



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

THE AVGVSTVS HOTEL & RESORT AND ITS HISTORIC VILLAS

The restyled VILLA FRANCA where the antique and the new are combined with renovated original elements to create a contemporary 5 star charm.

Forte dei Marmi, 11th May 2019 - Villa Franca, one of the historic 5 star villas of the Augustus Hotel and Resort, is synonymous with the style introduced into the villas immersed in the pinewood of Roma Imperiale area in the 1950s and became the symbol of Forte dei Marmi. Later on, this style was also adopted by the newly formed hotels.

The Augustus Hotel & Resort came into existence in 1953 and in recent years has undergone a series of innovative changes and technological improvements, including the addition of new rooms and suites, public areas, gardens and beach facilities, whilst maintaining the atmosphere and diversity of its original design.

Villa Franca is the latest project following this philosophy and its charming new look was designed by the architect Titti Maschietto with the collaboration of Chiara Tosi, a young architect and designer. It includes larger bedrooms, a Master Bedroom with sitting room and “Juliet balcony”, His and Hers showers, design wallpapers, antique and contemporary furnishings and an original renovated diagonal flooring in Travertine and Cinque Terre Red stone.

The modern kitchen is distinctly contemporary and looks onto a private garden offering the opportunity for guests to experience private villa life with specialist services including a personal Resort chef and, for those with a passion for gastronomy, a presentation of “show cooking” to impress friends and relations.

The elegance of Italian design is reflected in the colourful wallpapers and furnishings. The project aims to emphasize the existing atmosphere of the villa, creating a series of different yet connected spaces, culminating in the private bedrooms, to be experienced as a whole but each with a very distinct character.

The combination of wood and the burnt orange of the Ardmere wallpaper by Cole&Son greets guests at the entrance and the partition provides privacy for the bedrooms on the ground floor. From here, the contrast of mustard yellow and dark blue of the Osborne&Little wallpaper livens up the space creating an explosion of colours in the details. The fireplace and original staircase are the protagonists of the sitting room and the inspiration for the choice of colours. The furnishings reflect the yellow, green and blue of the staircase whilst the principal wall is decorated with the timeless work of Pietro Fornasetti from the Fornasetti collection of Cole&Son.

A refined inspiration connects the external green space with the volume of the sitting room causing the external wall to mutate into a winter garden which includes a play area, sitting area and emphasizes the line of the balcony. Continuing onto the landing, the columns frame a hypothetical urban landscape, once again a Fornasetti design for Cole&Son, which picks out the tones of the black marble of the original paving and the Flos lighting

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by Scarpa. The upstairs rooms include a suite, dominated by the sage green typical of the villa but combined with a very contemporary tone of amaranth. The armchair and settle by Eichholtz with their velvet and brass details provide a contemporary touch and there is an explosion of colour in the bathroom where the walls of the shower are textured with Wet System by Inkiostro Bianco.

The other two rooms use the same Osborne&Little wallpaper but in shades of sand combined with a French touch in the Book&Look chest by Ligne Roset. Refined elegance is reflected in all the material choices, including the white marble top of the chest of drawers and the base of the floor lights by Captain Flint by Flos. Lighting is of fundamental importance: the wall lights in the bedrooms are modernist in style but the contemporary design is by Foscarini.

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