

Hotel Indigo presents: 100 minute itineraries

This year, Hotel Indigo celebrated its 100th Hotel Indigo® property opening. To mark the milestone and highlight that each Hotel Indigo is uniquely different and inspired by the neighbourhood – they’ve curated a series of 100 minute itineraries that highlight the best of arts, craft, design, food and drink found in the specific neighbourhoods that Hotel Indigo properties are located.

100 minutes in Rome

[Hotel Indigo® Rome-St. George](#) is an exclusive Roman salon just a stones’ throw from Campo de’ Fiori and Piazza Farnese. The perfect location to admire the beauty and the history of the eternal city and a superb base from which to explore the marvels of Rome. No need for introduction for Rome: it is an open-air archaeological park and custodian of Renaissance art and beauty. The street where the hotel is located – 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.

As you walk up the street, you’ll pass the inheritors of this spirit of creativity: every few meters there’s a new art gallery, an antiques shop or a jewelry boutique, alongside workshops belonging to restorers and gilders. Artisans and craftsmen from across the city flocked to the area, invigorating its industry, filling the streets with workshops and stores, making this district unique and inspirational. The 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).

A multiple way to look at the city

100 mins



A walk in the neighbourhood

Without leaving the hotel grounds make sure you pay a visit to the roof terrace from which you can enjoy a 360-degree view over the roofs and monuments of Rome. Make sure you take plenty of pics! Then wear comfy shoes and go out from the main entrance onto the beautiful Via Giulia, the cobbled stoned backbone of this amazing neighbourhood. Plenty of historical buildings to go hunting for with their beautiful doorknobs. Little artisans’ workshops scattered along the street may give you suggestions for some great and exclusive souvenirs. Keep walking and pass the Farnese Arch and the Mascherone Fountain until you reach the end of the street. You can take Via dei Pettinari (comb-makers), name due to the craftsmen that traditionally worked there. At the end of the street, make left on Via Capo di Ferro to admire the amazing Palazzo Spada famous for the stunning forced perspective optical illusion in the arcaded courtyard created by Borromini. Cross Piazza della Quercia, turn left in Via dei Balestrari (crossbow-makers) and you are in Campo de’ Fiori. It is one of the city’s most charming squares, where this special atmosphere manifests itself and enriches the city with its beauty.

Make sure you visit Campo de’ Fiori in the morning. Its outdoor fruit and vegetables market is filled with colourful stalls selling fresh fruits, meat, poultry and fish, while flower stalls surround the fountain. Among the “house specialities” you will find the not-to-be-missed Roman artichokes.

Before leaving Campo de’ Fiori make a pit stop at “Il Forno” (Bakery) and try a slice of white pizza stuffed with “Mortadella”.

It's time to come back to the hotel, take Via dei Baullari (basket-makers) that leads to Piazza Farnese, dominated by the enormous Palazzo Farnese and two of the most striking fountains of Rome. Off to the right, take Via di Monserrato crowded with vintage, furniture, clothing shops and at the end of the street continue on via dei Banchi Vecchi and have an aperitif at the wine bar "Il Gocchetto" (14, Via dei Banchi Vecchi). Turn left in Vicolo Sugarelli and then left again to find yourself back at the Hotel.

Should you opt for an evening stroll Campo de' Fiori becomes for the Romans one of the places to be: restaurants and bars replace the market stalls and the night life begins.

<http://galleriaspada.beniculturali.it/index.php?it/185/english>