



## CLOUD 7, ROME

Boutique hotel aims to capture the ancient capital's heart with opportunities for the entire community.

A family dream is set to come true with the creation of a 'lifestyle hospitality' brand in Rome. Due to open in 2023, Cloud 7 Hotel, is the vision of Ettore Santucci and his family, who partnered with Kerten Hospitality on the project that marks the operator's debut in Europe.

Together they set out to create a hotel offering a unique mix of tradition and modern trends, engaging guests in cultural and artistic events in unpredictable spaces, alongside opportunities to relax and enjoy the setting. Only a few steps away from the Trevi Fountain and the Pantheon, the hotel will boast enviable views from its rooftop terrace.

The journey began in the 1960s when Ettore and his business partner bought a dilapidated residential building in the centre of Rome. Originally it was home to a major bank and later converted to a three-star hotel under family management. Now, Ettore believes, is the prime time to invest and innovate.

"We are a family group, not a fund. We invest our resources because we believe in the future of the capital – a city which has undergone challenges and might do so in the next years. We manage this ownership with a long-term vision and shared decisions," said Ettore.

Theo Bortoluzzi, project lead and Kerten Hospitality's business

development head for Europe, also grew up in Rome and is charged with introducing the traditional-meets-modernity concept in the historic city.

He said: "The goal is to integrate technology, services and innovation, aligned with the vision of the owner, while sharing the ambition to create a destination that can give birth to lasting memories and connections for guests and visitors."

One priority is to support local communities and provide entrepreneurial opportunities to the entire supply chain.

"We want to create a multi-functional space that attracts future generations," said Theo. "Curating a standout multi-purpose hospitality space is our goal – to build a long lifecycle project for generations to come."

Kerten Hospitality is a mixed-use, sustainable and responsible lifestyle operator that manages and operates hotels, branded residences, serviced apartments, serviced workspaces and business hubs under its 11 owned brands. Its renovations to the Cloud 7 building will create a sustainable hotel.

This chimes with Ettore's daughters, Anna and Francesca Santucci, who are both active in sustainable development. They said: "Sustainability for us means respect for the environment and the historical context and paying attention to water and energy consumption, as well as the interaction with the local community, the neighbourhood, our employees and guests."