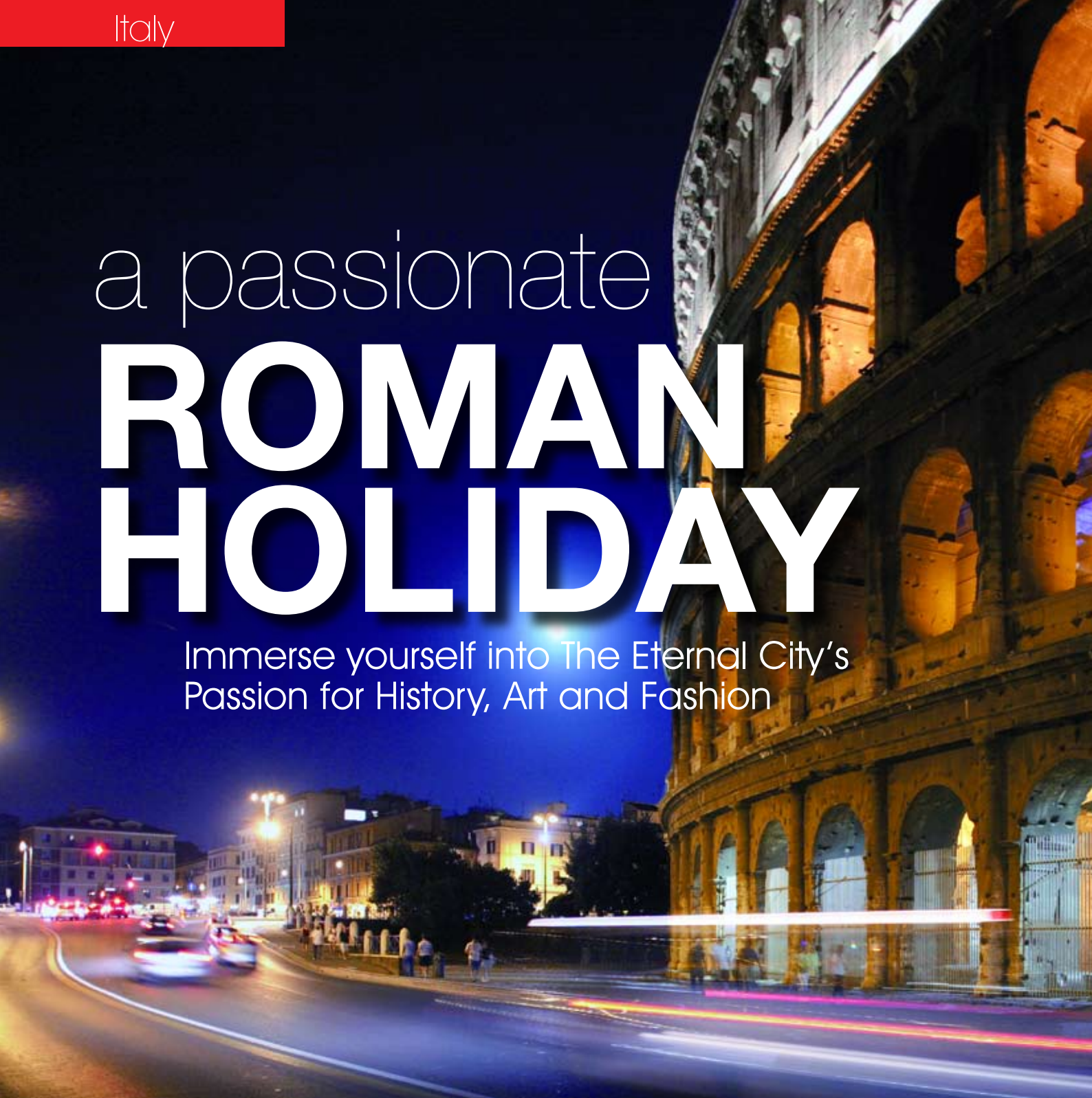


a passionate  
**ROMAN  
HOLIDAY**

Immerse yourself into The Eternal City's  
Passion for History, Art and Fashion





*Story by By Mel Gee Henderson  
with select Roman images by  
photographer Chad Buchanan*

The unique appeal of Rome that sets it apart from others is that the entire city is a vast, 3,000-year-old, living, indoor-outdoor museum. It is difficult to stand anywhere in Rome without falling under the spell of her history and glamour. In every quarter you'll find ancient monuments, art treasures and timeless architecture in churches, galleries and protected ruins. The 'Eternal City' continues to inspire visitors (including generations of best-selling novelists) with rich and magnificent antiquities around every corner. Walk any street- even side streets so small you'll not likely find them twice and you will find statues, walls adorned with frescoes, fountains of every size, a segment of an ancient wall or a piazza buzzing with activity and culinary aromas. Don't resist the temptation to pause. Surrender yourself to the Italian way of life. You are not the first. Nor will you be the last.

**Walk and talk: Finding the perfect guide is the key to grasping Rome's fascinating history in as little as three hours! Yes, 3000 years in 3 hours!!**

In a city notorious for its chaotic transport getting around on foot is by far the best way. Enjoy a walk with scholarly guide, Mauro Paonessa, by your side. A Roman native, he will describe and point out the juiciest tidbits, illustrating how the old and new collide in Rome—which virtually bombards you with ways to enjoy yourself, from the visual to the gastronomical. Get off the tourist track and get accustomed to the fact that there's traffic and pollution. With its unrivalled concentration of art and history, romantic scenery and uniquely stylish people Rome embraces everyone. Here is a "MUST DO LIST" guaranteed to keep your Roman love affair eternal.





Gaze over the ruins of the Roman Forum and Palatine from the Capitoline Hill terraces in the evening and from there, stroll down Via del Fori Imperiali, where strategically placed floodlights cast dramatic glows over solitary columns and the arches of the Colosseum. The ruins of Rome at night are truly, disarmingly spectacular.

Wander the non-touristy, narrow back streets of Trastevere and discover shops, eateries and slices of local life not listed in any guidebook. Separated from the rest of the old city by the river, this picturesque neighborhood has been able to maintain its own identity since ancient times, when it was simply called Trans Tiberim (which means “across the Tiber”).

Master the art of taking a caffè at a real Roman bar: Walk in to the bar, greeting all with a smile and “Buon giorno.” Pay for your drink at the cassa, and take your receipt to the bar counter. Slip a 10 or 20 cent tip on top of the receipt, and place your order with the barista. Drink your coffee as the Romans do—standing up at the bar.

Take your first step over the threshold of St. Peter’s Basilica: When the ethereal light of the low afternoon sun is broken into celestial beams by the Basilica’s perfectly placed windows, Bernini’s stained-glass dome of the Holy Spirit against the church’s terminal flickers with burning tones of amber.



A Roman holiday isn’t complete without a scooter ride over the broad cobblestone avenues of Rome’s archaeological areas sailing past umbrella pines and 2,000-year-old ruins. A thrilling ‘Disney’ style ride and history lesson all in one, but only for the adventurous!

If in doubt which Roman adventure is right for you, don’t hesitate to contact the Chief Concierge, Renato, at Regina Hotel, Baglioni. He is famous for finding the perfectly suited activity to meet every guest’s specifications! It would be worthwhile to sit down with him and allow him to craft an unforgettable Roman experience for you and your entire family.

## Rome has religion at its heart and history in its soul

From her humble beginning as a tiny village settlement that can be traced back to the early Etruscan civilization, Rome grew to rule a massive empire and then as empire began to divide, the region became the center of the Christian world. Rome became home to the world’s smallest sovereign state The Vatican. Artists and architects congregated around the Popes and their families and welcomed the opportunity to work for them, notably during the Renaissance and Baroque periods when many magnificent architectural works were created. The Vatican covers just 120 acres and is a theocracy headed by the Pope with just over 550 citizens. But sightseeing its complex is beyond compare. Within its wall is the ornate St. Peter’s Basilica, the incomparable breathtaking Sistine Chapel, whose frescoes are more than just decorations by some of the greatest Renaissance artists. Rather, the images tell a story and make a complex theological argument. In addition to lush gardens, the Vatican is also home to 10 other museums. The legacy of this uninterrupted history is seen all over the city and the surrounding region of central Italy making Rome one of the world’s most fascinating cities for the arts.



St Peter’s Basilica is crucible of emotions. From Michelangelo’s Pieta to Bernini’s Baldacchino its grand dimensions and details will overwhelm you

## Italy's legendary passion for fashion



It doesn't take long for visitors to notice one of the most singular traits of the Italian people—their obsession to fare una ella figura, “to make a good impression or appearance”. You notice it almost immediately upon arrival. Not only is every Italian a smart fashion victim, but they always seem to be modeling their fashionable threads, posing, gesturing, playing to an audience—and Rome is a perfect stage.

The Italians' natural grace and elegance may be partly instinctive; even back in the 14th century, foreigners invariably noted their charming manners and taste for exquisite clothes. And today, it is no different. Rome is home to the oldest Haute Couture fashion houses in Italy, The Maison Gattinoni, founded in 1946 by Fernanda Gattinoni—the undisputed protagonist of international fashion for over 50 years. Regular visitors to her atelier, which lies adjacent to the American Embassy and within walking distance of the famed Via Veneto, included the first US Ambassador to Italy, Claire Booth Luce, as well as a number of aristocrats from the Roman and international jet set.

Hollywood legends like Anna Magnani, Lana Turner, Bette Davis, and Ingrid Bergman also frequented her shop. Gattinoni's illustrious list of clients also included Gina Lollobrigida, Ava Gardner, Kim Novak, Elizabeth Taylor and Audrey Hepburn, whose unforgettable Gattinoni designed 'Empire style' costume in the epic film War and Peace garnered Fernanda Gattinoni an Oscar nomination for 'costume design'. It launched her designs and coveted label across continents. Gattinoni's global clients have also crossed over into the political arena, which included fashion icons, Jackie Kennedy and Eva Peron, and Princess Diana. Gattinoni's tireless commitment to the world of fashion has earned her numerous awards both in Italy and abroad.

Today, Gattinoni's legendary commitment to fashion continues under the leadership of its Chairman, Stefano Dominella, who in 2008 was knighted 'Grande Ufficiale in the Order of "Merit of the Italian Republic" –an award for his lifelong commitment in promoting the image of 'Made-in-Italy' fashion throughout the world.



The artistic direction of the Gattinoni designer label was entrusted to Venezuelan talent of Italian origin, Guillermo Mariotto, who, in 1994, greeted his audience on the catwalk with a collection dedicated to “EVA” which subsequently inspired the famous scene of the “Bare Fashion Show” in Robert Altman's film PRET A PORTER. Maison Gattinoni's collections designed by Mariotto, have garnered success both in the context of the Haute Couture collections presented in Rome as well as in that of Pre-a-porter showcased by the brand at Milano Moda Donna.

Furthermore, Mariotto was given the honour of creating the vestments for His Holiness Pope Benedict XVI during the Holy Father's visit to Assisi in 2007 to mark the eighth centenary of the conversion of Saint Frances.

Guillermo Mariotto's multi-faceted interests in various art forms have resulted in his finding an outlet in numerous other fields including the creation of costumes for television, cinema, theatre and opera—earning him the reputation for being “an alchemist of feelings, a designer of emotions.”

## DESIGNING PRINCESS: Haute Couture Meets Haute Joaillerie

If you too, share Italy's passion for fashion, you can make an appointment to get a first hand look at the Maison Gattinoni's Haute Couture collection. And, you may even have the privilege of meeting the other creative genius behind their creations, Princess Grazia Borghese, internationally renowned jewelry designer. Together,



Mariotto and Princess Borghese create a visual feast of high fashion: It's HAUTE COUTURE meets HAUTE JOAILLERIE, as they jointly tell a story with each stunning creation, and demonstrate the lasting beauty found in designs handcrafted in the Maison Gattinoni. On the catwalk of Santo Spirito in July 2008, Mariotto's dresses included the exclusive creations of Princess Borghese, among them a masterpiece containing three thousand black diamonds!

Be sure you take the time to meet the other members of Mariotto's team of gifted and dedicated artisans who have been part of Maison Gattinoni for several decade, and who labour for hours meticulously hand crafting each design under Mariotto's artful direction.

Three thousand black diamonds on the Gattinoni catwalk proves nothing is spared to showcase the lasting legacy of Italy's beloved designer, Fernanda Gattinoni. As everyone in Rome and throughout Italy proves, fashion is an absolutely crucial element of the Italian way of life. It is the eternal spirit of La Dolce Vita personified!



## ALL ROADS LEAD TO ROME...The roads around the Spanish Steps are a heavenly path for those addicted to High Fashion Boutiques

Hang on to your Platinum credit cards! The roads around the famous Spanish Steps lead to the ultimate shopper's paradise. Leading the luxury retail pack is Via Condotti, which boasts the boutiques of Albert Ferretti, Armani, Dior, Dolce & Gabbana, Ferragamo, Gucci, Hermes, La Perla, Louis Vuitton, Max Mara, Prada, Valentino and YSL. Piazza di Spagna measures in other credit card heavyweights with Roberto Cavalli, Escada, Frette, Missoni, and Sergio Rossi; while Via Babuio has Chanel, Etro, Giuseppe Zanotti, and Prada Sport. Versace fans, do not fear—nearby at Via Borgognona Versace's doors await, along with Fendi, Givenchy, Loro Piana, Tod's. Last, but certainly not least, there's Via Belsiana featuring the famous boutique of Moschino. If you're a slave to fashion—consider the vicinity of the Spanish Steps your "shopping mecca." The boutiques will welcome you with open arms.

## Fashion is an absolutely crucial element of the Italian way of life

### DO AS THE ROMANS DO

After working up a Roman size appetite, there are four main rules to follow in searching for the perfect place in Rome to satisfy your hunger.

1. Don't eat at any restaurant where the menu is translated into five languages, (or worse yet, where the menu is simply photographs of spaghetti drowning in red sauce).
2. Avoid restaurants where waiters are overly solicitous of passersby. If their restaurant is so great, why do they need to hustle you in off the street?
3. Most restaurants located right on the main piazzas are big-time tourist traps. Stick to the smaller squares and side streets.
4. Finally, DO AS THE ROMANS DO. If you follow the locals (they're the ones who go out after 8pm), you'll be in good shape.



## YOUR HOME IN ROME: Regina Hotel Baglioni, Italian Inspired Luxury in the 'Heart of La Dolce Vita' "

With its close proximity to the most famous sites of the Eternal City and its panoramic views of the city the Regina Hotel Baglioni is an ideal portal to enjoy Rome. Innovative Mediterranean dining created by the Executive Chef of the Brunello Lounge & Restaurant also makes it an ideal crossroad for the international jet set. Located on the famed via Veneto, The Regina is just a stone's throw from via Barberini and via Condotti. These streets are lined with exclusive shops and represent an important historical intersection; they are right next to Palazzo Doria Pamphili.

But that's not all. For those jet setters who know that there's nothing like a superb spa treatment to immediately overcome crossing numerous time zones, and cure the strains of jetlag—try the Regina's in-house Kelly Spa, where they offer a variety of treatments, even the traditional Hawaiian massage, LOMI LOMI! Yes, right in the heart of Rome, you can luxuriate and enjoy this legendary Hawaiian method of restoring the balance between body, mind and soul from Kelly Spa's superbly trained therapist, Lorena Micheletti—an Italian who learned the healing art of the Hawaiians!



## HOME SUITE HOME

All suites at the Regina are decorated with unique and original furnishings and accessories—you won't find the cookie-cutter style of decorating here or at any of the Baglioni Hotels. Murano chandeliers, antique furniture and damask drapes recall one of the most beautiful periods of history—Art Deco. Some of the suites also boast spectacular views of the Roman capital—making it an exceptional place to just relax after an active day and enjoy this inspiring view of the Eternal City. Some guests may choose to stay in the suite where Queen Margaret of Savoy once lived—a magnificent suite rich in history and art yet without foregoing the modern comforts.


Elegant yet welcoming, with every attention given even to the smallest of details, the spacious, airy suites with sparkling, polished marble bathrooms,

exude the perfect combination of modern comforts with exquisite Italian style.

Allow Renato and his team of seasoned concierges to create and tailor an unforgettable plan for you to discover the treasures of the Eternal city and its surrounding areas like a guided tour to the Catelli Romani, an area on the Albani hills a few kilometers from Rome. If



you're a wine connoisseur, Renato can arrange a special trip to taste the most famous wines and local specialties around Grottaferrata, Nemi Lake and Castelgandolfo, the historic town that is the summer residence of the Pope.

At the Regina Hotel Baglioni every guest is treated like a VIP - a Baglioni tradition that is now synonymous with the Baglioni name. You will be so pampered that you won't need to throw a coin into the Trevi fountain to ensure you'll be back. Like enjoying your favorite scoop of gelato, one visit to the Regina Hotel Baglioni, just isn't enough. 

## Regina Hotel Baglioni

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## HOW TO GET THERE

*By air:* Leonardo da Vinci International Airport at Fiumicino is about 35 km (22 miles) from the city centre and the Hotel.

*By train:* Stazione Termini railway station is about 3 km (2 miles) from the hotel.

