



FACT SHEET

"The Aleph?" I repeated...

"Yes, the place where, without getting confused, all the places of the earth seen from all angles, are to be found. I did not reveal my discovery to anyone, but I returned there again."

Jorge Louis Borges, "The Aleph" 1949.

LOCATION	Occupying a five-story building (1929-1931) that was previously headquarters of the Italian bank Istituto Credito Casse di Risparmio Italiane, the Aleph is located a mere stone's throw away from the Via Veneto in the heart of Rome. The hotel is only five minutes by taxi from the Termini railway station, and a half-hour by taxi from Rome Fiumicino intercontinental airport.
ADDRESS	Aleph Via San Basilo 15 00187 Roma, Italy Tel. + 39.06.422901 Fax + 39.06.42290000 www.boscolohotels.com
RESERVATIONS	Italy, Belgium, Denmark, France, Germany, Holland, Ireland, Israel, Norway, Spain, Sweden, Switzerland, UK Tel. +800.267.265.65 Canada and USA Tel. +1.888.626.7265 Email: reservation@aleph.boscolo.com
PARENT COMPANY	Boscolo Hotels, Padova, Italy
ARCHITECT	Adam D. Tihany, Tihany Design
MEMBERSHIP	Design Hotels, Berlin
OPENED	April 2003



HOTEL CONCEPT

A hotel can be many things: a middle earth; an island far from home and everyday life; a suspended dimension in which to invent a moment of freedom; part of a journey; a “non-place”; a component of the city that surrounds it; and a world unto itself. The Aleph hotel near the Via Veneto of Rome is all of this and more. It’s the red heart of the Eternal City and an exclusive world where guests can integrate, where heaven becomes hell, where devils become angels, and where everything is damnably chic, provocative, ironic and eclectic.

One could say that the Boscolo brothers sold their soul to create the wonder that is the Aleph. But, in fact, all they did was borrow the creative genius of architect **Adam D. Tihany** to create one of the most singular examples of a true innovative hotel. “The Aleph is not a place to stay – it is a mental state,” says Tihany, who also designed Le Cirque in New York and the Hotel Bellagio in Las Vegas.

DESCRIPTION

Inspired by the subtle line between two eternal and fatally attracting opposites – good and evil – the Aleph breaks with tradition and convention to create an amazing journey through Paradise, Purgatory and Hell – with all the expected refinements of a Boscolo Luxury Hotel along for the ride. Architect Adam D. Tihany’s very personal interpretation of Dante’s *Divine Comedy* plays out throughout the Aleph. A red-tinged vortex full of delicious sensations, striking contrasts, stunning details and sensual luxury, the Aleph floats from true spa Paradise below, to the tempting treats of Sin in the lobby area, to Heavenly delights on the rooftop terrace. A feast for the senses as well as the soul, the Aleph’s contains every imaginable dichotomy throughout its six floors: red contrasting with blue; a certain vintage glamour with state-of-the-art technologies; cabalistic citations with angelic climaxes.

Step through the entrance – a red-lacquered crystal cavern brazenly guarded by two Samurai statues – and into the lobby. Beneath a large silver bell hung from the ceiling, the concierge desk awaits the pleasure of your company. Nearby are the Maremoto Restaurant as well as the stylish Angelo bar and Dioniso wine bar, as well as the Aleph’s meeting space and Red Library. On the floor below the Paradise Spa unfolds with earthly and bodily delights, while on the rooftop, the open-air 7 Heaven restaurant dazzles with dramatic city views.



Elsewhere, a backgammon courtyard off the first floor is a lovely place to while away the time.

GUEST ROOMS

The Aleph has 96 luxury guest rooms including 32 deluxe rooms, 4 junior suites and 2 suites, all with street or internal courtyard views. In contrast to the vivid hues throughout the rest of the hotel, the dominant guest room colors are blue and ivory. The mood is enhanced with a series of black and white photographs by Bram Tihany illustrating a day in the life of Rome. Blended with pale guest room furniture, Tihany's photographic scenes produce an almost *tromp l'oeil* effect turning the rooms into tiny microcosms of the Eternal City. Guest room bedding includes king-size, queen-size and twin beds, while custom-designed, vintage-style, 1930s- and '40s-era Italian furnishings set a stylish scene. Comfortable private bathrooms include toiletries by Etro, beautiful mosaics, and are outfitted with showers, bathtubs or combinations of the two.

The Aleph's suite accommodations are dressed up in soothing beige hues. The two full-sized suites include a cozy lounge area which overlooks an outdoor terrace with Jacuzzi. Junior suites have separate "day and night" areas divided by a glass frame. Suite bathrooms feature Etro toiletries, baths and showers, as well as beautiful mosaics.

AMENITIES

Everything that a discerning traveler would expect from a contemporary and stylish luxury hotel, with an array of high-tech and thoughtful in-room amenities including cable television with remote control, radio, telephone, high-speed internet access, air-conditioning, mini-bar, hair dryer, in-room safe, and comfortable bathrobes.

GUEST SERVICES

- Welcome refreshment amenity
- Concierge service
- Chauffeur-driven car service or rental car arrangement
- 24-hour room service
- Laundry / dry-cleaning service
- Currency exchange
- Express check-in/check-out
- Evening turndown
- Newspaper
- Baby-sitting service
- Personal shopper
- Secretarial/business service



DINING

Gastronomic temptations abound throughout the Aleph. In the hotel's Sin area (a.k.a., the lobby), the 60-seat **Maremoto Restaurant** proposes essential and sophisticated culinary concepts without being over elaborate. The restaurant's menu is based upon basic Mediterranean ingredients superbly rendered, such as pachino tomatoes, seafood and red peppers. The fiery red ambiance and a full bar heighten Maremoto's sensuous experience.

Also in the Sin area, the 25-seat **Wine Bar Dioniso** is an ideal spot for a refined and light working lunch or a late-evening rendezvous in a languid and rarefied atmosphere. Directly opposite, the 25-seat **Angelo Bar** is a heavenly spot for drinks and conversation.

On the Aleph's top floor, the **7 Heaven** open-air restaurant and bar is an exotic terrace with captivating views over the Eternal City. Seating 70, 7 Heaven is an ideal place to meet friends or entertain business colleagues.

PARADISE SPA

Located where the bank building's vaults once stood, the Aleph's **Paradise Spa** is an exclusive and intimate retreat for hotel guests and walk-in customers alike. Evocative of the leisurely and artistic lifestyle of the ancient Romans who delighted in highly refined vices, the spa offers a sauna, Turkish bath and thermal swimming pool, as well as a small gym outfitted with exercise machines and equipment. The spa also offers a range of massages and body treatments delivered by trained therapists, including energizing and revitalizing delights such as Melted Chocolate massage; Honey Body Scrub with maize flour; Shiatsu, Deep Muscle and Ayurvedic massages; and Chinese Foot Reflexology. There are separate men's and women's locker rooms

MEETINGS

The Aleph is outfitted to host a range of seminars, conferences and meetings in its green-hued and very modern meeting room, which is equipped with state-of-the-art audio-visual presentation technologies for 70-plus people. To the right of the meeting room is the entrance to the Red Library, an inviting space designed to encourage mental relaxation, as well as an ideal choice for informal and exclusive meetings among the books, which are presented in virtual dimensions behind luminous screens.



RECREATION

Within a short stroll of the Aleph is the **Via Veneto**, rich in café life and elegant restaurants. Nearby is the **Piazza Barberini** with the stunning Triton Fountain (1623) of a triton resting in a scallop shell held aloft by four dolphins, and the **Palazzo Barberini**, both 5-minutes by foot. The **Piazza della Repubblica**, a 19th-century square built on the oldest city center of Rome, is 10 minutes by foot, including the **Basilica di Santa Maria degli Angeli** and **Terme de Diocleziano**, with the Museo Nazionale Romano, a museum of Roman art works occupying a portion of the 3rd-century A.D. Baths of Diocletian. A 15-minute walk up the Via Veneto is the **Villa Borghese**, an elegant park created by Cardinal Scipione Borghese in the 1600s and later acquired by King Umberto I in 1902 and presented to Rome. Ten minutes by taxi or 20 minutes by foot, the Spanish Steps cascade into the **Piazza di Spagna**, scene of high-end shopping and superb people watching.

AWARDS & RECOGNITION

- European Hotel Association Award, 2003
- The Villegiature Award, Best Interior Design in Europe, 2004