



## AUGUSTUS HOTEL&RESORT

FORTE DEI MARMI

★★★★★

### AVGVSTVS HOTEL & RESORT AND ITS HISTORIC VILLAS: FORTE DEI MARMI'S *DOLCE VITA* AND ITS LUXURIOUS SURROUNDINGS

Situated on the Tuscan coast between the sea and the Apuan Alps, **Forte Dei Marmi** is synonymous with elegant yet relaxed holidaying.

The **Augustus Hotel & Resort**, comprising its numerous villas, spacious grounds and rich history, is the embodiment of the Forte Dei Marmi and Versilia ethos. Since the 1920s, everyone from artists and intellectuals to aristocrats and business men have flocked to this little town, attracted by the privacy and comfort offered by its pine woods and sandy beaches, hidden away behind the Apuan mountain range.

In 1926 Edoardo Agnelli, son of Senator Giovanni, founder of FIAT, and father of Gianni, bought Villa Costanza, a neo-Renaissance style villa built by Admiral Morin in the early 1900s. The legend of the **Villa Agnelli** was born and the celebrated family from Turin were to spend their summers there for over thirty years. The Agnelli's long love affair with Forte Dei Marmi, lasting well into the 1960s, attracted many other members of Italy's high society, and the family's villa became a successful cornerstone model on which the town would build its template; comfortable and secluded villas set in pine woods, situated just a stone's throw away from the centre of the town and the seaside alike.

Today, Villa Agnelli is the Hotel Augustus Lido, part of the Augustus Hotel & Resort, founded in the 1950s. However, the central part of the hotel, also a former private residence, has even more architectural pedigree. In line with the Modernist Movement, the Augustus Hotel reflects the preference in style and design of the artistic and literary elite frequenting Forte Dei Marmi in the 1930s.

The original **Villa Pesenti**, later to become the Augustus Hotel, was designed by the famous architect, Osvaldo Borsani in 1939. With its mixture of rationalist and Mediterranean influences, it became the crown jewel of the new Modernist movement. Augusta Pesenti added an extra floor to the villa in 1953 and turned it into the Augustus Hotel. It was to remain the only luxury hotel on the Versilia coast for the next 20 years. The most innovative aspect of the building are the beautiful balconies, designed to be experienced as spacious outside living rooms. Additionally, **seven villas**, each with different architectural and interior design, were built in the park surrounding the main building by architects and artists under the patronage of Signora Augusta. Completing the Augustus Hotel & Resort, a large swimming pool was built in the quietest area of the park, and the modern **La Nave** (the Ship) was constructed amongst the pine trees, with its unique long, terraced outside spaces, reminiscent of a cruise ship.

Personalities from the world of cinema, art, culture and society have all stayed, some many more than once, in these splendid and secluded villas. Protected from the public eye, stars like Jimi Hendrix, Charlton Heston, Oriana Fallaci, Eugenio Montale, Francesco Messina, Mario Monicelli, Paul Anka and Vittorio Gassman have all spent time at the Augustus, as well as many others who still come today and see the villas as an ideal playground for themselves and their families.

AUGUSTUS HOTEL & RESORT  
Viale Morin, 169 - 55042 Forte dei Marmi (Italy)  
Tel. +39.0584.787200  
Fax +39.0584.787102  
info@augustus-hotel.it  
www.augustus-hotel.it

AUGUSTUS BEACH  
BAMBAISSA RESTAURANT  
Lungomare, 3 - 55042 Forte dei Marmi (Italy)  
Tel. +39.0584.787293  
bambaissa@augustus-hotel.it  
www.augustus-hotel.it

HOTEL HERMITAGE  
Via Battisti, 50- 55042 Forte dei Marmi (Italy)  
Tel. +39.0584.787144  
Fax +39.0584.787044  
hermitage@versilia.toscana.it  
www.albergohermitage.it



## AUGUSTUS HOTEL&RESORT

FORTE DEI MARMI

★★★★★

The driving force behind the Augustus Hotel since its beginning, Nino Maschietto, granted the Villa Agnelli a new lease of life when it was aggregated to the hotel in 1969. Considerably increasing the Resort's offering, the villa was easily transformed into a hotel due to the Agnelli's preference of holidaying with a large group of relatives and friends, as well as an equally numerous number of staff. The villa maintains today a superior level of exclusivity and privacy, in part due to the **underground passageway** that leads directly from the garden of the villa to the sea, avoiding the road and the public. The tunnel is still the only one of its kind along all the whole of the Versilian coast. Once out of the tunnel, the **beach resort** is reached along a small, hydrangea-lined path. Initially built as a rudimentary hut to house the Agnelli family seaplane, it has been carefully restored over the years by the Maschietto family to reach the high standards of the rest of the resort. A salt-water heated swimming pool was recently inaugurated and can be enjoyed alongside spa treatments, water sports, over 100 beach tents, two restaurants and a meeting room. In the evenings, the **Bambaissa restaurant**, located on the beach itself, serves some of the most refined Tuscan coastal cuisine, and is particularly sought-after as a venue for private parties and candlelit dinners on the sea front.

The **Augustus Hotel & Resort** in Forte Dei Marmi is the most exclusive of its kind on the Tuscan coast, and situated ideally to enjoy the social, artistic and geographical resources at the area's disposal, whether it be a cultural encounter in the Villa of the Versiliana park, a visit to the art exhibitions in Pietrasanta, a drink in La Capannina, a trip to the famous *boutiques* in the town centre or to admire the gigantic yachts built by Perini in their waterfront shipyards in Viareggio or to the marble quarries used by Michelangelo. All without mentioning the sea front with its bars, clubs and restaurants.

The Maschietto family still runs the resort today as well as the other family hotel, **Hermitage Hotel & Resort**, situated in its own beautiful grounds just outside the town centre.

For Information: Elisa Vittozzi, Marketing & Communication Manager  
[communication@augustus-hotel.it](mailto:communication@augustus-hotel.it) – Tel. + 39 0584 787200

AUGUSTUS HOTEL & RESORT  
Viale Morin, 169 - 55042 Forte dei Marmi (Italy)  
Tel. +39.0584.787200  
Fax +39.0584.787102  
[info@augustus-hotel.it](mailto:info@augustus-hotel.it)  
[www.augustus-hotel.it](http://www.augustus-hotel.it)

AUGUSTUS BEACH  
BAMBAISSA RESTAURANT  
Lungomare, 3 - 55042 Forte dei Marmi (Italy)  
Tel. +39.0584.787293  
[bambaissa@augustus-hotel.it](mailto:bambaissa@augustus-hotel.it)  
[www.augustus-hotel.it](http://www.augustus-hotel.it)

HOTEL HERMITAGE  
Via Battisti, 50- 55042 Forte dei Marmi (Italy)  
Tel. +39.0584.787144  
Fax +39.0584.787044  
[hermitage@versila.toscana.it](mailto:hermitage@versila.toscana.it)  
[www.albergohermitage.it](http://www.albergohermitage.it)