opening of the new Baglioni Hotel London, looking after the construction phase, putting together the opening team and following the opening and start-up period. In 2011 Guido Polito has been appointed Chief Executive Officer of Baglioni Hotels, succeeding Roberto Polito, founder of its prestigious Baglioni Hotels chain, who has remained as President of the Group.

For over 40 years the Baglioni Hotels Group offers its guests a concept of luxury focussed on "Italianness". How have you evolved over the years, according to the new needs of the guests?

Aware of the passion of the whole world for the Italian way of life, we have taken the challenge to export our art of hospitality beyond national borders. The first opening abroad was the Baglioni Hotel, opened in March 2004 in one of the London's most elegant boroughs, in a Victorian mansion surrounded by the greenness of Hyde Park, with a lovely view of Kensington Gardens and Palace. The opening of the Baglioni Hotel marked a significant turning point in the concept design of our Group. The London's new style has renewed the Brand's image, proposing an idea of elegance and hospitality less formal, while in the sophisticated search of materials and details marking the difference. A conception of contemporary luxury aimed at an audience aware of the latest trends and constantly looking for authentic experiences.

The offer of Baglioni Hotels is divided into City Hotels, Resorts and Catering. What is the mood that connects these projects?

Our pay-off "The unforgettable Italian touch", that is, the promise that every journey with us will result in an unforgettable experience, rich and fulfilling, that goes beyond the simple overnight stay in a room or a dinner. Passion, search for details and quality of the always personalized services are the pride of our Brand. As my father, Roberto Polito, President and Founder of the Group, said: "Our hotels are like our home, elegant and discreet, yet open and alive, made up of people who together seek experiences that make it worth embarking on a long journey."

When you decide to open a new hotel, how do you choose the architect who will define its concept?

We always collaborate with the same architecture studio because the in-depth knowledge of the Baglioni Hotels Brand that the architects, project after project, have developed is important for us.

Do you have a reference studio or an in-house studio?

For several years we collaborate with the Rebasso + Spagnolo studio in Milan, who developed in exclusive all the projects of Interior Design for our group both in Italy and abroad, among the most recent the works of restyling of rooms and common areas of the Baglioni Hotel Carlton in Milan and the Roman Park House, the most exclusive apartment in the heart of the Dolce Vita, in the Baglioni Hotel Regina, in Via Veneto in Rome.

Your pay-off "The Unforgettable Italian Touch" is also reflected in the choice of interior design. There are some companies of the contract sector with which you have an ongoing collaboration or the architect chooses them each time?

Our in-house Technical Department carefully selects each company according to the project, however, we boast several ongoing collaborations with companies of the Italian contract, to name a few Domus Market, Gabarba Anedonenti, Vistosi, Fratelli Mozzagiacca, Zuccheti Kos.

How the life of a hotel is developed, from concept to construction to renovation?

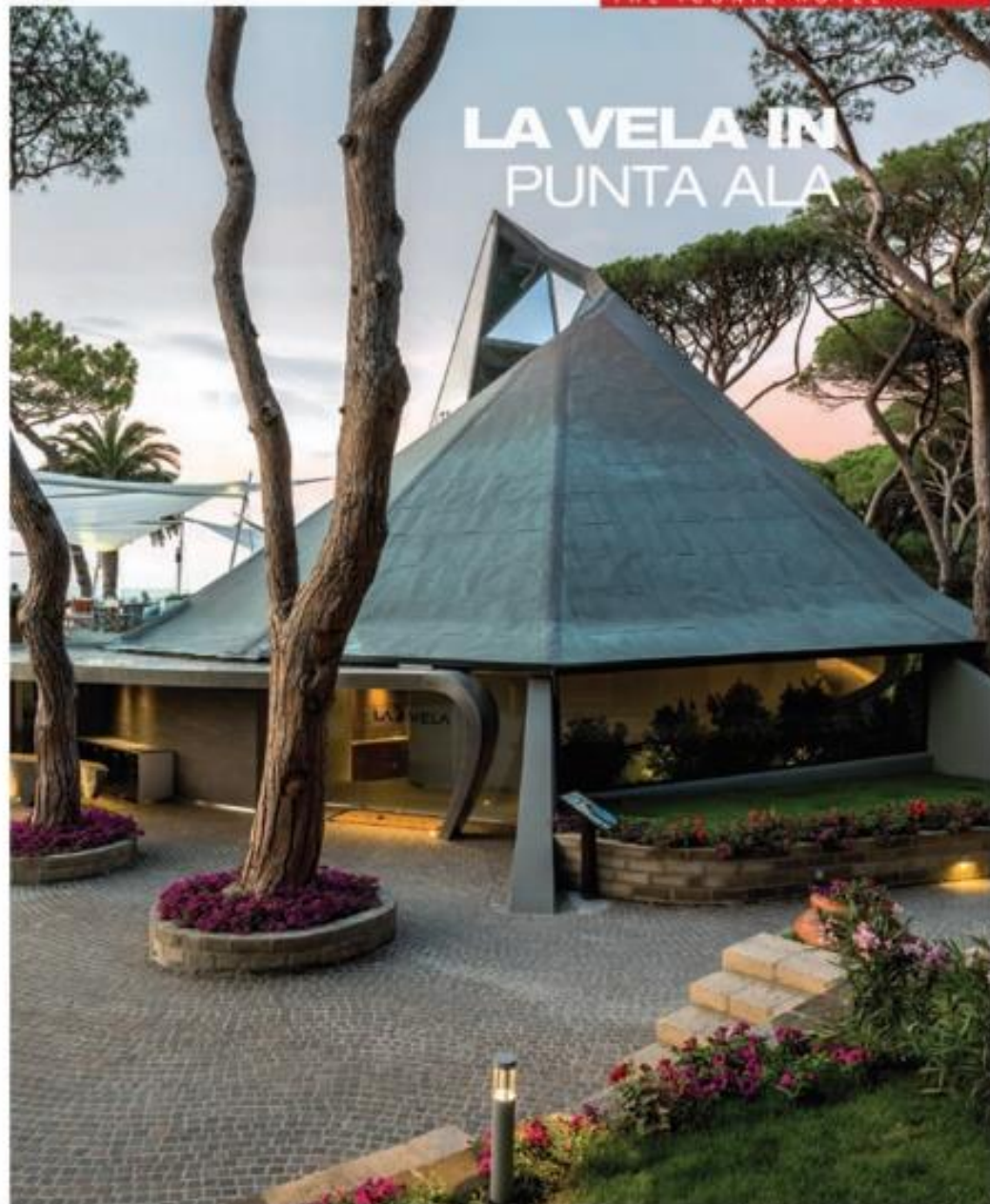
After conducting a thorough feasibility study and then identified the best location - mainly in period buildings in the main city centers - we move to the study of the spaces intended to accommodate customers and staff (front and back office), focusing on the functionality of the same, while respecting the structure and composition of the original building. In the case of renovation - both in terms of rooms, depending on the customer's need that requires increasingly larger suites - and common parts, we work in order to achieve the best combination of function and design so as to ensure a increasingly better standard of service.

The next opening will be the Baglioni Marrakech, you can give us a preview? Do you plan to open another hotel or however expand into some specific country?

The opening of the Baglioni Marrakech is scheduled for late 2016. It is a very ambitious project that will include a boutique hotel of 60 rooms and 26 villas, realized in collaboration with prestigious partners such as the Six Senses Spa. We are also actively seeking in class such as Paris, New York, Miami and we have recently signed a management contract in Dubai.

What is the most beautiful and interesting part of your job?

The variety, because I like to follow the entire process of the hotel, from renovation to activities of Sales & Marketing, to the financial aspect and therefore every day is different and full of new sources of learning.



THE ORIGINAL STRUCTURE WAS A BAR/ RESTAURANT THAT WAS BUILT IN FRONT OF THE BEACH OF PUNTA ALA IN 1960 BY A DESIGN OF THE ARCHITECT WALTER DI SALVO. IT WAS IN THOSE YEARS THAT THE REINFORCED CONCRETE WAS EXPERIENCED IN ITS PLASTIC ATTITUDES, AS AN EXPERIMENT, IN SEARCH OF TENSIONS AND ACCELERATIONS THAT PRODUCE COMPLEX SHAPES. THE ORIGINAL BUILDING, WITH ITS SPIRAL SHAPE AND LARGE GLASS WINDOW OVERLOOKING THE SEA, WAS A HYMN TO THIS DYNAMISM, ASSUMING IMMEDIATELY IN THE COLLECTIVE IMAGINATION THE ROLE OF A MONUMENT.

Photos by Marco Beck Photos



In this context, the project of Rebozo + Spagnulo in developed in a Spa and Fitness Center of 330 square metres on the ground floor, a Restaurant and Bar with a terrace of about 360 square metres on the first floor, Beach Club and outdoor bar overlooking the beach, a circular spacious entrance, and the large park with pinewood surrounding the hotel. The project aims first of all to free the building from the poor modifications implemented over the years. Eliminated the aluminum frames, the technical volumes, the fixed covers, the entrance canopies, only the large terrace and the original spiral-shaped building in reinforced concrete remain on the sand. The whole interior is emptied.

The morphology of the existing leads to an integral rethinking of the whole concept of formal genesis. Rather than to build and add, the project prefers to accelerate and intensify what already exists. As well as the constructivist avant-garde of the turn of the century, the signs and the forms are generated by the last moving surface rather than the manipulation of the volume. In that resides the meaning of the sail, for which it is the wind that flows over to give it shape and energy. The steel canopies are drawn in that way, both that of entrance on the ground floor and that on the terrace of the restaurant on the first floor. Curved and free strips which embrace the entire building in a dynamic and

seamless way, acting as a natural foreign body, in total continuity with the shapes and contours of the existing structure.

The large terrace is completely covered with sails, true sails supported by inclined steel bars and a winding system realized as the roller furling of the boats.

Even the interior project follows the same guidelines of the external interventions. In the entrance of the restaurant starts the curved ramp that leads to the indoor restaurant and bar on the first floor. The surfaces run fast upwards as the handrail in black stone does, which becomes the counter of the indoor bar and then of the outdoor bar on the terrace, without an apparent seam.

The large reinforced concrete roof seems to wind itself up, all the way to the high window overlooking the terrace and the sea. A white Murano glass chandelier floats 8 meters above. On the ground floor the Spa and a Fitness Area respect the curves of the architecture and the primary signs of the project. The materials are neutral and primary: steel, stone, wood, glass, concrete, sails. Also the colours of the architecture are essential: gray black and white, which make the surfaces neutral with respect to the colorful touches of pillows, of some furniture and details, but most of all with respect to the sea and the maritime pines of Maremma.





LA VELA IN PUNTA ALA | LUXURY SPA DESIGN

Architectural project and interior design

Lighting

Bathroom fittings

Textile and curtain

Fitness equipment

Floor

3D surface

Rebolio+Spagnolo

La Marina, Rossini

Zucchelli, Koi, Forcellone

Domus Marlet

Effigibi

Flovan Parquet

Porcelanosa



2016
Marrakech

2017
Maldives
Dubai



→ detailed in the following pages

NEXT OPENING

BAGLIONI MARRAKECH

The Italian brand Baglioni Hotels is scheduled to unveil its first African property, a 5-star, 34-acre parkland resort created in partnership with Ajensa. Imbuing the interiors of the 80-room Boutique Hotel, Rebosio+Spagnulo architecture and design has layered a base palette of beige, sand and brown with accent tones of black, gold and red to striking effect. "Marrakech is a location in which it would be impossible to create a project without some relationship to the regional culture", observes senior partner Federico Spagnulo, who explains that Baglioni seeks to insert cool local design elements into their established template for luxury. A double-height lobby, in which a suggestion of the outdoors is planted through the play of light, spills through into neighbouring

single-height spaces arranged to promote intimacy. These include the lobby bar where a modern version of the Arabic screen – wenge-finished latticework – is the backdrop to richly coloured rugs and 21st century depictions of Moroccan lanterns. The dark oak, 3d-effect bar backlit by led and crowned with Absolute black granite is finished with strips of white glazing to give the impression that the countertop is floating. For Spagnulo, though, one of the most impressive places is the presidential suite that boasts a double-height living room distinguished by a sculptural black stone fireplace offset with gold inserts. One of the two bathrooms, meanwhile, benefits from a deep Jacuzzi bath enclosed by handcrafted, bespoke patterned surround.



REBOSIO + SPAGNULO

Rebosio+Spagnulo, based in Milan, Italy, grew up thanks to the professional partnership between Igor Rebosio and Federico Spagnulo, with the participation of Alessandro Carbone and Andrea Spagnulo. Even if the background and the professional activity considers architecture and design at its fullest, Rebosio+Spagnulo paid in the last years a special attention to interior design projects, mostly for luxury residential and Hotels, both in Italy and abroad. It was the proper aptitude and sensibility for this part of design activity to give to Rebosio+Spagnulo the opportunity to have a lead role in important international projects, such as in Dubai, Cap d'Antibes, Cannes, Miami, Casablanca, Marrakech, Mumbai, St. Moritz, Moscow. In addition, Rebosio+Spagnulo has been responsible for all the interior design projects for Baglioni Hotels group, both in Italy and abroad. A special attention to details and a constant relation between modernity and tradition are the recurring elements in all Rebosio+Spagnulo projects. Thanks to this approach, the meaning of style is always interpreted in a new project, becoming a unique tailor made experience.