



HOTEL LA PALMA CAPRI

Benvenuti a Capri!

Hotel La Palma reopens for its second season.



Capri's first hotel, originally built in 1822 and transformed last year by Oetker Collection has just reopened its door.

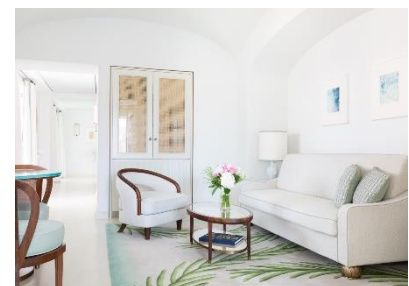
Located just steps from the famous *Piazzetta*, Hotel La Palma comprises 50 rooms and suites, three restaurants and bars, its own private beach club, a newly built pool deck and a spa, all decorated by renowned designer Francis Sultana.

The culinary vision for all restaurants is led by Neapolitan Chef Gennaro Esposito

CAPRI, May 2024 - Last year saw the debut of Oetker Collection first Italian property. With its exquisite renovation by interior designer Francis Sultana, Hotel La Palma will once again position itself at the epicentre of the island social scene for this new season to start.

A REIMAGINED ICON

Conceived as a unique, elegant Mediterranean retreat on the fabled Italian island for the modern traveller, the original hotel on Capri, which first opened over 200 years ago, is once more the chicest address on the island. During its 2,5 year renovation, the room count of the hotel was drastically decreased from 80 to 50 rooms – including 18 suites – each complete with its own private balcony or terrace. Located in the beating heart of Capri, just steps from the famous Piazza Umberto I – well-known as the '*Piazzetta*' – Hotel La Palma is perfectly positioned for guests to visit some of the most notable sites of Capri: I Giardini di Augusto, Via Krupp, La Certosa and the iconic Faraglioni. Synonymous with timeless elegance, Capri is famous for its rocky landscape, restaurants, shopping, and illustrious noble visitors including royalty, aristocrats, and celebrities, many of whom have visited Hotel La Palma in the past.



STATEMENT DESIGN

In a stunning renovation led by internationally acclaimed designer **Francis Sultana**, in what is his first ever hotel project, Hotel La Palma has been designed to be an inviting home away from home. Francis shares Oetker Collection's obsessive attention to detail and applied this rigor throughout the process, personally designing everything from the bathroom taps to the dining chairs. He has deftly captured Capri's beautiful lightness and minimalism while injecting flair and flourishes in a nod to the island's 1950s jet-set era. Calming hues of Mediterranean blue, green and turquoise complement the hotel interior's soothing natural aesthetic and allow textures to come to the fore to create rooms that are tranquil, tactile, and ultimately, welcoming. All rooms lead into marble and bronze-lined bathrooms that reflect Francis' signature aesthetic. Paying homage to its roots and ensuring the hotel retained an authentic sense of place, Francis commissioned acclaimed Italian craftsmen and local artisans; with in-room artworks by Luisa Lambri, handmade rattan furniture by Bonacina and custom bathroom fittings by Stella. *"Capri is an island that I love. Hotel La Palma is an iconic hotel that everyone will adore in its new lease of life. I wanted my design to reflect the very special relationship I have with Capri, that was love at first sight from my first visit in my early 20s; an island of romanticism and great aesthetes with a beauty and great inspiration for creativity, in all its forms,"* he comments.

Sultana created the hotel foyer as an artistic statement, paying homage to Hotel La Palma's original incarnation as a place where artists once stayed and would leave artworks behind to pay their bills. From the moment one enters the hotel, ceiling frescos by **Roberto Ruspoli** – known as *"the artist who reinvented frescos"* – honour Italy's classical past, harmoniously complimenting the soul of the island. *"In these paintings, conceived as contemporary frescoes, the classical figures have been inspired by the Roman world. The passage of emperors floats dramatically in blue and green tones, evocative of the sky, sea, and nature; and like ancient fallen plaster, leaves room for the shape of palm trees,"* Ruspoli shares.



A FEAST FOR THE SENSES

In true Italian fashion, Hotel La Palma is a gourmand's delight, with Gennaro's restaurant, bar, and terrace, under the direction of **Chef Gennaro Esposito**. Esposito is a culinary hero in Italy, having run his own two-Michelin Star restaurant, Torre del Saracino in Vico Equense, Naples, for the last 23 years. A simple, stylish step back in time to the Capri of the 1950s, Gennaro's embraces the timeless romance of the island, serving unpretentious, authentic Italian cuisine. A contemporary, vibrant place that shuns formality and celebrates the spirit and cuisine of Capri, Gennaro's also benefits from being right above the great Taverna Anema e Core. With an enviable vantage point looking down upon the bustling streets of Capri, Gennaro's terrace provides an atmospheric backdrop to linger over delicious Italian fare and specialty cocktails. Another highlight is Bianca, a glamorous, newly built rooftop restaurant and bar open for dinner 'til late with spectacular views over Capri Village and the sea in the distance. Bianca, also under the culinary direction of Chef Gennaro Esposito, is set to become the island's chicest hangout, transporting guests to another time and place. In addition, Hotel La Palma is home to brand-new pool deck complete with an elegant pool bar – Aqua Bar & Pool – which pays homage to the 'classic Capri' of the golden age. Chef Gennaro Esposito comments: *"We want to offer visitors an authentic Italian experience keeping with the times, however, above all, we pride ourselves in providing a warm and welcoming experience full of Italian flavor. Our cuisine will of course consist of local specialties, although these will be creatively enriched and reinterpreted."*



TO THE BEACH

A short drive to Capri's southern coast, guests will discover Hotel La Palma's chic yet laid back **Da Gioia by La Palma** beach club in Marina Piccola. This is the place where fabulous people come and go, to watch sun-drenched days flow into glittering twilight evenings. Open to non-hotel guests as well, visitors will come from yachts and neighbouring hotels as Da Gioia by La Palma beach club becomes the meeting place of choice on the island for long, lazy lunches created by Esposito. By day, it is a playground for the great and the good and by night, home to carefree indulgence and the place to rendezvous and soak in Capri's animated social scene. The menu emphasises fresh, locally sourced produce, with great Italian classics such as aubergine parmigiana, lobster pasta, and salt-crusted catch of the day. Da Gioia by La Palma offers 42 sun loungers and a separate private beach that can accommodate up to eight guests, serviced by a dedicated team.

LA DOLCE VITA

After a day by the sea, guests can return to the hotel and indulge in **La Palma Spa**. The wellness area offers three treatment rooms, including a double suite, and a dedicated beauty cabin. There is also a wet area with a salt room, sauna, Turkish bath, and sensory showers. A fitness area includes state-of-the-art Technogym machines, while the treatments use **Tata Harper** products, a brand renowned for its natural and organic ingredients. In a hotel first, legendary Italian beauty brand Santa Maria Novella, founded in 1221, provides Hotel La Palma's bathroom amenities. The hotel has also collaborated with renowned editor and tastemaker GianLuca Longo for an exclusive Hotel La Palma capsule collection, which includes an expansive selection of bespoke products from Italian brands that represent craftsmanship and quality. This includes designs by La Double J, Marinella, Farella, Aquazzurra, Panizza 1879, Marella, Allegra Hicks, Chiara Grifantini, Emilia Brano, La Gae L, and others.

HISTORY & HERITAGE

Originally opened in 1822, Hotel La Palma – formerly known as Locanda Pagano – is the oldest hotel on Capri. The original owner, notary Giuseppe Pagano, hosted travellers in his villa for the pleasure of long conversations and often, his guests were artists, poets, writers, architects, painters, and musicians, all who showed their gratitude by painting the walls, writing poems, singing, and playing in what was dubbed the 'Artists' Hotel.' A collective of creatives began to gather from all over the world, inspired by the genius loci and charmed by the smooth, familiar atmosphere of this eccentric hotel. Today, Hotel La Palma guests will once again receive the same warm Italian welcome.

www.oetkercollection.com/hotels/hotel-la-palma

HOW TO GET THERE

Capri can be accessed by air or by sea. The closest airport is Naples International Airport, located approximately 10 km from the city's port. There is also a heliport in Anacapri and other airports include Ravello (20 minutes) and Rome (70 minutes). In addition, the island can be reached by ferry or hydrofoil in 25 minutes from Sorrento or Positano, in 50 minutes from Naples, and in one hour from Amalfi

About Hotel La Palma

Capri's first hotel, originally built in 1822, has been transformed into an elegant and exclusive 50-room-and-suite hotel. Located mere steps from the famous Piazzetta, Hotel La Palma has three restaurants and bars, its own private beach club, a newly built pool deck overlooking the boutiques of Via Vittorio Emanuele and a signature spa.

A true masterpiece, the hotel marks Oetker Collection's first debut in Italy, and its exquisite renovation by interior designer Francis Sultana will once again position Hotel La Palma at the epicentre of the social scene on the island.

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