



## HOTEL MAJESTIC ROMA

Press release

01/06

**Hotel Majestic, in the heart of elegant Rome, located in a strategic position in the centre of the Eternal City, lights up Via Veneto, the *runway* of the “Dolce Vita”, with its five stars.**

*Hotel Majestic Roma has recently renewed its look, preserving and bringing out the synthesis between tradition and innovation, two aspects that distinguish it, following an overall restoration of its own distinctive features.*

Turin, May 2006\* \* \* Hotel Majestic Roma, historically chic rendezvous point for world class visitors to Rome, has recently renewed its look through a fine tuned restoration, both inner and outer, restoring its elegant splendour. Improvements started from the antique neoclassical façade with its slightly more recent liberty style details, now repainted and refreshed. The elegant public areas of the hotel received the same detailed treatment reclaiming the Majestic’s original elegance and prestige. From the impressive marble staircase and the newly red and grey carpeted corridors echoing of noble times, to the photographs featuring Rome through the decades, guests are transported to another time.

While the exclusive location of the hotel offers guests the ideal Roman holiday, the Majestic’s restaurant & brasserie, the original *La Ninfa* offers the perfect setting to enjoy specialities of the cucina Italiana. The terrace assures a relaxing oasis in the centre of the city, where guests can enjoy the delicacies of the hotel’s renowned chef in a unique and charming atmosphere.

The 98 rooms, of which 13 are suites, have all been modernized, while preserving the original elegance and the desired and appreciated “monochromatic choice” that distinguishes the various floors of the Hotel, each dedicated to a different principle colour. Thanks to the mix between tradition and innovation, the point of strength of this structure, **modern features** like LCD plasma screen televisions, upgraded mattresses (with eight possible sizes) and high speed Internet access (WIFI coming this summer) complete the rooms. For sheer and utter comfort, warm colourful duvets await on the beds, and luxurious interiors for the bathrooms, now considered and used like modern temples where one can relax waiting for the warm embrace of Morfeo, the Roman sleep god to arrive. **Traditional details** like the silk fabrics used for the armchairs, designed and hand spun by the Antico Opificio Serico create the perfect harmony that symbolizes the hotel.



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For the lovers of fitness, Hotel Majestic Roma opens its doors to a very modern fitness centre, open 24 hours, provided with the most advanced equipment regarding the “remise en forme”: from the cardiovascular equipment by TechnoGym, to the areas dedicated to wellbeing and relaxation, to the on call personal trainers.

These are the most important changes introduced into the historic five star structure which takes its rightful place amongst the city accommodation thanks to its innate elegance, its discretion and for the top comfort that it offers on different levels.

***Hotel Majestic Roma is a meeting with history that continues to capture guests again and again, since 1889. The 98 rooms, 13 of which are suites, created as auteur places, are organized following a monochromatic principle. The millenary heritage of the ancient Roman thermal baths and of the Latin gymnasiums is translated into the new opening Fitness Centre. The “Savoir Vivre” is not an optional even on the work occasions, thanks to the 4 meeting rooms ideal for congresses, looking out over Fellini’s runway of Via Veneto. Because life is sweet in the Hotel Majestic Roma.***

Information and reservation:

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