



AUGUSTUS HOTEL & RESORT • HERMITAGE HOTEL & RESORT
AUGUSTUS BEACH CLUB • SEVEN GARDEN VILLAS
BAMBAISSA RESTAURANT

“AUGUSTUS BEACH CLUB” OPENS WITH A BRAND NEW LOOK

A glamorous oasis for future memories

Forte dei Marmi, 11th May 2019 – Since 1969 the Augustus Beach Club has guaranteed its guests an unique and exclusive beach experience. Today it also dons a glamorous new contemporary look in the style of the Alchemist Botanical Club. Reminiscent of an oasis, the classic Forte dei Marmi beach tents in natural tones are fitted out with every possible comfort to render a day on the beach an even more memorable and luxurious experience.

An exclusive opening cocktail party on 11th May in via Arenile 3, Forte dei Marmi, will celebrate the brand new look of the historic Augustus Beach Club with the music and piano bar of Stefano Busà, well known from the Capannina di Franceschi .

The new Augustus Beach Club, designed by the architect Titti Maschietto, includes a new entrance and reception area but above all, presents a new interpretation of beach life spent between the private tents, bar, restaurant, swimming pool and garden. Each beach tent provides a much wider area of shade and is fitted not only with a variety of classic Forte dei Marmi sun beds and chairs but also a comfortable and luxurious queen size day bed. A reduced number of tents, 75 in all, offer greater privacy and ample personal space. The beach has been redesigned to offer an elegant pattern of tents, wide open spaces in between and generous views sweeping out towards the sea.

Caterina Gatta, a young stylist, influenced by the new concept of the Alchemist Botanical Club, has brought into play the herons of the iconic Gucci wallpaper in the new reception area and the tones of powder pink and beige are repeated on the beach. The historic and unique under passage built by the Agnelli family, leading from the villa to the private beach and today destined for the exclusive use of the hotel guests, is now decorated with York wallpaper, and its mirrored walls interplay with the classic materials of teak wood and Apuan Cardoso marble. The natural tones of powder pink and sand with red piping for the outfits of the Beach staff emphasize the mood of a Bohemian oasis and add a hint of prêt-à-couture.

Both the Beach Bar and Restaurant, Bamba Chill and Bambaissa, enjoy wide open views towards the sea and have been newly decorated. Under the classic pattern of the terracotta roofs of the Forte dei Marmi beach cabins, a series of exclusive little private sitting rooms provide cool shade for guests to enjoy a cocktail or a light lunch at any time of the day or evening. The beach garden has been rendered quite spectacular with wide tented strips emphasizing the natural shade of the age old trees. Right by the entrance to the historic Bamba Issa Oasis we find the new Bamba Chill, a multicreative space, open all hours and dedicated in the afternoon to fun and creative activities for children.

The renovated Bambaissa restaurant is an integral part of this new contemporary “place-to-be”, an oasis within an oasis. With its glamorous restyling, Bambaissa offers a menu a’ la carte with both local and exotic surf and turf specialties for a brand new and innovative culinary experience each day, set in the unique oasis atmosphere of

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the veranda overlooking the sea. For those special occasions, the new Bambaissa offers private dinners under the beach tents by the sea with a 5 star service; an ideal location to organize glamorous events, meetings and fairytale weddings.

The Beach Club offers unique opportunities for special events in any corner of its extensive grounds; the shady beach garden of the Bamba Chill with its alternative menu for an informal lunch prepared before the guests by the Augustus Hotel and Resort chefs, with sandwiches, freshly made salads and a variety of pasta dishes. For the children of our guests, who are always very welcome, the Bamba Chill Garden will offer a very special space in the afternoons, where a professional and highly qualified team will offer a programme of entertainment. For its youngest guests, Bamba Chill offers specially prepared dishes and surprise tea time treats.

THE HISTORY

In 1926 when Edoardo Agnelli, son of Senator Giovanni Agnelli founder of FIAT and father of Gianni Agnelli, bought the neo-renaissance Villa Costanza, built by the Admiral Morin, it was directly connected to the beach as the seaside road did not yet exist. There was simply a hangar for the Agnelli family seaplane and Susanna Agnelli describes the joy of summers spent on the beach in her book “Vestivamo alla marinara”.

In 1969 the first beach Club House, at that time a discotheque, was called Bambaissa by the Radical Architecture Group UFO to evoke the oasis by that name, with its camels and great hourglass lanterns, in a story by Walt Disney in 1968. The name of the beach restaurant and its setting of plants, natural colours and exotic details still characterize today this enchanting place. Since the 1950s, the Maschietto Family have managed the Augustus Hotel and Resort and the Hermitage Hotel and Resort by continually introducing innovative projects yet taking care to maintain the distinct historic characteristics which render this corner of Forte dei Marmi so very special.

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