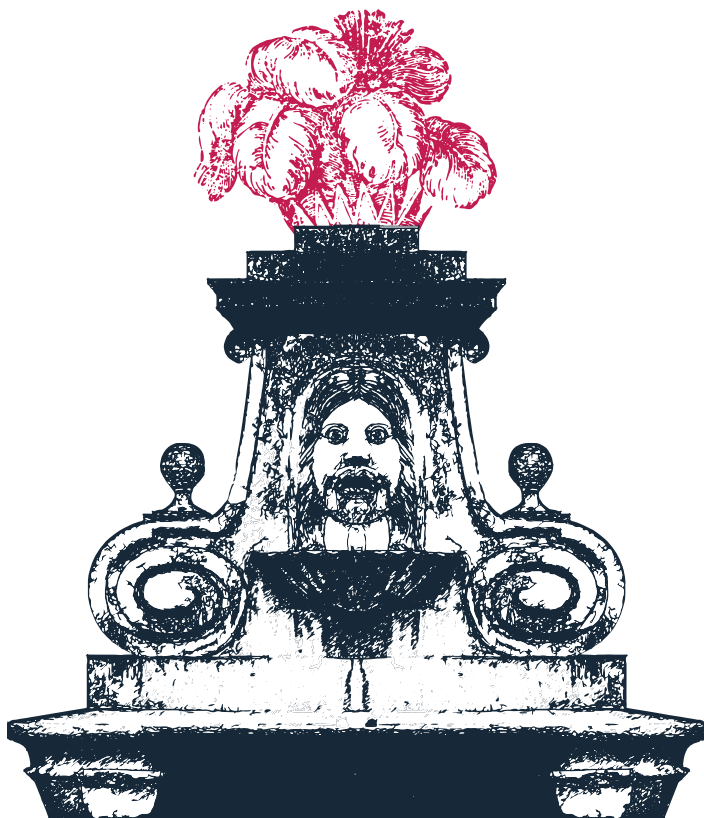


THE COMMUNITY OF CREATORS

HOTEL INDIGO ROME - ST. GEORGE
NEIGHBOURHOOD STORY



HOTEL
INDIGO

ROME - ST. GEORGE

The fountain of the Mascherone

In the tranquil and fascinating surroundings of Via Giulia, close to Palazzo Farnese, on the right hand side of this historical street heading towards Sisto Bridge, stands this beautiful fountain. Designed in 1570 it was only activated in 1626 with the purpose of bringing water to the neighbourhood. The large basin is made of "Porfido" marble dated back to the Roman times. The use of ancient Roman ruins to build something new was typical of the Renaissance period and the large white marble stones on the hotel's façade are also the testimony of this practice. The big mask decorating the fountain and from which it takes its name (Fontana del Mascherone) has been active for centuries distributing water to the locals. Worth to remember that there were times when the fountain was also used to distribute wine during special occasions. In 1720, for example, when the new Grand Master of Malta was elected, to celebrate the event, a big party was thrown on Via Giulia and the Roman nobles paraded with carriages and glitzy costumes. At night the fountain started to distribute wine copiously until 4am. Imagine the joy and amusement of the locals who flocked around the fountain and the singing and dancing the fountain must have witnessed during such events. Nowadays the Mascherone seems to stand still as if it were resting peacefully after years of entertainment but still delivering water to the locals and the tourists.





HOTEL INDIGO ROME - ST. GEORGE

The foundations of the Hotel Indigo Rome - St. George were laid by a Renaissance master and sit on a street shaped by some of Italy's most celebrated architects.

The street itself - Via Giulia - has been a byword for craft and invention for centuries. Encircled on all sides by a new generation of ambitious artists and artisans, Hotel Indigo Rome - St. George is at the very heart of a vibrant community of creators.



THE COMMUNITY OF CREATORS

So let's start our tour.

You've no doubt had an energetic morning visiting the tourist-filled wonders of St. Peter's Square, craning your neck in the Sistine Chapel and taking a riverside amble down the Lungotevere. Now it's time to cross the Tiber to our neighbourhood, across the dainty Ponte Sisto footbridge and onto the Via Giulia, the street that forms the backbone of our district.



Now let me show you round the neighbourhood.









ANCIENT FOOTSTEPS

This kilometre-long cobbled street is one of the most attractive in the city, lined with beautiful Renaissance buildings painted in umber, ochre or pistachio green and clad in ivy.

Since its creation at the orders of Pope Julius II - after whom it was named - in the early 16th century, the Via Giulia has been a vital artery for pilgrims on their way to the Vatican and the merchants who served them and has attracted aristocratic and artistic residents in equal measure.







THE 'SOFAS' OF VIA GIULIA

Julius' plan was that his road should be an inspirational pathway which cut a swathe through the old city, imposing his power and bringing order to the warren of mediaeval alleyways.

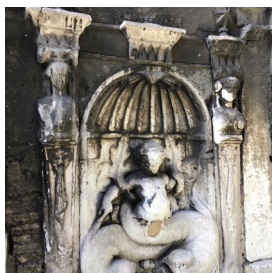
He commissioned Donato Bramante, the designer of St. Peter's Basilica, to plan the new thoroughway and to create a centrepiece - the 'Palazzo dei Tribunali' - to be the hub of the city's justice system. This was never finished but the great stone seats, which are all that remain of the courthouse, have been incorporated into the Hotel Indigo Rome - St. George and are affectionately known as the 'Sofas' of Via Giulia.



BUILDING RENAISSANCE

Bramante's creation of the new road raised the profile of the area. His reputation as one of the founding fathers of High Renaissance style brought other inspired creators to the neighbourhood.

There was the swashbuckling Cellini, Mannerist artist and goldsmith to the rich and powerful; Borromini, an architect and master of the Baroque style, whose creations surround the Hotel Indigo Rome - St. George; and Sangallo, a pupil of Bramante who designed the Basilica San Giovanni dei Fiorentini which sits at the far end of the road. The most famous local, though, was Raphael, who not only bought land on Via Giulia but designed a church, San Eligio, which still stands at number 18.











CREATING HISTORY

However, it was not just the big names who flooded into the district.

Artisans and craftsmen from across the city flocked to the area, invigorating its industry, filling the streets with workshops and stores, and providing services to the palazzi of the wealthy. This creative heritage is reflected in the street names of the neighbourhood: just a few steps from the Via Giulia lie such byways as the Via dei Giubbonari (jacket-makers), the Via dei Calderari (coppersmiths), the Via dei Baullari (trunk-makers) and the Via dei Cappellari (hat-makers).







BOLD, NEW

As you walk up the street, you'll pass the inheritors of this spirit of creativity: every few metres there's a new art gallery, antiques shop or jewellery boutique, alongside workshops belonging to restorers and gilders.

At number 140 there's the wonderful Gheco with its amazing up-cycled furniture and at number 104 there's Claudio Valiani's shop, which specialises in beautifully-made micro-mosaics. For hand-stitched shirts from a master tailor, the locals head to Luigi Tella at number 101; just a few doors down at number 95 is Fraleoni, a family jewellery business founded by goldsmith Attilio Fraleoni and run by his two daughters, Sara and Valentina. At number 80 is the Tempi Moderni gallery, which encourages the spirit of the district by giving young Italian artists a platform to promote their work. Sauntering along Via Giulia can take hours: there is so much to stop and admire as you wander all the way down past the Hotel Indigo Rome - St. George at number 62, as far as number 8, home of the Furini gallery, which showcases bold paintings by established contemporary artists.

AL FRESCO

But it's not only through arts and crafts that local creative types express themselves.

Culinary invention is high on the agenda at Assunta Madre on Via Giulia and at Pierluigi's in the nearby Piazza de' Ricci. Both are family restaurants specialising in fresh seafood from the Tyrrhenian Sea and whip up stellar dishes that regulars rave about. It's one of the reasons that the Via Giulia is so popular as a place for the evening passeggiata: after a few laps of the street, you've worked up an appetite for a plate of mussels sauté at Pierluigi's.







VIA GIULIA

This historic Roman thoroughfare, named after Pope Julius II, was created in the early sixteenth century to connect the Vatican with the Ponte Sisto. It was long one of the city's most fashionable streets and wealthy citizens built impressive residences here.

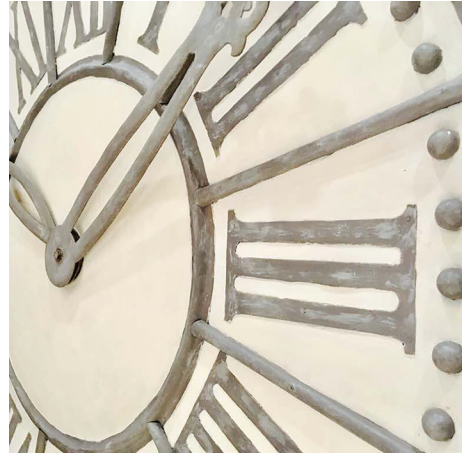
Today the cobblestoned Via Giulia retains its artisanal appeal, lined as home to many of Rome's premier antiques shops. Adding to the artistic charm of the street are the contemporary art galleries, which provide a pleasant contrast with the historic architecture. Traditional "Osteria", trendy restaurants and famous bars are located all around the area, making this neighbourhood one of the preferred destinations by the Romans, not only for some unique shopping but also for its cultural heritage, dining experiences and nightlife.



BE INSPIRED BY DESIGN

An environment rich in charm and history where Italian contemporary design is enclosed within ancient Roman walls





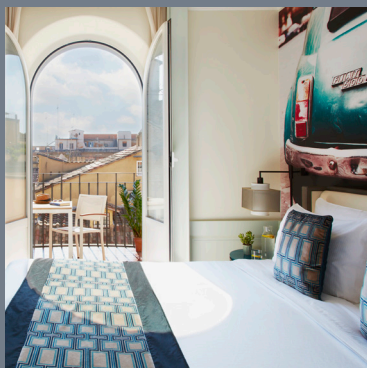
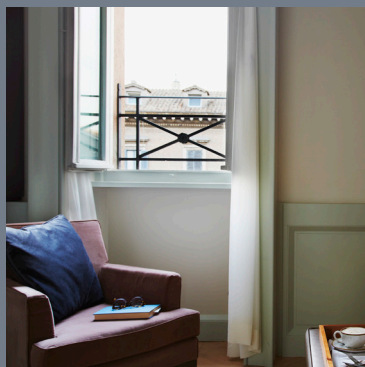
Our building was originally designed in around 1508 by Donato Bramante, regarded as one of the greatest architects of the Italian Renaissance. The famous travertine stones still greet you as you enter our hotel. Inside our lobby you'll notice subtle lighting, bold colour accents and features influenced by classic Italian style. Beautiful murals of Bramante's work will take you back in time to the area's past.

GUEST ROOMS

Elegant and luxurious rooms decorated in a contemporary style including wooden floors blended with Renaissance details reflective of our local neighbourhood...

All our rooms feature details representing Italian creativity through the centuries, from the Renaissance to modern times, via the Baroque period. The Standard Rooms are inspired by the splendor of the Renaissance, featuring a detail of the San Giovanni dei Fiorentini Basilica designed by Bramante, the maker of Via Giulia. The Superior Rooms and Family Deluxe Rooms are inspired by the legendary Fiat 500, an icon of the 60s and one of the symbols of the Made in Italy, nowadays admired by vintage car collectors. The stylish Junior Suites and 2 Bedroom Suites are instead characterized by the famous painting "Amor Vincit Omnia" by Caravaggio - the most representative artist of the Baroque period - details of which are to be found in many palazzi and decorations in Via Giulia.





TASTE LOCAL FLAVOURS

Providing an authentic experience by offering locally or regionally sourced products.

The Hotel Indigo Rome - St George's philosophy is based on our strong desire to provide our guests with an authentic experience by offering locally or regionally sourced products.

In line with this philosophy we offer a truly Italian experience whilst supporting local producers and culinary artisans.







A TEMPLE OF WELLBEING

Sometimes history can be the perfect excuse to go in search of some real relaxation.

The extraordinary Health & Fitness Centre at the Hotel Indigo Rome-St. George takes us back to the times of the ancient Romans - true connoisseurs of the art of body care. The initial impact for guests who visit the centre for the first time is that of a perfect balance of sensations. The elegant, modern style fits perfectly next to the Rome of days gone by, as ancient masses of rough travertine marble jut out from the dove-coloured walls. This is the sight boasted by the Hotel Indigo Rome - St. George and its Health & Beauty Centre, where the professionalism of the management is focused on a single objective: the sublimation of the senses.



VIEWS AND LANDSCAPES

A perfect spot to contemplate a sunset with a 360° view of the Eternal City

In addition to taking a peek inside the delightful shops and doorways that line the street and the neighbourhood, take a moment to enjoy the spectacular views over monuments, streets, palazzi and rooftops from the highest and most alluring point of the whole building, where the bar and restaurant also move during the summer months. If the sun is shining enjoy your breakfast in the peaceful environment of our internal courtyard.











WHAT MAKES US UNIQUE



At Hotel Indigo® properties we really do live, work, play and stay in the neighbourhoods we call home. We bring each neighbourhood's story to life through our thoughtful design and the intimate, personalised service delivered by our knowledgeable team.

Meet our guests

We aim to inspire our guests and help them discover our distinctive neighbourhoods around the globe, providing stories for them to share.

They are curious and unique with an eye for detail. They enjoy discovery, fashion and style, work and travel. They seek the reliability and dependability of a globally recognised brand with distinct experience of a boutique.





We offer an experience that both guests and locals alike call “fresh, welcoming, contemporary, approachable, and surprising.”

Our **Inspired Service** is all about being vibrant, curious and original. We recognise what is unique to each guest and go out of our way to make things easy to discover, understand and appreciate with personalised, genuine service.

Our hotels have **Fresh Design** that is stylish, yet approachable, filled with intriguing and energetic details that encourage discovery throughout the guest's stay. Our design tells a story about each neighbourhood in a fresh, inviting and modern way.

Our F&B philosophy is **Locally Crafted** and the offering is designed to create a local landmark celebrating the best artisanal food and drink from every local area. We want our food offering to become loved by locals as much as guests.

...AND OUR JOURNEY CONTINUES



Travelling...
It leaves you speechless,
then turns you into a storyteller.
Ibn Battuta, Explorer