



THE FIRST URBAN RESORT PRESS KIT

The First Urban Resort represents an innovative approach to luxury hospitality in the Eternal City. Operated by **The Pavilions Hotels & Resorts**, this collection of boutique hotels reimagines the traditional "albergo diffuso" (scattered hotel) concept for an urban setting. While the traditional albergo diffuso revitalized rural hamlets or mountain villages, The First Urban Resort boldly adapts the idea to the city landscape by meticulously restoring historical buildings in the heart of Rome. This innovative approach not only preserves history but catalyzes urban renewal. Each property offers a distinct yet complementary facet of this immersive, city-wide luxury experience, blending art, design, music, and gastronomic sophistication with modern comforts for well-heeled travelers seeking an authentic journey.

The First Urban Resort offers a truly unique urban resort experience. Guests can enjoy services across all three properties, which are within walking distance of each other or accessible via complimentary transfer with private electric car. Each hotel showcases a distinct artistic and design focus while maintaining a cohesive sense of luxury and personalized service. For added convenience, guests have the option to charge services used at any of the First hotels directly to their room account.

The culinary offerings range from Michelin-starred dining to artisanal patisserie, catering to diverse gastronomic preferences. The prime locations in the heart of historic Rome allow guests to explore the Eternal City on foot, experiencing it like a local while enjoying world-class amenities.

The Pavilions Hotels & Resorts group, headquartered in Hong Kong, is making a strategic investment in Italy, beginning with Rome and expanding to Cortina d'Ampezzo in 2025, along with future projects in the pipeline, demonstrating a bold, entrepreneurial approach to redefining Italy's luxury hospitality landscape.

The First Arte:

Opened in 2011, The First Arte is located at Via del Vantaggio, 14, just steps from Via del Corso and Piazza del Popolo. The initial property in The First portfolio, this 5-star luxury hotel, housed in a noble nineteenth-century building, was completely renovated in 2024 by Studio Marincola, the original architect and interior designer. Renowned for its boutique, art-centric gallery ambiance, the hotel's key spaces—ranging from the lobby and corner bar to the 26 guestrooms and suites—were completely redesigned in 2024 to enhance



the property's artistic and luxurious offerings. Each room and suite offers guests a refined luxury experience immersed in contemporary Italian art, coupled with elegant features such as marble bathrooms, plush king-sized beds, and spacious living areas. Every detail is designed for maximum comfort and sophistication. The 200 new pieces of contemporary art of Italian artists, further emphasize the hotel's artistic theme, weaving a cohesive narrative that reflects the creative spirit of Rome.

The property is also home to the acclaimed two-Michelin-starred [Acquolina restaurant](#) led by Chef Daniele Lippi, which delivers an unforgettable culinary experience with its artfully presented seafood dishes.

[Acquarooft Terrazza Molinari](#), the hotel's rooftop lounge and restaurant, offers sweeping views of the Eternal City, enhancing the exclusivity of the guest experience.

The First Dolce:

Inaugurated in April 2019, The First Dolce is situated on Via del Corso in a historic nineteenth-century building designed by Giuseppe Valadier. This patisserie-inspired luxury hotel follows the same intimate hospitality concept as its sister properties within The First Roma collection. The hotel offers 23 elegantly appointed suites and guest rooms, each carefully curated by Studio Marincola to evoke a blend of sophistication and comfort with king size beds, marble bathrooms and some feature Technogym workout equipment en-suite, balcony and steam bath. The hotel's centerpiece is the elegant [VELO Pasticceria](#) on the first floor, where a subdued and sophisticated atmosphere welcomes guests. The interiors feature exquisite materials such as yellow marble from Siena and polished brass, rendered even more special by custom-designed Etna furniture by Jacopo Foggini, which are reminiscent of caramelized sugar, enhancing the communal spaces with its unique color palette. Guests can also enjoy [Velo Restaurant](#), offering a refined dining experience, as well as personalized in-room dining options with offerings from both the patisserie and the restaurant, ensuring every detail of the stay is infused with indulgent luxury.

The First Musica

The First Musica, the latest addition to the collection, opened in Summer 2022 on Lungotevere dei Mellini, 26 and delights guests with a seamless integration of music and luxury. Designed by Studio Marincola, this luxurious hotel features 24 stylish rooms and suites, all with floor-to-ceiling windows offering abundant natural light and stunning views of the Tiber River and Rome's iconic landmarks. Each room is equipped with cutting-edge Bose sound systems, allowing guests to personalize their stay with curated soundtracks. The modern and stylish furnishings, neutral color palettes, luxurious



marble bathrooms, and sophisticated linens create a calming retreat after a day of exploring the Eternal City.

The hotel's [ALTO ristorante](#) offers an unforgettable experience of modern Italian cuisine, with particular emphasis on seafood and fish, against the backdrop of Rome's panoramic skyline. The vibrant rooftop bar [ALTO](#), with breathtaking vistas over the capital and resident DJs, is one of Rome's trendiest hangout spots, providing a seamless blend of modern Italian cuisine, artisanal cocktails, and a chic ambiance that reflects the city's rich cultural and culinary heritage.

IMAGES:

The First Arte:

https://drive.google.com/drive/folders/1k5J_ji0tFCcXe2MOPTSApUMfAJiu-JqF?usp=drive_link

The First Dolce: https://drive.google.com/drive/folders/19Cq5ok0AtGGXXBCAjV9-0xWKJ2aqN0G3?usp=drive_link

The First Musica:

https://drive.google.com/drive/folders/1Nm3Mno7PRHhPZh9b6OmfEdOylyXS1aHw?usp=drive_link

About The Pavilions Hotels & Resorts

Step into one of The Pavilions Hotels & Resorts' properties and experience luxury and immersive locales like no other. Every hotel is a sophisticated, private haven in which to relax, play or find adventure. Following an ethos that it's not just where guests want to go, but how they want to feel, The Pavilions is known for offering its signature Curated Journeys travel service to its guests. These innovative travel itineraries – curated by local insiders, unique to each property and designed to encompass an emotive experience, from romance to adventure to feeling good – put the bespoke into a luxury holiday. Whether the foodie themed "Like a Chef" journey in Rome, a romantic "Just the Two of Us" adventure in Thailand, or the "Like a Boss" Madrid itinerary that turns business travel on its head, each Curated Journey connects guests with a range of experts in each of its destinations whose passion and talents open the door to unique experiences.

Headquartered in Hong Kong, The Pavilions Hotels & Resorts is one of the fastest-growing boutique hotel groups in the region. With their boutique size and thoughtful design philosophy, The Pavilions Hotels & Resorts offer secluded spaces with attentive service, even in the busiest of cities. The hotels are distinctly individual and unique, yet



all are underpinned by the core values of building meaningful connections in unrivalled locations, a mindful respect for privacy and service beyond expectations.

The group owns, manages, and offers franchise of its brand across the globe.

The Pavilions Hotels & Resorts' portfolio currently comprises:

Asia

The Pavilions Anambas

[The Pavilions Bali](#)

[The Pavilions Phuket](#)

[The Pavilions Himalayas, The Farm](#)

[The Pavilions Himalayas, Lakeview](#)

[The Pavilions Mongolia](#)

Europe

Château De Fiac by The Pavilions Hotels & Resorts

[The Pavilions Rome, The First Arte](#)

[The Pavilions Rome, The First Dolce](#)

[The Pavilions Rome, The First Musica](#)

[The First Cortina, by The Pavilions](#)

[The Pavilions Madrid](#)

[The Pavilions Amsterdam, The Toren](#)

For more information about The Pavilions Hotels & Resorts, please visit pavilionshotels.com and connect with us on [Facebook](#), [Instagram](#) and [LinkedIn](#).