

THE DOLCE VITA IN TUSCANY

The Augustus Hotel & Resort is the exclusive and historical 5-star hotel set among the pines of the most elegant area of Forte dei Marmi: a delightful cocktail of relaxation and the Dolce Vita, embedded in a breathtaking landscape between the fine sand of the coast and the lush vegetation of the Apuan Alps.



The Augustus Hotel & Resort is a unique symbol of luxury and splendor in its natural setting. Perfectly set in an environment rich in history, located on the Tuscan coast between the sea and the mountains and surrounded by historical towns, it can only elicit the most inviting images of repose, peace and comfort.

It all began in 1926 when Edoardo Agnelli, son of the Senator Giovanni (founder of FIAT and father also of Gianni), bought Villa Costanza, a neo-Renaissance villa built from the beginning of the 20th century destined to be the protagonist of a legendary history as well as the vacation spot for the most important families of Turin for over thirty years.

The love affair between Agnelli and Forte dei Marmi lasted until 1960, attracting members of many other families in Italian high society and allowing the villa to become a successful model of tourism for the city. The property was enriched by isolated and comfortable residences that offered an ideal escape from the city.

Today, Villa Agnelli has become the Augustus Lido Hotel, part of the Augustus Hotel & Resort founded in the 1950s.

The central part of the hotel is splendidly in line with the modernist movement and evokes the artistic and literary personalities who frequented Forte dei Marmi in the 1930s.

The original Villa Pesenti was designed by the noted architect Osvaldo Borsani in 1939. Thanks to its successful blend of rationalism and Mediterranean influences it became a crowing jewel of the new modernist movement.

In 1953, Augusta Pesenti added another floor to the villa,

creating the Augustus Hotel, which for the next twenty years remained the only luxury hotel on the coast of Versilia.

Of the many innovative aspects of the structure, the sensational balconies are of special note, designed to be spacious exterior lounges.

In the park surrounding the principal buildings, seven villas were built, each the work of important designers and artists. Today, the villas are exclusive suites for lengthy sojourns, with private gardens and Jacuzzis, and full hotel services. Completing the Augustus Hotel & Resort are a swimming pool located in the most tranquil zone of the park and the modern La Nave building, set among the pines and enveloped by long terraced walkways that evoke the image of an elegant ocean liner.

Many important figures from the world of cinema, art, culture and society have spent a period in the marvelously isolated villas, some more than once, including Jimi Hendrix, Charlton Heston, Oriana Fallaci, Eugenio Montale, Francesco Messina, Mario Monicelli, Paul Anka and Vittorio Gassman. The hotel is still a preferred destination for stars and other celebrities.

Villa Agnelli, added to the resort in 1969, still maintains its high level of exclusivity and privacy, partially thanks to the underground passage leading directly from the villa's gardens to the seaside that allows the visitors to avoid the streets and the public. This is the only such underground passage in all of the coast of Versilia, ending in a suggestive walkway graced by a bounty of hortensias.





The private seaside swimming establishment boasts a heated seawater swimming pool with Jacuzzis and offers water sports, a hundred equipped tents on the beach, and also a bar and restaurant.

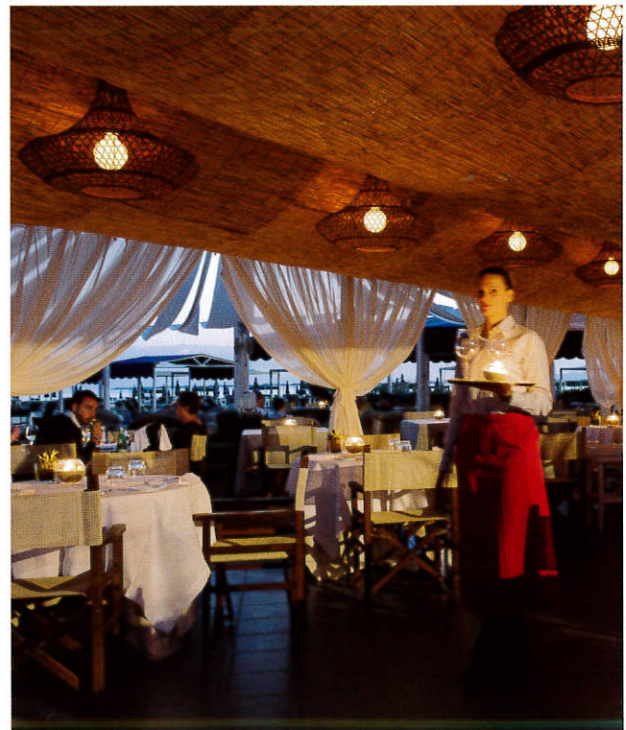
In the evening, one can enjoy some of the most refined Tuscan seafood dishes in the Bambaissa restaurant situated on the beach. The restaurant in Villa Pesenti is also notable, and boasts rigorously local products.

The final touches of this gastronomic paradise are the rich breakfast buffet, characterized by the creativity in the preparation and care in the presentation of the dishes, with a large variety of sweet and savory products and eggs prepared to order, and lunch in the garden or at the seaside.

The Augustus Hotel & Resort in Forte dei Marmi is still managed by the Maschietto family, who also own another

hotel not far away (the Hermitage), and it is certainly the most exclusive luxury hotel on the Tuscan coast, located in the ideal spot for enjoying the artistic and geographical resources of the region.

The various activities on offer range from cultural encounters such as a visit to the art exhibitions of Pietrasanta to an evening of cocktails at La Capannina and a stroll among the famous boutiques in the city center. One can also admire the majestic yachts built by Perini in the naval shipyard of Viareggio, and the marble quarries used by Michelangelo. The uniquely splendid seaside scenario will accompany you and brighten your stay with the many bars, clubs and restaurants; it offers a wonderful occasion for a get-away in peace and comfort, and recharging your batteries will never have seemed so easy.





THE PEARL OF VERSILIA

Forte dei Marmi takes its name from the eponymous fort that surges at the center of town, built by the Great Duke Leopoldo as a coastal defense, and from the marbles that were transported from the nearby Apuan Alps to the wharf where they were transferred to ships. The area of Forte dei Marmi, once marshy, is set among plains framed by the splendid golden beach and the suggestive mountains.

The town of Forte dei Marmi, located on the northern coast of the province of Lucca near the border with that of Massa Carrara, is part of the historical and geographical region of Versilia, which in addition to the seaside resorts also offers delightful towns inland, including Pietrasanta, famous for the artistic activity that animates the summer evenings with exhibitions and festivals. Every summer in nearby Torre del

Lago there is also a festival dedicated to Puccini.

Forte dei Marmi is in a strategic position for visiting the many splendors in the surrounding area; the prestigious artistic centers of Pisa and Lucca are easily reached in 20 minutes, and Florence is just a little over an hour away. The town's bridge is a handy docking point for a local ferry that provides a pleasant cruise to Cinque Terre and Portovenere. This seaside locality has been regularly visited since 1920 by artists, intellectuals, aristocrats and business personalities attracted by the privacy and comfort offered by the lush pines and the splendid beach, all delightfully ensconced behind the Apuan Alps.

Silvia Giardinelli

