

# ALL ROADS LEAD TO ROME



## Palazzo Rhinoceros Roma

*An artistic haven in the heart of Rome, Rhinoceros Roma was established by Alda Fendi in 2018 and designed by world renowned French architect, Jean Nouvel.*

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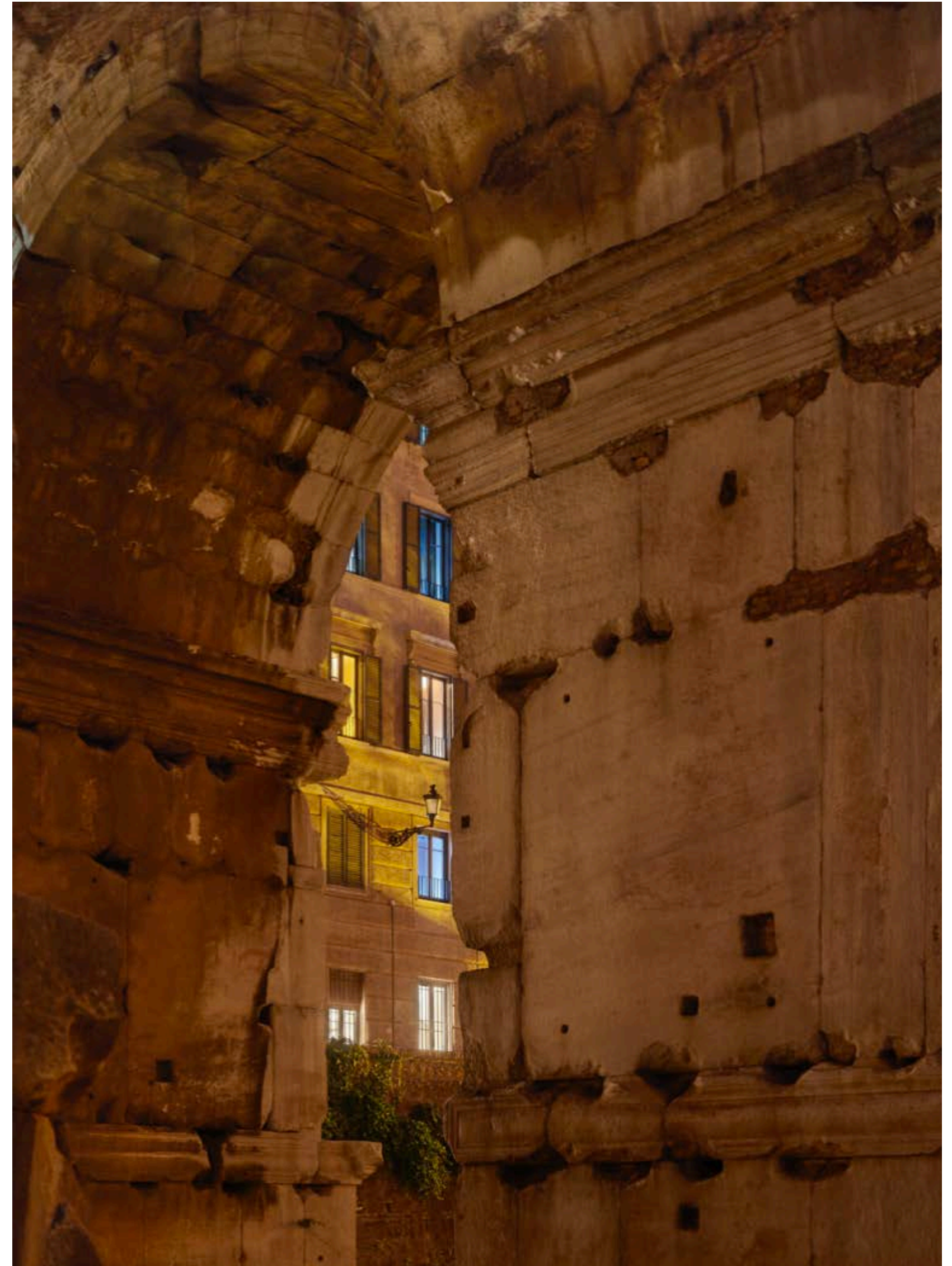




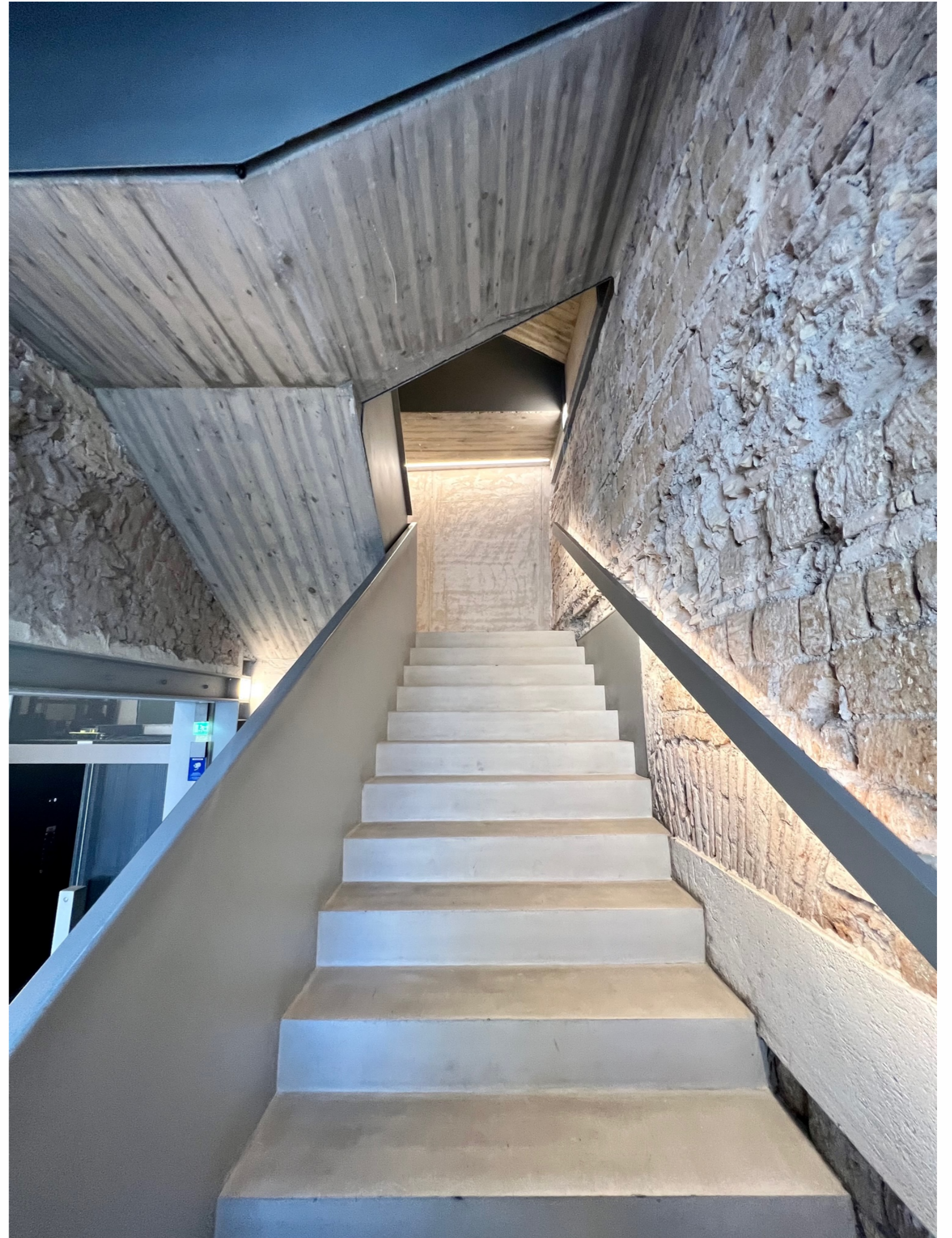
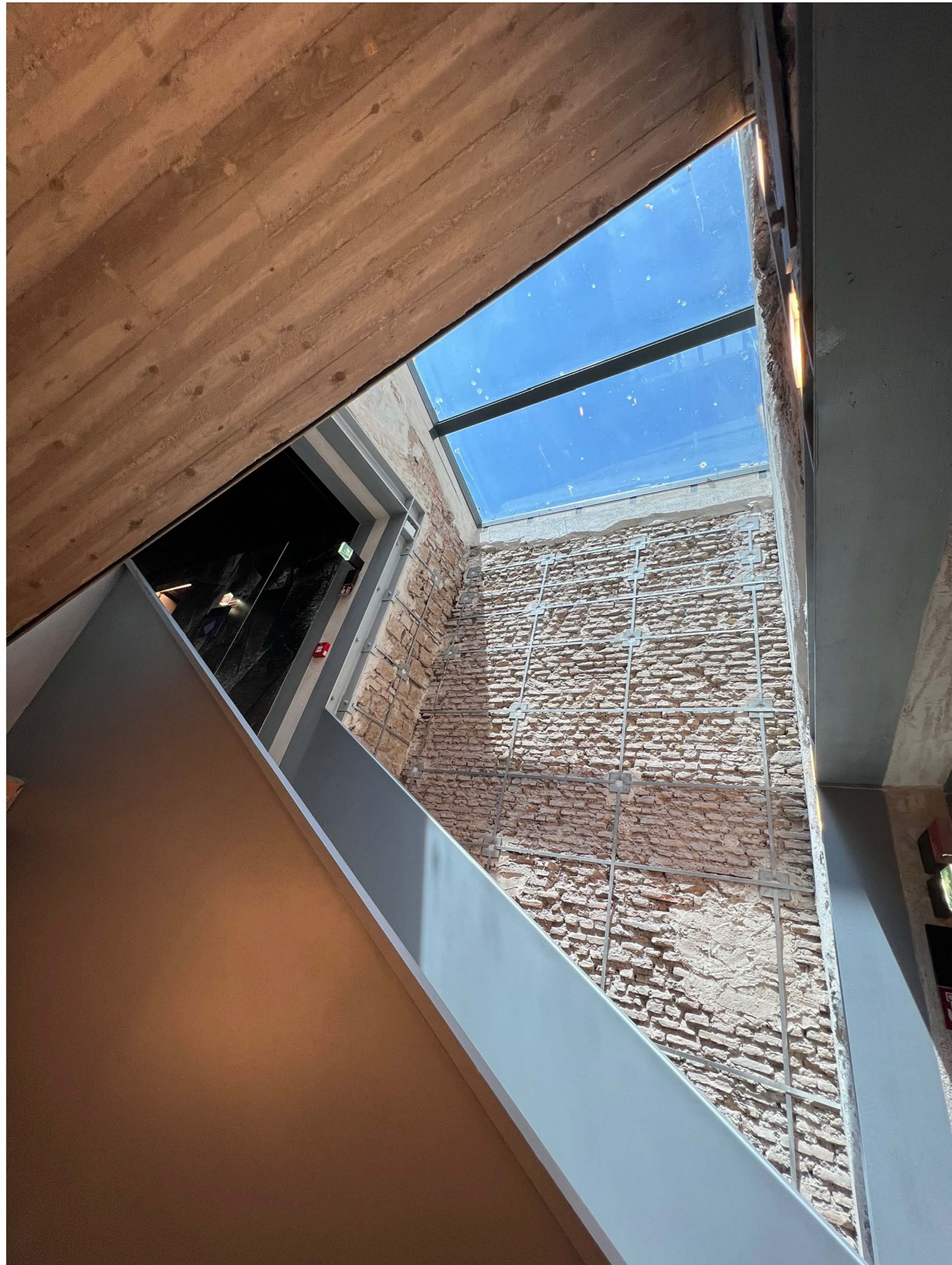
**Palazzo Rhinoceros Roma**  
- Jean Nouvel's masterpiece  
in the ancient neighborhood  
of Velabro, Rome.  
Established by **Alda Fendi**.

The complex, known as **The Fondazione Alda Fendi** – Esperimenti, combines the hotel with exhibition spaces (through a cultural cooperation partnership with the Hermitage Museum) and culture oriented boutiques that open onto the street. The exhibitions are not confined to a traditional space, but unravel through the six floors of the building. The foundation is a place where people can be fully immersed in art – where they can eat, sleep and “always see something new when they come to visit.” And in keeping with Fendi’s mission to reveal the culture of Italy, exhibitions are always free and open to the public. With her foundation, Alda Fendi has given the Velabro neighborhood, and Rome itself, a new life and is eager to push the boundaries of creativity in the Eternal City.

In the center of what was once Imperial Rome lies twenty-five unique apartment/suites in a 17th century building designed and furnished by **French architect Jean Nouvel**. The palazzo is named Rhinoceros, a tribute to the enduring strength and power of Rome, and one of its key features is a life-sized model of a rhinoceros installed right beneath the 4th century Arch of Janus out front.







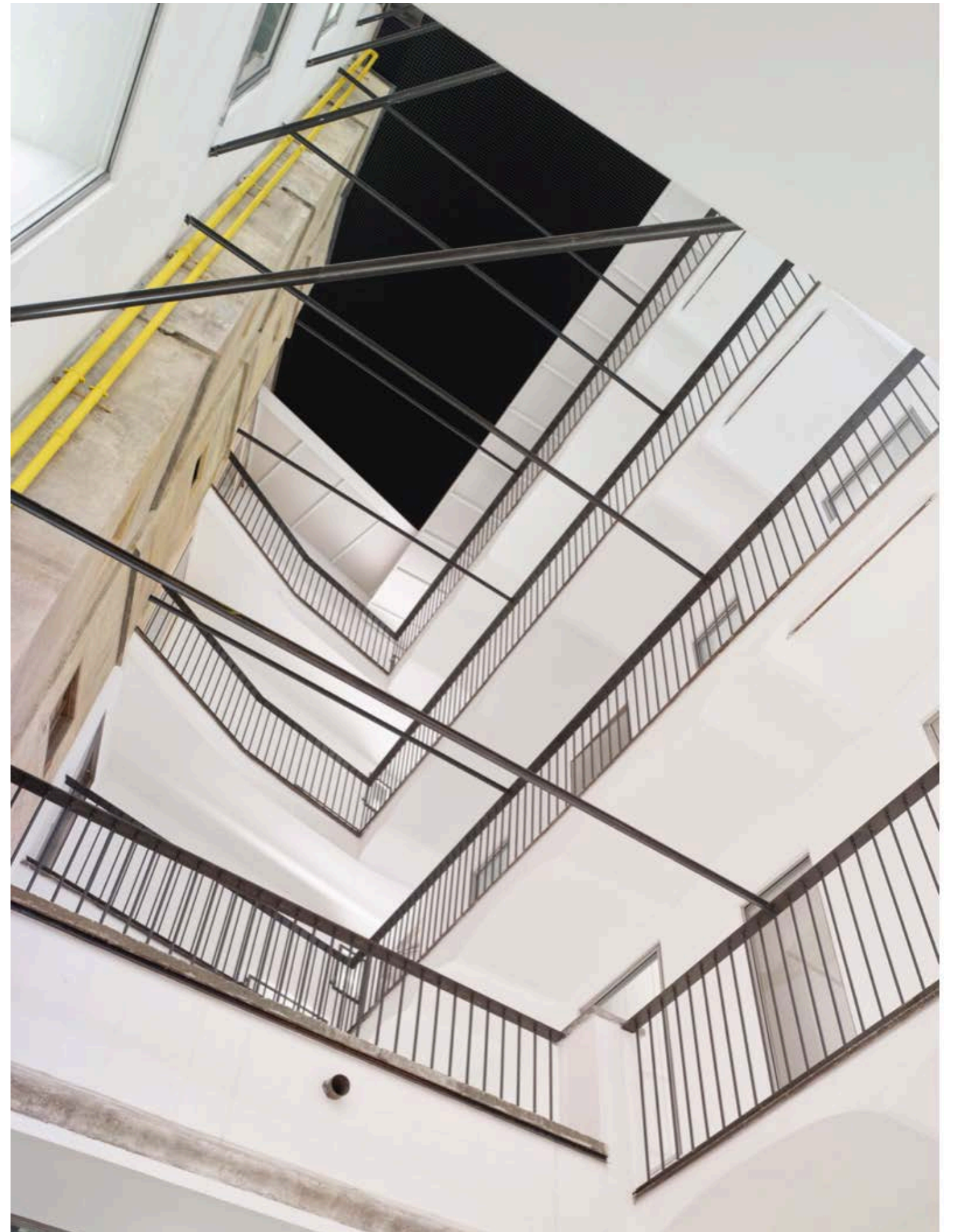
## Comfort with modern, industrial design

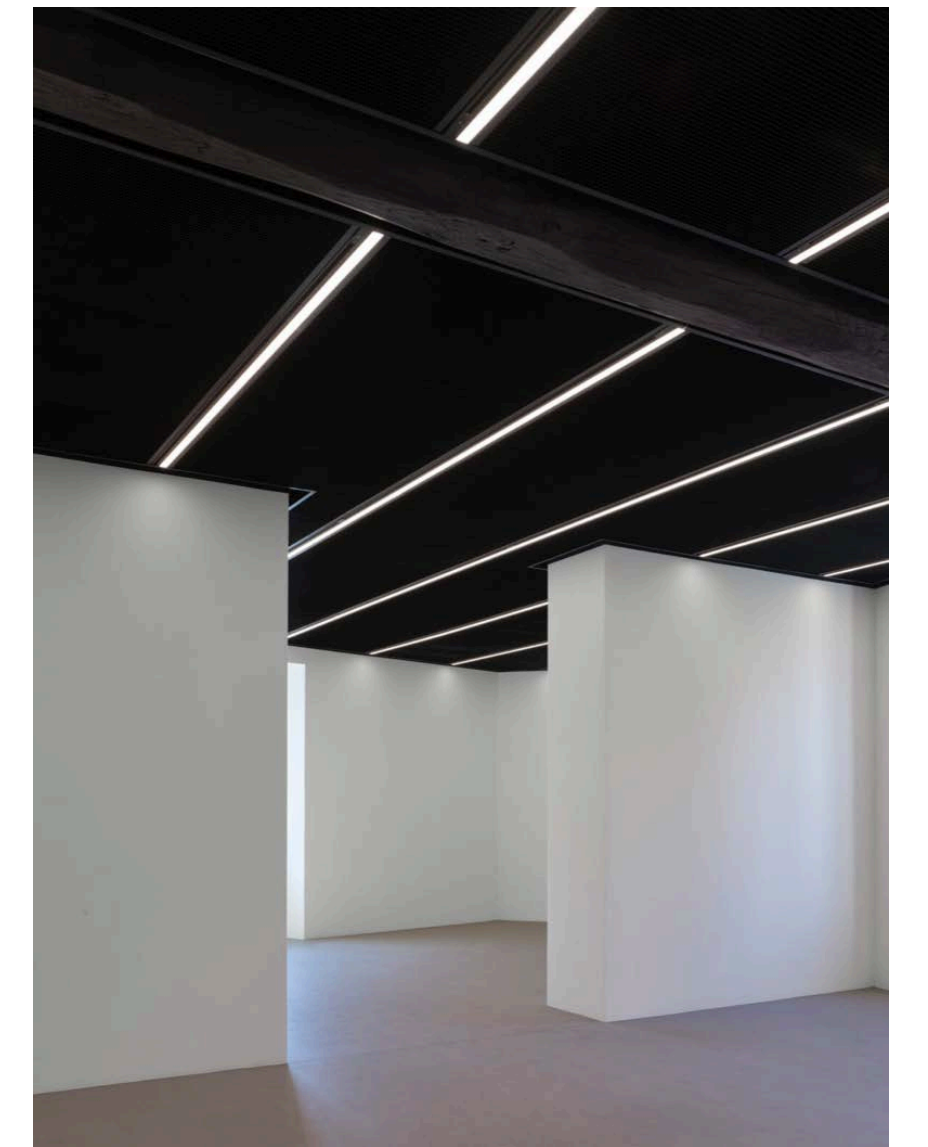
**Twenty-five unique apartment/suites in a 17th century building designed and furnished by French architect Jean Nouvel.**

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It's a friendly conversation between opposites, a happy confrontation between different eras, from the most remote to the most modern. It's also a meeting between two worlds, between the traces of the noblest and most sacred architectural monuments of Antiquity and these model domestic buildings that remind us that they are still alive and vibrant; that they are buildings in Rome that mean to fully enjoy their privileged position.”

Jean Nouvel





MASTER SUITE



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Rhinoceros Roma integrates luxury accommodation with artistic creativity. Reflecting this ethos, the 25 unique apartments combine comfort with modern, industrial design details, state-of-the-art appliances and indulgent amenities.



Photos: Ilona Lee





"Luxury nowadays is all about time & space"

**Ilona Lee** in conversation with **Simone Moretti** - the General Manager at **Rhinoceros Roma**

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We live in a very fast world, always connected to our smartphones and the latest news, so we think that luxury nowadays it is all about time and space.

Time for our loved ones, time to disconnect , space to think and to recharge the batteries.

Our apartments offer the latest in technology, the amenities and the comfort that you would expect from a luxury hotel but at the same time they also offer the freedom of being in your own space and look at Rome with different eyes.

We like to think that we are more a state of mind than another address in Rome.



Ilona Lee at Palazzo Rhinoceros, Suite 17

**ILONA LEE:**  
**Who is the clientele of Rhinoceros?**

**SIMONE:**  
There are 3 souls in Rhinoceros, the hospitality with our beautiful apartments, the art gallery with a very exciting program, and our 360 degrees terraces and restaurant.

All of them do attire a large array of clientele and the diversity of our Guests is what makes us so special. Our guests aren't driven by the rate as the majority of the travellers, they are curious about spending a night in a very unique and unusual project. You may have the CEO of a Fortune 500 Company but also the family that is interested in our art gallery or the locals on the roof celebrating a special occasion.

**ILONA LEE:**  
**What Rhinoceros guests love about the palazzo the most ?**

**SIMONE:**  
I usually meet all the guests on arrival and my priority is to understand why they come to Rhinoceros. Some of them are lovers of our architecture , others love the unbeatable location in the heart of Rome, others can't wait to have their aperitivo in the terraces or a private cooking class in one of their apartments.

What really makes me proud is also that all of them mention the genuinity of our friendly staff, nothing is too much trouble for the Team and they will do their very best to please our guests.



Rooftop Terrace

**ILONA LEE:**  
**What do you love about the Rhinoceros the most?**

**SIMONE:**  
Rhinoceros is a baby that is starting to walk now so that is probably the most exciting project i i have been involved into in the last few years.

The potential is huge and I simply love to wake up and being here in a fantastic building with a great team.

I would also like to mention the support from our owners , they are all very involved in the life of Rhino's and always ready to jump in when it is needed.

***If we do it with love and consistency I have no doubt that a career in hospitality will be something for them to look for.***

**ILONA LEE:**  
**What Rhinoceros guests love about the palazzo the most ?**

**SIMONE:**  
It may sound as a cliché' but we are now rebuilding the industry after the pandemic and luckily all looks very promising.

Trust towards our Guests in managing their expectations, and more than anything towards the younger generations in order to attract talents to our industry.

***We need to be able to inspire them, offer better conditions, a better work-life balance, allow them to express themselves, and we need to be able to invest in them and their growth.***



# Entr'acte

## Le Restau de la Galerie

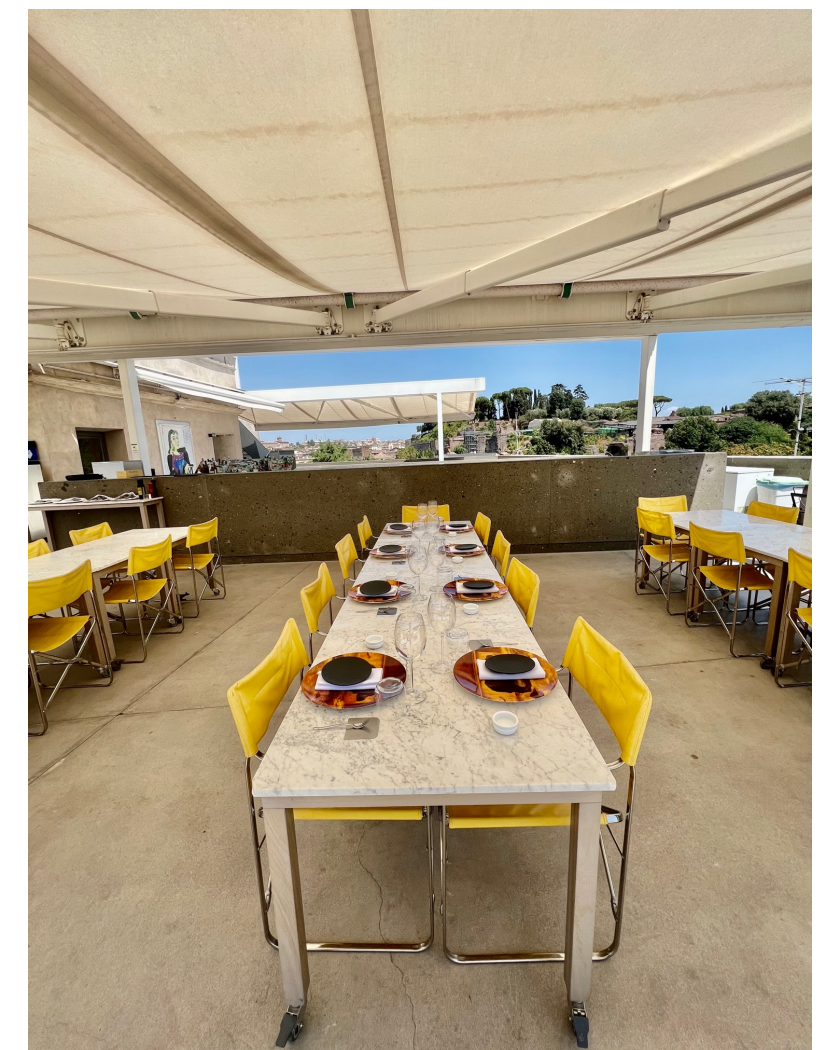


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*The bi-level rooftop restaurant, with its amazing panoramic views, is proof of this day and night: it's a perfect viewing instrument. And the other exceptional thing about it is its capacity to finely frame all that lies before it – the ruins and umbrella pines in the foreground and, in the distance, the skyline of hills and Roman domes – just like a cyclorama." Jean Nouvel*



Ilona Lee, Entracte , Palazzo Rhinoceros





Rhinoceros Palazzo at night.