

**MAJESTIC GRAND HOTEL (FORMERLY “BAGLIONI”):
HISTORY, ART AND ELEGANCE IN THE HEART OF BOLOGNA
5 STARS LUXURY**

The Majestic Grand Hotel – formerly known as the “Baglioni” hotel – is located in the very heart of Bologna, home to the oldest university of the West and famous for its longstanding food and motors tradition. It is the only five-star hotel in the city, and a member of “The Leading Hotels of the World” association. In its one hundred years of excellence, the

Majestic has welcomed as its guests artists, kings, politicians, Nobel Prize winners and movie stars.

One of the symbols of true ‘Made in Italy’ hospitality, the hotel is sited in a XVIII century building full of precious draperies, paintings (like those by the Carracci brothers, which embellish the refined halls of the hotel's restaurant), ceramics and period marble.

History, art and aristocratic appeal are merged together in the 109 rooms of this key place in the city life, which is highly valued by its international clientele thanks to its splendour and elegance, as well as its services.

BOLOGNA



This is a city of art, culture and business, with an efficient trade fair system and a well-known manufacturing and motoring tradition. Bologna is also famous for its nearly **40 km long porticoes**, the longest in the world. Nicknamed ‘*la Dotta*’ (‘the Learned one’) and ‘*la Ghiotta*’ (‘the Fat one’) for its ancient university and its rich cuisine, it boasts the title of **UNESCO City of Music** and has one of the largest and best kept Medieval old towns in Europe, crawling with pubs, inns, theatres and small shops. The main symbols of Bologna are the Giambologna's Fountain of Neptune and the medieval towers, with the “Two Towers” – the “Asinelli” (98 meters) and its ‘twin’ “Garisenda” (48 meters, also cited in Dante's *Inferno*) – particularly standing out. And, of course, the “**Alma Mater Studiorum**”, the most ancient university of the West. In the colourful lanes winding through the picturesque area of the “Quadrilatero”, with its small shops of typical products, gourmands can try the experience of having a quick stop at the most ancient and renowned chocolate workshop in the city, as well as an aperitif in one of the many old wine shops of Bologna.

A CENTURY OF HISTORY

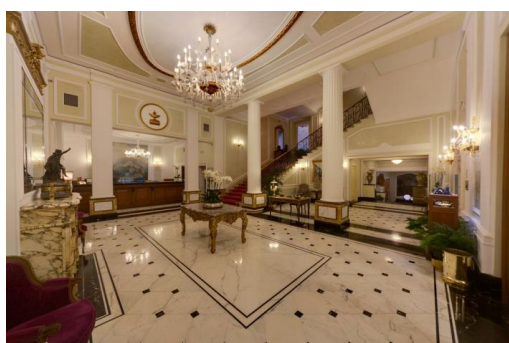


Facing the city's Cathedral, the Majestic Grand Hotel – formerly known as the “Baglioni” – is sited in a XVIII century palace in the very heart of Bologna. Originally built as an Archbishop's seminary, the imposing building at Via Indipendenza has been used as a hotel since 1912. The only five-star hotel in the city, it has a long history of glamour, elegance and true Italian style behind it. In 2012, the Majestic celebrated its hundredth anniversary.

THE PROMOTION TO 'LEADING HOTEL' AND THE MERGING INTO DUETORRIHOTELS GROUP

In 1990, the Majestic Grand Hotel (formerly “Baglioni”) became member of the international association *Leading Hotels of the World*, which affiliates the best hotels in the world. In 2010, the building was acquired by Duetorrihotels Group Ltd: a young and dynamic Italian company that is active in the ‘Made in Italy’ luxury hospitality sector. The group also owns three luxury hotels in some of the most famous Italian art cities (the five-star Due Torri Hotel in Verona, the luxury four-star Bernini Palace hotel in Florence, and the four-star Bristol Palace in Genoa), as well as two business hotels in Milan – the four-star Santa Barbara hotel and the three-star superior Alga hotel.

THE PALACE AND THE HALLS

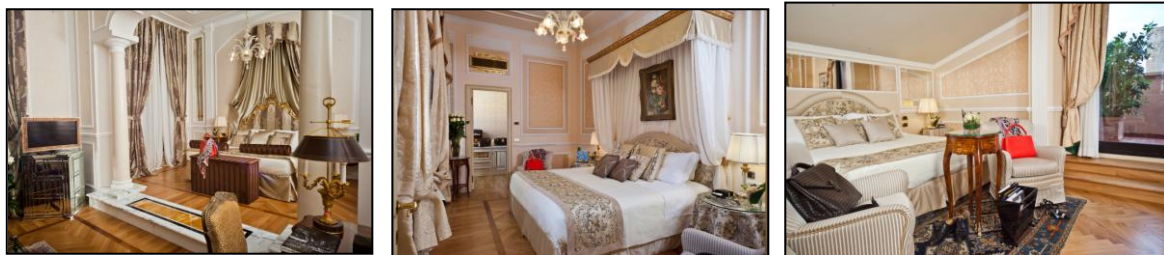


The Majestic Grand Hotel (formerly “Baglioni”) owes its current look to a renovation aimed at valuing the octagonal view on Palazzo Fava's Tower. The ancient palace also offers its guests the opportunity to enjoy a sojourn in close contact with important works of art. Indeed, Palazzo Fava's halls represent one of the highest expressions of XVI century painting, thanks to their famous frescoes by Agostino, Annibale and Ludovico Carracci. For its position near to the theatres and cutting-edge clubs of the city, the Majestic hotel is a must of luxury tourism.

TRADITIONAL SPLENDOUR AND MODERN COMFORTS

All rooms (Classic, Superior, Deluxe, Grand Deluxe) and suites (Junior, One bedroom, Presidential, Royal) are embellished with draperies, textiles and XVIII century paintings, as well as mosaics and refined marbles. In line with the splendour of the building, the 109 rooms are furnished in Venetian traditional style with touches of XIX century French style, and embellished with many antiques while being equipped with all comforts. Stretching out along long hallways, the most luxurious suites of the hotel have sumptuous waiting rooms and are inspired by famous artists like **Giuseppe**

Verdi or **Giambologna**. All rooms also offer state-of-the-art equipments: free Wi-Fi, plasma TVs, safes, mini-bars, wardrobes and desks. Special bedrooms are also available for disabled persons.



Rooms

In a warm and comfortable atmosphere, all the bedrooms are furnished in Venetian style. They have double or single beds, Murano glass chandeliers, large wardrobes with safe boxes and dressing rooms. Bathrooms are equipped with tubs or showers.

Suites

Furnished with double or half-poster beds, brocade draperies, precious silk wall-coverings, and parquet floors. Their bathrooms are large and covered in bright white marble. Their atmosphere is cosy and refined at the same time, thanks to warm-toned decors, high ceilings, large windows and precious antiques.

Giambologna Presidential Suite

Welcoming, spacious and furnished in traditional Venetian style, the Presidential Suite has been dedicated to the Flemish sculptor Giambologna, who created the famous Fountain of Neptune that stands out in the heart of Bologna. Two of the most beautiful and historic Venetian-style rooms were united to create this suite. It is divided into a living area, which is furnished with French antiques, and a romantic sleeping area. It has a half-poster double bed and exquisite fabric wall-coverings. There is also an artistic corner, with two cabinets that display fine porcelains. Two bathrooms, covered in precious Carrara marble.



Giuseppe Verdi Presidential Suite



Overlooking the main thoroughfare Via Indipendenza, this is one of the most exclusive suites of the Majestic hotel. It has a double bedroom with a king-size bed, an ample waiting room and an elegant sitting room with French antique furniture. There are exquisite fabric wall-coverings and two elegant china cabinets. A walk-in closet adjoins with the bathroom, which is embellished with black marble and equipped with two washbasins, a Jacuzzi bathtub and a shower tray.

Giuseppe Verdi Royal Suite

This is a romantic bedroom that offers its guests a dream sojourn, with its precious carpeted floor, velvet canopies and bedside lamps, as well as the legendary dressing room used by Princess Diana. The royal suite is divided into a waiting room, a sitting room full of antiques and two bedrooms. It is adorned with enveloping velvet armchairs, cloth wall-coverings and refined curtains, as well as a bar area, a period fireplace, a sparkling crystal chandelier and a cabinet displaying fine porcelains. A large walk-in closet adjoins with the bathroom, which is completely covered in Carrara marble and equipped with a Jacuzzi whirlpool bath and a large shower stall.



Art Déco Terrace Suite



Bologna.

Created during a recent renovation of the hotel, it is now considered as the Majestic's flagship suite, showing a very strong personality. This is the only room at the fifth floor, and it is equipped with a private lift. The Art Déco Suite boasts a large living room with a fireplace and a bar area. Its two bathrooms are covered in black and white Carrara marble with sparkling silvery touches, and are equipped with two washbasins, a large shower stall and a tub. The design of its two bedrooms is 1930s art deco-inspired, and black and silver grey linen can be found in them. The pearl of the hotel is the terrace of this suite, which offers its guests a stunning view of

THE ART OF TASTE



The "Carracci" Restaurant

Inside the "Carracci Restaurant", the enthralling atmosphere that can be found in all the beautiful halls of the Majestic hotel is merged with the passion for Italian art, history and haute cuisine. It is considered one of the best restaurants in the city and is open to everyone, not just to the hotel guests. Surrounded by Agostino and Annibale Carracci's XVI century frescoes, you will enjoy the best dishes of Emilia-Romagna regional cuisine, such as tortellini, tagliatelle, lasagne and bologna, with some 'surprise' recipes from national and international cuisines. All of them served with a rich wine

list. At the beginning of 1900s, the XV century hall was added to the hotel and has now a maximum capacity of 70 people. It is open every day.

The “1800s & 1900s” Halls

Every morning, it is possible to enjoy a rich buffet breakfast in the “1800s & 1900s” halls adorned with bright white parquet floors. The buffet offers “Zero-mile” (locally produced) organic products and the traditional Emilia-Romagna cakes prepared by Gamberini, the oldest and most famous patisserie of Bologna (1907). In a dedicated area, continental breakfasts are also served to meet the needs of foreign guests. The halls adjoin with the “*Giardino d’Inverno*” (‘Winter Garden’), which gets its name from its characteristic 1900s trompe-l’oeil frescoes and a sunroof that is opened during spring and summer.

Café Marinetti

It is an ideal location for relaxing breaks, as well as brunches, lunches or aperitifs. In a charming retro atmosphere, the café offers a wide range of exclusive services. It is open every day to everyone, not just to the hotel guests.



The Morandi wine shop

It is dedicated to the Bolognese painter Giorgio Morandi, one of the leading figures of Italian XX century painting. Majestic’s food-and-wine offer is enriched by this legendary wine shop and its selected list of Italian and foreign labels. Special dishes exalting traditional Bolognese cuisine are being served at the wine shop.

MAJESTIC’S PANORAMIC TERRACES

On the jasmine and rose-scented terraces that overlook Palazzo Fava, it is possible to enjoy special drinks created by the genius of professional barista Shanti Medici. Open to everyone, they are an ideal place for ‘Italian-style’ social happy hours, under-the-star after-dinners or candle-lit dinners.

WELLNESS FOR BODY AND MIND



The hotel offers its guests free access to the fitness area and its state-of-the-art *Technogym* equipment. The new *Health&Wellness* centre is an after-work urban ‘oasis’ where to reach harmony between body and mind and drive

away daily stress. There is also a relaxation room, and it is possible to enjoy saunas, Turkish baths and emotional showers with chromo therapy.

MEETING ROOMS



The Majestic Grand Hotel is the right place to arrange business meetings and institutional events. There are seven fully functioning and discreet conference rooms, three of which are furnished in typical Venetian style, with XVI century decorations and ceiling mouldings. Each hall has a maximum capacity of 120 people. All shining with natural light, they are also equipped with state-of-the-art lightning systems. The meeting area can be reached from the lobby through a monumental staircase leading to the first floor and its large foyer. The foyer,

together with the majestic arcade, is an ideal location for coffee breaks, buffets, cocktail parties, fashion shows, business exhibitions and wedding parties.

RENOVATIONS AT THE GRAND HOTEL MAJESTIC "GIÀ BAGLIONI"

With the transition to the group Duetorrihotels in 2010, the Grand Hotel Majestic "già Baglioni" has enhanced its attractiveness through major structural renovations, increasing the beauty and maintaining the centenary style in continuity with the contemporary design. Among the recent renovations, certainly the bathrooms from the first to the fourth floor are the most significant. Since last year, they were fully improved to the ultimate design with the utmost precision and care, by maintaining the continuity with the tradition without forgetting the innovative and functional approach. The inlay work decorations was processed and combined thanks to the skills and professionalism of Italian artisans combining tradition, contemporary and water jet technology. Lighting design and mirrors also give their contribution in order to have an effect of spaciousness, beauty and elegance.

The year 2014 was a decisive year for the hotel which has invested in art and beauty even in the social, dining and business area. In occasion of the 100th Anniversary Cafè Marinetti has been given a complete new look with important Carrara marble floor decoration for a more contemporary feeling. The restoration of the Carracci Brothers frescoes came to new life and splendor to the public. All the hotel rooms were updated to the new technology requirements and with new wood floors and furnitures increasing functionality and comfort and the number of Deluxe Rooms availability. This type of rooms are spacious thirty square meters and combine a double style: the French eighteenth century and the venetian style. The first one is characterized by warm fabric patterns, the fine parquet and Carrara marble, while the second style is enriched by stucco, precious silk and the original Murano's glasses decorating the walls.

These renovations are part of the modernization process began right away by the group DueTorriHotels. In 2011, the wellness area was inaugurated: a peaceful oasis of well-being within the city dedicated to find inner calm and heal the body. Another significant renovation work was the one which involved the Art Deco Suite and its unique panoramic terrace that offers a spectacular view of Bologna. It is the only hotel suite with a private roof terrace. The architecture of some other Suites & Junior Suites was also improved. The court terraces on the main floor were totally restored and improved by garden and landscape designer. Many other historical spaces of the hotel were renewed such as the "Morandi Cellar" with the typical roman barrel vault.

CELEBRITIES

Many celebrities chose to vacation in Grand Hotel Majestic since the first years of 20th century: **Richard Strauss, Filippo Tommaso Marinetti** and many others representatives of Italian Futurism. During the Fifties, the stars moved to Bologna: **Clark Gable, Ava Gardner, Frank Sinatra, William Holden, Gina Lollobrigida, Sean Connery, Sophia Loren, Alida Valli, Anna Magnani, Burt Lancaster, Dodo D'Hambourg**, the beautiful **Black Widow** of *Crazy Horse* of Paris. In the Eighties, **Monica Vitti, Wim Wenders, Federico Fellini, Ugo Tognazzi, David Ian Hewlett, Giancarlo Giannini, Roman Polanski, Monica Bellucci, Vittorio De Sica, Mat Dilllon, Hayao Miyazaki, Dario Fo, Spike Lee, Gabriele Salvatores, Roger Moore, Christopher Lambert, Emir Kusturica, Gerard Depardieu, Philippe Noiret, Claudia Cardinale, Roberto Benigni, Hugh Grant, Woody Allen, Giuseppe Tornatore e Julia Roberts**. Cinema but also music with **the Divine Maria Callas, Luciano Pavarotti e Placido Domingo**. Again, **Bob Dylan, Miriam Makeba, Paul McCartney, Milva, Patty Smith, Anastacia, Sting, Elton John, Princess Diana, Prince Albert of Monaco, Nobel prize as the Dalai Lama**.

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