GRAND HOTEL
PRINCIPE DI PIEMONTE
VIAREGGIO

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Luxury and Elegance, Heritage and Commitment

Superlative hotel hospitality and a 101 year tradition of welcoming discerning travelers from around the world to Viareggio and the Tuscany Coast.

A treasure trove of works of art, tributes to the past, custom furnishings and top-level services aimed at a sophisticated clientele

A unique style, the result of careful and detailed restyling, which respects the essence of the building and its setting and propels the hotel towards the future

"*Il Piccolo Principe" Restaurant (two Michelin stars), "Bar del Piccolo", "La terrazza Rooftop Bar" and "La Terrazza Bistrot" offer a range of food & beverage options, from haute cuisine to contemporary mixology*

As a **long-established destination** on the landscape of the Versilia Riviera and at the peak of twenty-first-century hospitality, the **Grand Hotel Principe di Piemonte** has a **distinct identity, which is not only exalted by its history but is also in constant evolution**. Five-star luxury and recently joining the select circle of *The Leading Hotels of the World*, the Grand Hotel Principe di Piemonte offers an impeccable experience by blending the elegance of the facilities and the comfort of the furnishings with modern services, the gourmand experience of a two Michelin star restaurant and the latest innovations in food & mixology.

The Principe di Piemonte today: A luxury heritage property steeped in the Italian Liberty style of architecture and decorative art and Tuscan hospitality, customs and culture.

The distinctive silhouette of the Grand Hotel Principe di Piemonte in the glorious architectural tradition of the late nineteenth century is a landmark on the Tuscany coastline. The neoclassical features and sinuous lines that distinguish the Italian Liberty style of the façade of this

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imposing corner building, the epitome of a stylish holiday destination and international sophistication, are the prelude to the magnificence of the interior.

Five floors, 80 bedrooms, including 32 suites, lounges and more private rooms, a modern wellness area and the large Butterfly meeting room. The centenary of the Grand Hotel Principe di Piemonte, established in 1922, was the stimulus to plan and implement the **interior restyling** of the hotel without altering its identity. The project was designed by **S+S Studio** of Florence and **Studio Archea** redesigned the rooftop pool.

The Florentine designer **Stefano Ricci** oversaw the styling of the Presidential Suite on the second floor. Focus on **Made in Tuscany** was not limited to the choice of the design team but can also be seen in the materials, from the wood of the furniture to the marble of the fittings, and the excellent artisanship, all of which guarantee our guests an **unprecedented experience of *eco-sustainable luxury*.**

"The restyling project for the Grand Hotel Principe di Piemonte in Viareggio aimed to restore this magnificent example of Liberty architecture to its original vocation as a seat of luxury and Italian elegance," explain the **architects Diletta Storace and Nicola Spagni**. *"The objective of sustainability was pursued through minimally invasive but highly effective measures in order to guarantee the conservation of the existing priceless features and the enhancement of the decorative elements through the careful restoration of the windows and the lead sealing of the stained glass. The wooden fixtures and doors were also restored and given a new life. Furthermore, all the furniture, made from the highest quality materials and free of any type of plastic, in particular solid wood with inserts in fine materials such as brushed brass, was commissioned from traditional artisan workshops and suppliers within a radius of maximum 200 kilometers and professionally lacquered on site with very low environmental impact. In depth research was undertaken into natural furnishing fabrics in wool, silk and cotton capable of rendering a unique chromatic and perceptive effect, guaranteeing compliance with all safety standards and adding overall value to the hotel in terms of quality."*

The new additions blend perfectly with the original Liberty features and the works of contemporary art converse with the collector's items, the Venetian glass chandeliers and the gilded mirrors. This aesthetically elegant and eclectic dimension emphasizes the great value of Italian customs and culture. As the embodiment of this cultural, artistic and professional heritage, the Grand Hotel Principe di Piemonte is capable of attracting a discerning, cosmopolitan clientele.

The cuisine is of an equally high standing. **"Il Piccolo Principe", the only 2 Michelin Star Restaurant on the coast of Tuscany, is situated in the ground floor veranda of the Grand Hotel Principe di Piemonte**. Giuseppe Mancino, the young executive chef who grew up at the court of Gualtiero Marchesi and Alain Ducasse, puts his signature to all the food, including breakfast, at the Grand Hotel. On the rooftop, on the fifth floor, in one of the most scenic places on the Versilia Riviera, is the ***guest restaurant "La Terrazza Bistrot "***, offering authentic local cuisine, focused on fresh fish, and a wine list for true connoisseurs. Finally, the **winner of The Vero**

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Bartender Italia 2022, Simone Corsini, has put his signature to the brand new cocktail menu available at the rooftop bar.

The Grand Hotel Principe di Piemonte continues to be the driving force behind the promotion of cultural events. The Viareggio Literary Prize, now the Viareggio Rèpaci Prize, was launched here. The series of cultural events, "Incontri del Principe", with the big names in journalism, business and politics, has been held by the hotel every summer since 2020.

The Creation of Prestige: 101 years of culture and celebrity overlooking a "paradise of golden beaches"

At the beginning of the twentieth century, visitors to the coast of Tuscany elected the Versilia Riviera as their destination of choice. Its **endless beaches of fine sand**, with which **Napoleon's sister**, **Paoline Bonaparte**, fell in love a century earlier and which the Italian poet, playwright, orator and journalist, **Gabriele D'Annunzio** described as a "paradise of golden beaches", are still frequented by well-known personalities from the worlds of art and literature. The Versilia Riviera immediately became the center of gravity for high society, not only because of its scenic beauty, but also thanks to the surrounding area. Suffice it to recall that members of the **House of Savoy** would visit their San Rossore estate and **Giacomo Puccini** lived and composed his operas in his villa in Torre del Lago, both in the vicinity of Viareggio, where artists such as the painter and writer **Lorenzo Viani** and **Galileo Chini**, the leading light of the Liberty movement, the Italian expression of Art Nouveau, pursued their talents.

It was in the midst of this dynamism and cultural ferment and as the novelty of seaside resorts embraced the atmosphere of the Belle Époque that the **Select Palace Hotel, the cornerstone of today's Grand Hotel Principe di Piemonte** was built. It was 1922 and Viareggio was expanding into a new area along the road running parallel to the sea, Viale Margherita. The plans for the hotel by Florentine civil engineer Giuseppe De Micheli were inspired by the grandeur of the Carlton in Cannes. The rounded corner, formed by the intersection of the two façades, will become a landmark. The local reporter, Ulderico Tegani, recounts that the hotel was ahead of the times with "telephone sets" and "its own automatic laundry" and that it was also the only hotel on the Versilia Riviera to have hot water in the bedrooms.

Illustrious guests, such as **Puccini**, **Guglielmo Marconi** and **Edward and Wallis, the Duke and Duchess of Windsor**, would soon arrive at the Select Palace.

In 1925, the hotel was expanded to plans by the Florentine architect, Ugo Giovannozzi. The building became even more sumptuous and imposing, with the addition of two floors and decorative features, such as the **magnificent pediment bearing the name of the hotel**, which transformed it into the spectacular building we can still admire today.

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By now, Viareggio counted among those seaside resorts chosen by the cosmopolitan clientele of intellectuals, artists and members of the upper middle class. And the Select was the social focal point, with its dance evenings, charity galas and sumptuous dinners. The **Viareggio Literary Prize** was inaugurated by Leonida Rèpaci at a party held here in 1929 and which was attended by the Italian dramatist, novelist, poet, short story writer and playwright, **Luigi Pirandello**. The prize continues today as the Viareggio Rèpaci Literary Prize.

Towards the end of the 1930s, **the Select changed its name to Principe di Piemonte, in honour of Umberto II of Savoy**, the last King of Italy. This was the period of Fascism, when the use of foreign names for public and private places would soon be outlawed. The dark years of the Second World War ensued.

It is difficult to imagine a more lively and carefree time than the period following the economic boom, when the Principe di Piemonte provided a stage for celebrities from the world of entertainment, politics and cinema. These include the actor **Walter Chiari**, the singer known for his international hit song "*Nel blu dipinto di blu*", **Domenico Modugno**, and the singer-songwriters **Fabrizio De André** and **Ornella Vanoni,** the singer, **Patty Pravo**, singer, composer, actor, and playwright, **Giorgio Gaber**, singer and actress **Mina** and the **Kessler Twins**, to name but a few. The hotel had become the prime society venue, as the list of famous names gracing the Principe di Piemonte with their presence shows.

Leading artists, such as **Giorgio De Chirico**, **Renato Guttuso** and **Primo Conti** have also left their mark in the guest book, as have the legend of Cuban sport, **Alberto Juantorena**, and the greatest high jumper of all time, **Javier Sotomayor**.

A common thread throughout these 101 years of history has been the **silver screen**. Stars like **Marlene Dietrich, Jerry Lewis, Sophia Loren, Marcello Mastroianni, Roberto Benigni, Paolo Villaggio and Nick Nolte** have strolled through the foyer and sumptuous lounges and stayed in the magnificent suites of the Principe. From living room by the sea to film set was a short natural progression and this is how the Principe di Piemonte became involved in a number of films. In 1995, it was the headquarters for the film crew of "The English Patient" starring **Juliette Binoche**. And two years later, the silhouette of the building appeared in the background of the last scene of "Viola kisses everyone" with **Asia Argento**.

This splendid building continues to enchant not only as a hotel but also as a prominent feature on the cultural and artistic landscape.

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From the Foyer to the Rooftop: A Voyage through Classical and Contemporary Elegance

The Grand Hotel Principe di Piemonte offers a fascinating journey amongst **works of art from different periods**, floral compositions, hand-painted silk wallpapers echoing oriental themes, custom-made furnishings and large hand-knotted carpets that muffle the sound of footsteps. Background music is played through pure gold speakers designed by K-ARRAY Audio Solutions.

Continuous changes of scene and atmosphere make it possible to emphasise the concept of hospitality within a prestigious setting.

The new, linear and deliberately minimal **reception** is framed by a large installation comprising a wall of skilfully engraved marble, the natural gilding of which emerges thanks to an advanced system of backlighting.

The large spaces on the **ground floor**, reflected in gilded door panels, form lounges as well as private corners and guarantee the comfort of guests.

The Chinese inspired, **Sala Cinese**, represents the concept of extreme luxury in the use of unique fabrics and furnishings, with rare, hand-painted silk wallpapers, Illulian carpets and original Chinese antiques, all of which evoke travel and exploration and create the intimate atmosphere in this exotic, relaxing oasis.

The **Library**, used as a waiting room, retains the main feature of a large bookcase, which is enhanced by hand-made de Gournay wallpaper, an expression of luxury and elegance. The room is also enriched by the works of the well-known contemporary sculptor, Emanuele Giannelli.

The **Sala Guttuso**, honoring one of the Grand Hotel Principe di Piemonte's most famous guests, houses the artist's "Lo Zodiaco" collection of 12 paintings depicting the signs of the zodiac and their symbolism.

The large **veranda** has been completely redesigned to resemble a golden gallery in which to house the Michelin star restaurant "Il Piccolo Principe". A runner measuring over 30 meters, designed by S+S studio and handmade by master weavers, symbolizes and leads the way under the arches covered in gold and mirrors of the long gallery. The work "Setole", a joint artistic project by Francesca Pasquali and Marco Casamonti & Partners (Archea Associati), adds a dreamlike quality to the atmosphere.

Elegant Liberty style lounges embellished with mirrors, carpets and finely decorated glass doors lead to the **Bar del Piccolo**.

The **main staircase** leading to all floors forms a large art installation, where the main feature is a **carpet with koi carp swimming upstream**, a metaphor for increasing prosperity and fortune. The large blue and gold carpet contrasts with the central chandelier of almost a thousand shimmering glass and gold pendants.

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The **corridors** of the four main floors inspire different emotional experiences through the careful blend of wall decorations, wallpapers and skilfully crafted lighting fixtures. All the ceilings feature large coffers with antique-finished panels, which light up gradually at different times of the day. The corridors on the fifth floor, where the panoramic penthouses are also located, are finished with precious mother-of-pearl that reflects the light and creates a delightful, soft effect.

The **80 rooms** (Classic, Deluxe, Superior, Family, Prince Suite, One/Two/Three Bedroom suite, Panorama Penthouse, Presidential suite) reflect the desire to diversify the accommodation and to offer an advanced concept of luxury. Gold and mirrored surfaces continue to be the leitmotif and contrast with the opacity and warmth of the curtains, carpets and textile wall hangings. Comfort is guaranteed by the opportunity for guests to choose their preferred type of pillow from the Pillow Menu. Furthermore, the Grand Hotel has sourced the latest, exclusive and handcrafted mattresses from Vispring, which has received the prestigious Queen's Award for Enterprise.

One type of room is embellished with mirrors decorated using brass edging and grand headboards conceived as sculptural works to give greater order to the space and to create an extremely relaxing and sumptuous atmosphere.

A second type, in a classic-contemporary style, are the suites, which offer comfortable and flexible private spaces and underline the concept of hospitality throughout.

The rooms overlooking the Apuan Alps and the inner courtyard have been decorated in a classic style with romantic touches, enhanced by wallpapers in shades of blue, and using furniture made by Florentine master carpenters.

A group of **suites** at the ends of the corridors, three suites on one side and two on the other, offers great versatility and extends the range of accommodation available. Each can be occupied individually or in a variety of combinations that can also create a single large suite. These spaces are designed to guarantee every comfort and service according to the highest standards of hospitality, from the sumptuousness of the four-poster beds to the new bathrooms fitted with a sensory shower and private sauna.

The contemporary style **Panorama Penthouses** on the fifth floor also offer a unique hospitality experience, with private mini-pools on the large terraces, living areas where it is possible to dine with panoramic views, bedrooms directly overlooking the sea and large areas dedicated to pampering.

The **rooftop** is the meeting point between the Grand Hotel Principe di Piemonte and the sea of Viareggio. The large terrace, overlooked by the ***"La Terrazza"*** restaurant and cocktail bar, offers an uninterrupted view of the beach and the blue waves. A stone's throw from the sea, the relaxation area offers peace and the cooling effect of the beautiful infinity pool, designed by the celebrated architect, Marco Casamonti.

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The Presidential Suites designed by Stefano Ricci and S+S Studio

The two Presidential Suites, one located on the second and one on the first floor of the building, represent the pinnacle of excellence of the Grand Hotel Principe di Piemonte. Two distinct designs, by the great designer and creator of luxury, Stefano Ricci, together with S+S studio. The suites are the maximum expression of modern elegance, which can be appreciated in the spaciousness (the surface area of each of the two suites measures 160 square meters), the sophistication of the furnishings, the tastefulness of the details and the atmosphere designed to offer an experience of the highest level.

The Presidential Suite designed by Florentine designer and luxury lifestyle entrepreneur **Stefano Ricci**, is situated on the second floor and is distinguished by choices that reflect the features of the Ricci brand, including surfaces in Californian wood, which contrast with precious marble. An elegant balance that reflects the iconic style found in Ricci's boutiques in capital cities around the world, with a nautical-inspired concept.
The inspiration is a tribute to the style of a contemporary Great Gatsby, a lover of luxury and infinite horizons, with a reference to the sea and to superyacht design in the details.
The exclusive SR Interiors design offers an immersive experience in the world of Stefano Ricci, with continuous references to his classic octagon shape, which is exalted in the Sala del Principe, distinguished by a coffered ceiling of wooden beams and hand-sculpted Carrara marble tiles.
The doors of the suite feature coloured glass mosaics with intricate lead soldering. The curtains and other textiles have been manufactured by Antico Setificio Fiorentino. Established in 1786, the manufacturer has always upheld high standards of craftsmanship to produce, on its nineteenth-century looms, furnishing fabrics that have been admired in royal palaces, government offices and historic homes ever since.
The bas-relief sculptural work in the "Master" bedroom is a historical depiction of the Principe di Piemonte.
All the details of the Suite have been selected from the SR Home catalog, from the decorative features in porcelain (vases and animal collection) decorated with exclusive designs in gold and platinum to the bronze eagle and leopard heads.
The crystalware of the bar and the dining room is hand-engraved with the same motif as the platinum decoration of the tableware. The bedroom and bathroom linen includes sheets and towels made with fine Egyptian cotton woven in Italy and embellished with the embroidery of the SR Home line of exclusive products.
The Stefano Ricci logo is also found on the large dining table.

The Presidential Suite on the first floor, designed by S+S Studio uses the most sophisticated color combinations, black and white, which are seen in the fittings and furnishings using marble, silk and precious wood finished in sealing wax. Different textures add depth and movement and the gilded frames and brass details provide an aesthetic experience of great impact. Diligent sourcing from highly skilled local artisans has constantly guided the choices of the designers at the Florentine studio, in line with the criteria for *sustainable luxury* that

distinguish the restyling of the Grand Hotel Principe di Piemonte. All the furnishings have been designed and crafted by hand. The result is a space redefined in its essence by unique pieces. In each room, design passion and attention to well-being transform comfort into a prerogative.

The vestibule, featuring super glossy black lacquered boiserie and which shields the storage space, welcomes guests to the suite. By contrast, white prevails in the living room, with sofas in elegant bouclé fabric and textile wallpaper. The bar cabinet is finished in white sealing wax and topped with black Marquina marble.

The dining room with hand-painted silk wallpaper is embellished with gilded sconces and mirrors, sumptuous silk light fittings and a drinks cabinet.

The master bedroom, featuring a sumptuous, super king-size, four-poster bed, has numerous elegant touches, including the wardrobe and dressing table in pickle-finished oak, doors covered in padded leather and jewel handles in bronze and glass. The large TV screen disappears behind the false ceiling.

Separate from the sleeping area, a study has been created to offer a space in which to work or relax.

The master bathroom is truly a private oasis. A triumph of marble (Calacatta and Marquina) and lacquered boiserie lead to the wellness area featuring a sensory shower, sauna, TV and a hydromassage minipool created specially for the Grand Hotel Principe di Piemonte.

For the second bedroom, a semi-canopy bed and a wardrobe covered with moiré textile paper were chosen. Mirrored doors conceal the entrance to the en-suite bathroom.

A lovely, small, third bathroom, with black and gold wallpaper, is fitted with a purple Calacatta marble washbasin.

Breakfast:

Under the expert supervision of two-Michelin-star chef Giuseppe Mancino, the breakfast experience at the Grand Hotel Principe di Piemonte goes beyond the ordinary. Both “50 Top Italy” and the “Food & Wine Italia Awards” have recognized the excellence of the hotel’s offerings, naming it the **"Best Breakfast in Italy."**

The menu delights guests with an impressive range of gourmet selections: oysters, caviar, freshly made sushi prepared by a skilled sushi chef, and Crêpes Suzette flambéed tableside. The grand buffet showcases a blend of sweet and savory choices, transforming breakfast into an exquisite brunch experience. Highlights include hand-carved Pata Negra ham, freshly made

ramen, and a live cooking station dedicated entirely to the stars of the continental breakfast—eggs. These eggs are locally sourced from **Azienda Agricola Gallus**, where the farm's owner, Simone Iannello, has carefully selected rare breeds like Araucana, Marans, Mugellese Silkie, Kabir, Olive Egger, Wyandotte, as well as Toulouse geese and Muscovy ducks. These birds roam freely, enjoying natural surroundings, foraging in open fields and under fruit trees.

Additionally, a stunning fruit and vegetable buffet acts as a living installation, offering vibrant, nutrient-packed juices and smoothies. Special attention is also given to those with food intolerances, allergies, and specific dietary needs, with a dedicated "health corner" that ensures all guests are catered to with care.

"IL PICCOLO PRINCIPE" by Giuseppe Mancino, a planet for gourmands illuminated by two Michelin stars

Located on the ground floor of the Grand Hotel Principe di Piemonte, the restaurant Il Piccolo Principe has been a symbol of excellence in Versilia since the early 2000s. Chef Giuseppe Mancino has been leading it for 18 years, earning his first Michelin star in 2008 and a second one in 2014, becoming the youngest chef in Italy to receive two Michelin stars, and the only one in Versilia.

Mancino was one of the first Italian chefs to elevate hotel dining to the highest levels, starting with the specificities of his own territory and therefore with a seafood cuisine with Mediterranean flavors, the same as his origins in Salerno. Among his unforgettable signature dishes there are "Red mullet alla pizzaiola, Tuscan bread, mozzarella, capers, tomatoes, black olives" and "Spaghetti with butter, anchovies and smoked tea".

Constantly evolving, to update not only the aesthetics of the dish but also the pairing of flavors and textures, the cuisine at Il Piccolo Principe shows passion for research and respect for raw materials. A constant study that never stops, allowing Mancino to aim for perfection, discover new taste combinations, and create exciting culinary proposals.

Today, after 25 years of existence, 11 years of two Michelin stars, and hundreds of thousands of satisfied palates, it takes on a new form. Like a theater, upon entering, you are greeted by the foyer, featuring an inviting sofa in a precious wool bouclé, where the dominant colors are white, gray, icy blue, and indigo. Here, the intent is clearly stated: to guide the guest from a harmonious prelude worthy of the most beautiful operas.

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Architects Diletta Storace and Nicola Spagni, founders of S+S Studio, who designed the entire restyling of the Grand Hotel, approached Il Piccolo Principe with a delicate and respectful touch. Reverent not only of the historical environment but of an art that speaks for itself, a ritual that has been repeated for years without ever being banal or repetitive, and that has imbued the atmosphere with a new sense of intimacy, characteristic of places where everything speaks of "goodness."

The menu offers three tasting experiences that are like journeys to discover the chef's universe, and are updated according to the season and the availability of ingredients.

With "Essential green," Mancino's focus is on vegetables, all coming from the nearby biodynamic garden, to rediscover ancient flavors, transforming authenticity into impactful tasting, olfactory and visual experiences. Noteworthy dishes include "Grilled artichoke" and "Radicchio, almonds and grapefruit".

"The artichoke was a dish we worked on a lot and we wanted to try something that almost no one dares to do, which is to serve it paired with a drink designed together with bar manager Simone Corsini. So we studied a cocktail that wouldn't clash with the main ingredient but would be an evolution of it. The base is a spelt beer macerated with dried artichoke leaves which is then carbonated and flavored with cynar." Explains Mancino, who continues: "The radicchio, on the other hand, is a demonstration of how a vegetable alone can become the protagonist of a dish without falling into banality or extreme simplicity."

The experience: "The classics" offers a journey composed of traditional dishes revisited by the chef according to modern standards. Among these, the most representative is certainly "Spaghetti with butter, anchovies and smoked tea," which is also offered in a small "home version" and given to guests at the end of the experience. After trying the Chef's version, they can replicate the dish in their own kitchen following Mancino's recipe. Another noteworthy dish is the "Tuscan meat, Casentino fat and charcoal oil," a substantial main course that never feels heavy because Tuscany is also about love for meat.

Finally, in the "Experience" menu, the chef's creativity and skill bring to life traditional Tuscan dishes with exotic twists. An example is the "Pigeon, mashed beans, wild herbs, goose liver and Garfagnana beer," a dish that speaks of the territory with beans cultivated in Versilia and Garfaganna beer, produced in the inland of the province of Lucca.

"In my menus, the tribute to Tuscany and its culinary traditions becomes a starting point to venture towards new experiences. Each dish contains precise, evocative emotions. This is where the study of surprising pairings begins. Not just exercises in style, but choices that give concreteness to the proposed tasting paths."

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The Wine List

The Sommelier at Il Piccolo Principe, sets new rules in the Italian sommelier world by creating an innovative and entertaining wine list, full of information, secret anecdotes and stories collected from friends around the world: sommeliers, maitre, producers, wine merchants, and wine experts who, over a lifetime, have come into contact with him.

"This list was born from the desire to make the experience at a restaurant like Il Piccolo Principe more fun and complete. The wine list should not be approached with austerity today, but should be a book to flip through, a tool for learning, laughing, empathizing with oenology and its many nuances. It is a link between the customer and the sommelier and as such can increasingly be exploited to identify the mark of a restaurant. I wanted the focus to be on verticals. I focused on certain grape varieties and territories with extraordinary evolutionary capabilities, in order to offer our guests the most complete experience possible."

The list provides macro information on some of the most important wine regions in the world and intersperses, between one label and another, first-person stories told by the producers themselves or by sommeliers from the same production areas. To mention a few names, in Champagne we find the spicy words of Jacques Selosse, while in Italy we read in-depth content curated by Francesco Saverio Russo (wine expert), and anecdotes by Walter Meccia, sommelier at Four Seasons Florence, Davide Ostorero, Restaurant Manager at Relais Chateaux Antica Corona Reale, Alberto Lupetti, professional journalist, Alessandro Sinesi, Luca Roagna, and many others.

There are 1400 labels on the menu, mostly from companies concentrated in Italy and France, with a keen eye on global oenology. Countries such as Africa, Australia, Germany, Israel, Spain, Switzerland, Austria, and Hungary are also represented.

The Bar del Piccolo, open Day & Night

Also on the ground floor, during the colder season, the Piccolo Bar completes the food & beverage offer at the Grand Hotel Principe di Piemonte. In an environment illuminated by mirrors and large windows, in true Liberty style, the bar is designed as a central point around which the hotel's day revolves. From morning to night, the food proposal is curated by Il Piccolo Principe with light and tasty dishes that can be paired with cocktails by Simone Corsini, by-the-glass wines, or various non-alcoholic beverages depending on the guests' needs.

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Rooftop Bar & Bistrot Terrace

On the 5th and top floor of the Grand Hotel Principe di Piemonte, in one of the most scenic settings in Versilia, you find the Terrace Rooftop Bar and Bistrot Viareggio, welcoming different atmospheres throughout the day in this exclusive space suspended between sky and sea. The Terrace Rooftop Bar and Bistrot Viareggio is a suggestive and lively place for outdoor tastings of the best traditional seafood dishes, but also a lounge bar where you can enjoy the highest expression of mixology. The Tuscan imprint marries contemporary aesthetics in the menu, while incursions from the world of leavened bread offer, with pizza, a quicker and more informal alternative, and in the evening, the tables, with a "feet in the water" effect, are placed at the edge of the large infinity pool characterized by precious blue marble that blends with the waters of the Tyrrhenian Sea.

The Terrace is also the realm of mixology signed by Simone Corsini, who expresses his idea of mixology with a cocktail list dedicated to summer, called "103". A list of mixed creations that represent not only something good, but also a valuable charitable project.

The Terrace is open for lunch and dinner for Grand Hotel guests and, based on availability, also for external customers who can enjoy all these wonderful ingredients.

The Principe di Piemonte Spa: Health and Beauty Treatments and Relaxation

The Grand Hotel Principe di Piemonte offers guests a wellness area designed for the care of the body and the mind and with criteria of modernity, efficiency and aesthetic appeal. The completely renovated spa, comprising a series of private spaces, offers a complete range of remedy rituals and has a Finnish sauna, a Turkish bath, sensory showers and cabins for individual or couple treatments. The spa also features a newly designed relaxation area, the Salidarium, which has backlit walls of Himalayan salt and promotes circulation and the removal of toxins. A complete catalog of beauty treatments enables hotel guests to enhance their stay by entrusting their well-being to the hands of expert therapists. The Grand Hotel also has a gym equipped with the latest fitness machines.

The Company and the Group

The Grand Hotel Principe di Piemonte was acquired in 2020 by GB Invest Holding, which operates with great entrepreneurial vision, together with companies in a range of sectors, in Tuscany and all over the world. The GB Invest Group has made significant investments in Tuscany over the last 5 years, especially in the area of the Versilia Riviera. The Group has acquired the Principe di **Piemonte**, the **Excelsior**, the former **Odeon Cinema**, **Villa Selene** and **Villa Blanc** in Viareggio and **Palazzo Andreotti** in

Pietrasanta, as well as numerous office and industrial property. It has also bought and relaunched the **Next shipyard**, which produces **luxury yachts under the Maiora and AB Yachts brands**, both based in Viareggio. The Group has undertaken significant commitments in other areas of Tuscany, including the **former San Gallo Military Hospital** in Florence, which will become a 5-star luxury hotel, and the redevelopment of the **former Enel coal plant** in Piombino.