



AVGVSTVS HOTEL & RESORT AND FORTE DEI MARMI'S DOLCE VITA

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.

The original Villa Pesenti, later to become the Augustus Hotel, designed in 1939, was the crown jewel of the Modernist movement.

Augusta Pesenti added an extra floor to the villa in 1953 and turned it into the Hotel. It was to remain the only luxury hotel on the Versilia coast for the next 20 years. Additionally, seven villas, each with different architectural and interior design, were built in the park by architects and artists under the patronage of Signora Augusta.

In 1926 Edoardo Agnelli, son of Senator Giovanni, founder of FIAT, and father of Gianni, bought Villa Costanza, a neo-Renaissance style villa. 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 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. Once out of the tunnel, the Augustus beach club offers a salt-water heated swimming pool, deluxe beach tents, 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.

Personalities from the world of cinema, art, culture and society have all stayed, some many more than once, in these splendid villas. Protected from the public eye, stars like Jimi Hendrix, Charlton Heston, Oriana Fallaci, Eugenio Montale, 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.

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 visit to the art exhibitions in Pietrasanta, a trip to the famous boutiques in the town centre or to admire the gigantic yachts built in their waterfront shipyards in Viareggio or to the marble quarries used by Michelangelo.